

Role of Digital Platforms in Promoting Green Purchase Products

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Abstract

The research paper aims to explore the role of digital platforms in promoting green purchase products. Data for the study have been collected from 211 customers in Pollachi Taluk through issue of well-structured questionnaire by adopting convenience sampling method. Simple percentage, weighted average ranking and chi-square test have been used to analyze the data. The study reveals that majority of the customers are highly satisfied with ease of purchase. Also, it is found that most of the customers are satisfied with wide variety of green products, discount and promotional offers, environmental information provided, affordable price, return and refund policies whereas few customers are dissatisfied with delivery services, clarity of eco label and sustainability claims and customer service while purchasing green products through digital platform. The factors that influence customers to purchase green products through digital platforms are convenience and time saving followed by home delivery, access to customer reviews and ratings and easy comparison of eco-labels and product ingredients, availability of detailed environmental information, better price deals and discounts and wider variety of green products available online. This shows the positivity among customers for green products purchase through digital platforms. Chi-square test depicts that age, gender, marital status, educational qualification, monthly income (self) and family incomes are significantly associated with the level of satisfaction towards purchase of green products through digital platforms

Keywords: Green Products-Digital Platform –Satisfaction- Eco-friendly products

Introduction

In the digital age, online platforms have a big effect on how people act and what they buy. Because so many people have access to the internet, they use e-commerce sites, social media, and mobile apps to learn about products, read reviews, and compare them before buying. These platforms are very important for getting the information about green products-items that are eco-friendly for the environment, sustainable, and are less harmful to it. Ads, blogs, and content from influencers on digital platforms can help people learn more about environmental issues like climate change and pollution. This increased awareness has a positive effect on how people feel about buying green products. E-commerce sites also make it easier to find eco-friendly products by having

separate sections and labels that say how sustainable the products are. Also, electronic word-of-mouth (e-WOM), like online reviews and ratings, makes people trust the brand more and makes more people choose eco-friendly options. Targeted ads and personalised promotions make people even more interested in green products. In general, digital platforms connect producers and consumers, helping people make smart choices and encouraging more sustainable ways of consuming.

Review of Literature

Several studies have investigated the determinants affecting green purchasing behaviour in the digital age. Studies show that environmental awareness, perceived value, and consumer attitudes have a big effect on people's plans to buy green products, especially in new markets (Adnan et al., 2025). Social media has been recognised as a significant instrument in influencing consumer behaviour by enhancing awareness, trust, and engagement with eco-friendly products (Ahmed et al., 2022). Likewise, environmental awareness and product knowledge significantly impact consumer choices, although elevated prices frequently serve as a deterrent (Biswas & Roy, 2015). Technological advancements like AI and digital marketing have made it even easier to promote eco-friendly products by giving personalised recommendations and getting people more involved (Bhatnagar & Sharma, 2024; Karumuri et al., 2026). Brand image, information about environmental, and professed effectiveness are other things that affect green buying decisions (Kumar & Ghodeswar, 2015). Moreover, electronic service quality and green psychology substantially augment online purchase intentions (Li & Wang, 2020). In some fields, like cosmetics (Ningsih et al., 2026), social media marketing and product knowledge are very important. Cultural values and social influence also affect how people feel about green products (Nguyen et al., 2017; Yadav & Pathak, 2016). Digital platforms also make things more clear by using eco-labels and product traceability, which makes customers more likely to trust them (Wang & Zhang, 2018). Online environmental platforms and green marketing tools are good ways to encourage responsible buying and sustainable consumption (Rahbar & Wahid, 2011; Rana et al., 2024).

Statement of the Problem

In the last few years, environmental problems like climate change, pollution, and excessive waste have increased significantly. This makes it very important to use resources in a way that is good for the environment. Even though there are green products on the market, many people still prefer regular products because of lack of awareness, limited information, they cost more, and they don't trust claims about sustainability. There is still a major problem with the gap between environment concern and actually buying behaviour. Digital platforms like Instagram, YouTube, and e-commerce sites like Amazon and Flipkart can affect what people buy by raising awareness, giving information about products, and promoting brands that are good for the environment. It is not clear, though, how well these platforms get people to buy things that are good for the environment. Therefore, it is essential to study the role of digital platforms in promoting green purchase products and to ascertain whether online

awareness, reviews, digital marketing strategies, and platform engagement substantially affect consumers' intentions to purchase environmentally sustainable goods.

Objectives of the Study

The following are the objectives of the study:

To know the socio-economic profile of the sample customers.

To identify the factors that influence customers to purchase green products through digital platforms.

To examine the level of satisfaction while purchasing green products through digital platforms.

To ascertain the variable associated with the level of satisfaction towards purchase of green products through digital platforms

Research Methodology

The study is based on primary data. The data is collected through a well structured questionnaire. It contains questions relating to socio-economic profile, sources of information, factors influence to purchase green products through digital platforms and level of satisfaction while purchasing green products through digital platforms. A sample of 211 customers from Pollachi Taluk has been selected by adopting convenience sampling method. Simple Percentage, Weighted Average Ranking and Chi-Square test have been used to analyze the data.

Findings

The findings of the study are divided into four parts namely, socio-economic profile of sample customers, factors influence to purchase green products through digital platforms and level of satisfaction while purchasing green products through digital platforms and variables associated with the level of satisfaction towards purchase of green products through digital platforms are depicted in the following paragraphs.

(i) Socio - Economic Profile of Sample Customers

Socio-economic profile of sample customers like age, gender, area of residence, marital status, educational qualification, occupation, monthly income and family income are disclosed in the table-1.

Table: 1
Socio-Economic Profile of Sample Customers

Variables	Number of Customers (N=211)	Percentage (%)
Age (Years)		
Below 20	30	14.2
20-35	133	63.0
36-50	27	12.8
Above 50	21	10.0
Gender		
Male	92	43.6
Female	119	56.4
Area of Residence		

Variables	Number of Customers (N=211)	Percentage (%)
Rural	134	63.5
Urban	40	19.0
Semi-urban	37	17.5
Marital Status		
Married	115	54.5
Unmarried	96	45.5
Educational Qualification		
Up to HSC	40	19.0
Under Graduate	81	36.3
Post Graduate	88	41.0
Others	2	3.7
Occupation		
Employee	78	37.1
Business	55	26.2
Professional	28	13.3
Home maker	26	12.4
Others	24	11.2
Monthly Income (Self)		
Up to Rs.20000	66	31.3
Rs.20001 to Rs.50000	85	40.3
Rs.50001 to Rs.100000	45	21.3
Above Rs.100000	15	7.1
Family Income (per month)		
Up to Rs.50000	82	39.1
Rs.50001 to Rs.100000	100	47.6
Above Rs.100000	29	13.3

Majority of the customers, 133(63.0%) belong to the age group of 20 -35 years.

Majority 119(56.4%) of the customers are female.

Majority 134(63.5%) of the customers are residing in rural area.

Majority 115(54.5%) of the customers are married.

Most 88(41.0%) of the customers are post graduates.

Most of the customers, 78(37.1%) are employees.

Most 85(40.3%) of the customer's monthly income is between Rs.20,001 and Rs.50,000.

Most 100(47.6%) of the customers family monthly income is Rs. 50,001-Rs.100000.

(ii) Factors that Influence to Purchase Green Products through Online Platform

The weighted average ranking is used to know the factor that influence customers to purchase green products through online platform

Table: 2
Factors that Influence to Purchase Green Products through Online Platform - Weighted Average Ranking

Factors Influence to Purchase Green Products	Total Score	Weighted Average	Rank
Convenience and Time-Saving	1147	5.44	1
Wider Variety of Green Products available	936	4.44	5
Easy Comparison of Eco-Labels and Product Ingredients	799	3.79	7
Customer Reviews and Ratings	831	3.94	6
Better Price and Discounts	1013	4.80	3
Availability of Detailed Environmental Information	949	4.50	4
Home delivery reduces personal carbon footprint	1047	4.96	2

From the above table, it is observed that convenience and time saving is ranked first indicating customers ease of purchasing (convenience and time saving), followed by home delivery reduces personal carbon footprint, better price deals and discounts and availability of detailed environmental information which helps customers to save money, wider variety of green products available online assist customers to select the product with more choice, access to customer reviews and ratings and easy comparison of eco-labels and product ingredients make customers to know more about the product they need to purchase.

(iii) Level of Satisfaction while Purchasing Green Products through Digital Platforms

The table below shows the classification of customers based on their level of satisfaction while purchasing green products through digital platforms.

Table: 3
Level of Satisfaction while Purchasing Green Products through Digital Platforms

Factors	Highly Satisfied	Satisfied	Dissatisfied
Ease of Purchase (Effortless buying and time saving)	150 (71.0%)	53 (25.1%)	8 (3.7%)
Environmental Information Provided	93 (44%)	97 (45.9%)	21 (9.9%)
Delivery Services	77 (36.5%)	75 (35.5%)	59 (28.0%)
Return and Refund Policies	78 (36.9%)	95 (45.0%)	38 (18.0%)
Affordable Price	97 (45.6%)	81 (38.3%)	33 (15.6%)

Factors	Highly Satisfied	Satisfied	Dissatisfied
Discount and Promotional Offers	76 (36.0%)	98 (46.4)	37 (17.5%)
Clarity of Eco label and Sustainability Claims	79 (37.4%)	76 (36.0%)	56 (26.6%)
Wide Variety of Green Products	84 (39.8%)	98 (46.4%)	29 (13.7%)
Customer Service	83 (39.3%)	76 (36.0%)	52 (24.7%)

From the above table, it is inferred that majority of the customers are highly satisfied with ease of purchase. Also, it is found that most of the customers are satisfied with wide variety of green products, discount and promotional offers, environmental information provided, affordable price, return and refund policies whereas few customers are dissatisfied with delivery services, clarity of eco label and sustainability claims and customer service while purchasing green products through digital platform.

(iv) Variables Associated with the Level of Satisfaction towards Purchase of Green Products through Digital Platforms

To identify the association between the select variables and level of satisfaction towards purchase of green products through digital platforms, the Chi-square test has been employed.

Table: 4
Variables Associated with the Level of Satisfaction towards Purchase of Green Products through Digital Platforms

Variables	d.f	Calculated (χ^2) Chi-Square Value	Table Value 5% Level
Age	6	13.897	12.592
Gender	2	6.933	5.991
Area of Residence	4	7.660	9.488
Marital Status	2	6.799	5.991
Educational Qualification	6	14.988	12.592
Occupation	8	10.942	15.507
Monthly Income (Self)	6	13.943	12.592
Family Income (per month)	4	9.931	9.488

Eight Variables have been taken to analyze the level of satisfaction towards purchase of green products through digital platforms. Out of eight variables the following six variables have significant association with the level of satisfaction towards purchase of green products through digital platforms (viz.) age, gender, marital status, educational qualification, monthly income (self) and family income while area of residence and occupation does not have significant association with the level of satisfaction towards purchase of green products through digital platforms.

Suggestions

Based on the findings of the study and the following suggestions are put forth.

Awareness programs should be given about green products by using attractive content such as blogs, post, videos to educate customers about environments benefit.

Packaging and delivery services should be improved to sustain customers

Clear eco-labels and certifications help customers find easily about sustainable choice by introducing dedicated sections for eco-friendly products in e-commerce websites.

Customer service may be improved to retain customers

Free shipping may increase purchase of green products through digital platform.

Encouraging customers reviews and ratings help to build credibility and inspire other consumers to purchase green products

Conclusion

In summary, this research underscores the crucial influence of digital platforms in fostering environmentally conscious purchasing behaviour among consumers. The analysis of primary data clearly demonstrates that digital platforms, including websites of e-commerce, social media, and mobile apps, significantly impact consumer awareness, attitudes, and intentions regarding environmentally friendly products. The results show that having access to detailed product information, online reviews, eco-labels, and content about sustainability increases consumer knowledge and leads to more responsible buying choices. Also, digital marketing strategies like targeted ads, promotions of influencer, and electronic word-of-mouth are very important for making people think positively about green products. The research indicates that the convenience, transparency, and comparability offered by digital platforms enhance consumers' propensity to select sustainable alternatives. But some customers still have problems because they are price-sensitive or don't know enough about the product. In general, digital platforms are good at bringing producers and consumers together by promoting sustainability and encouraging eco-friendly ways of buying things. The findings of this study shows that businesses and policymakers ought to utilise digital technologies more efficiently to increase awareness, foster trust, and improve the accessibility of green products. In the end, this will help protect the environment and promote long-term growth.

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