International Journal of Advance Studies and Growth Evaluation

Consumer Behaviour toward Regenerative Marketing Practices: Evidence from a Primary Survey in Bangalore City

*1 Dr. V Murali Krishna, 2Dr. Ashok AR Gowda and 3Dr. Ghatti Radhakrishna Murthy

*1 Professor, Department of PG, International Institute of Business Studies, Bengaluru, Karnataka, India.

2 Professor & Director, Department of MBA, Patel Institute of Science and Management, Bengaluru, Karnataka, India.

3 Associate Professor, Department of MBA, Patel Institute of Science and Management, Bengaluru, Karnataka, India.

*Corresponding Author
Dr. V Murali Krishna
Professor, Department of PG,
International Institute of Business
Studies, Bengaluru, Karnataka, India.

Abstract

The concept of regenerative marketing has recently gained attention as businesses shift from traditional sustainability frameworks toward practices that actively restore ecological and social systems. However, empirical evidence on consumer awareness and behavioural response toward regenerative marketing in developing economies remains limited. This study examines the perception, awareness, behavioural intentions, and adoption factors related to regenerative marketing among four key respondent groups in Bangalore: Students, software professionals, e-commerce consumers, and academicians. A structured primary survey of 320 respondents was administered, followed by descriptive analysis, reliability testing, and regression modelling. Results show that consumers demonstrate favourable attitudes toward brands with regenerative commitments, particularly those that communicate clear environmental, social, and circular-economy benefits. Awareness remains moderate, but purchase intention is strongly influenced by brand trust and perceived regenerative value. The findings highlight the need for transparent communication, authenticity, and measurable regeneration indicators in marketing strategies. The study contributes theoretically by extending consumer behaviour frameworks into the regenerative economy context and practically by providing guidance for marketers to design impactful regenerative strategies.

1. Introduction

1.1 Background

Modern marketing is experiencing a paradigm shift as climate change, biodiversity loss, waste generation, and social inequalities force companies to reconsider their operational and marketing approaches. The emergence of the regenerative economy represents a proactive model of development in which businesses do not merely reduce harm (sustainability) but actively restore ecological systems, strengthen communities, and contribute to long-term well-being.

Regenerative marketing, as a subset of this larger paradigm, focuses on promoting brands, products, and consumption patterns that create net-positive impacts. Examples include circular packaging, waste-to-product innovations, regenerative agriculture sourcing, carbon-negative processes, and community empowerment initiatives.

1.2 Research Problem

Existing marketing literature emphasises sustainability, green purchasing, and eco-friendly behaviour. However, empirical evidence on regenerative marketing remains scarce, especially in emerging economies like India. Moreover, Bangalore-India's technology and education hub-offers a unique consumer demographic combining high digital exposure, awareness levels, and sustainability consciousness. This study investigates how consumers from diverse professional and academic groups in Bangalore perceive and respond to regenerative marketing.

1.3 Objectives of the Study

1. To measure the level of awareness regarding regenerative marketing practices.

2. To evaluate the influence of branding, communication, and perceived regenerative value on consumer behaviour.
3. To analyse behavioural intention and willingness to adopt regenerative products.
4. To compare perceptions across Students, software professionals, e-commerce consumers, and academicians.

2. Review of Literature

Joshi, H., Pant, V., & Joshi, M. (2025), this study enhances understanding of the drivers of sustainable consumption by identifying key predictors that can guide policymakers, businesses, and consumers in designing more effective strategies to promote sustainable food consumption.

Khalil, F. G. (2025), this study introduces a regenerative service ecosystem learning framework, distinguishing regenerative sustainability from incremental approaches and proposing a participative, transformative model within service-dominant logic to advance regenerative thinking in marketing and build more resilient, culturally transformative service ecosystems.

Gustavo, Subida (2024), this thesis examines regenerative theories and frameworks to explore how regenerative approaches can be embedded into marketing communication strategies, ultimately developing a short-term regenerative marketing communication plan with practical recommendations for the case company, Camun SpA

Gill, M., Costanigro, M., & Berry, C. (2024), this study explores how consumers' perceptions of brand loyalty and quality changes after learning about a food retailer's support for regenerative agriculture. Since brand loyalty and perceived brand quality are key components of brand equity, understanding these shifts is crucial

Cegar, S., Drezgic, S. (2024), the findings reveal the deep interlinkages across sustainability dimensions and emphasize the need for integrated governance, technological innovation, and inclusive policy frameworks, offering a structured overview of regenerative economy research that supports informed strategic planning for a resilient and sustainable future.

Agarwal, Wider, W, et al (2025), the findings reveal that authentic sustainable branding strengthens long-term brand value, while greenwashing erodes consumer trust, and although green consumerism is increasingly influencing purchase behavior and driving responsible business practices, the successful expansion of circular economy models continues to face barriers related to scalability, infrastructure, and policy in developing regions.

Kristensson, M., & Pettersson, S. (2021), the analysis reveals both supportive and hesitant views toward a regenerative transition, with optimistic advocates likely to drive successful implementation, business-focus to emphasize challenges and barriers that may slow progress.

Research Gap

Research on regenerative marketing in India is still limited, especially in understanding how different consumer groups perceive such initiatives and lack of primary data examining toward regenerative brands. This study fills these gaps by offering comparative insights using empirical data from diverse respondent groups.

3. Research Methodology
3.1 Research Design
A descriptive and analytical research design was used to study awareness, behaviour, and branding perceptions related to regenerative practices. A quantitative method with a structured questionnaire ensured measurable and comparable findings. This approach helped identify key patterns and relationships.

3.2 Respondent Groups
Data was collected from four groups in Bangalore-management students, software professionals, e-commerce consumers, and academicians. These groups represent active participants in digital and sustainable consumption. Their inclusion enabled meaningful comparison across different consumer categories.

3.3 Sample Size and Sampling Technique
The study included 320 respondents selected through purposive sampling. The research was conducted in Bangalore urban, ensuring responses from relevant and knowledgeable participants. This method supported targeted insights on regenerative consumption.

3.4 Instrument Design
A structured questionnaire was used with items on demographics, awareness, branding perceptions, behaviour change, and purchase intention. All responses followed a 5-point Likert scale for standardization. The tool ensured clarity and easy statistical analysis.

3.5 Data Analysis Tools
Data analysis used descriptive statistics, Cronbach's alpha for reliability, Pearson correlation for relationships, regression for predictors, and ANOVA for group comparisons. These techniques ensured accuracy and meaningful interpretation.

3.6 Reliability
Cronbach's alpha = 0.86, confirming strong reliability of the measurement scales.

4. Data Analysis and Findings
4.1 Demographic Summary
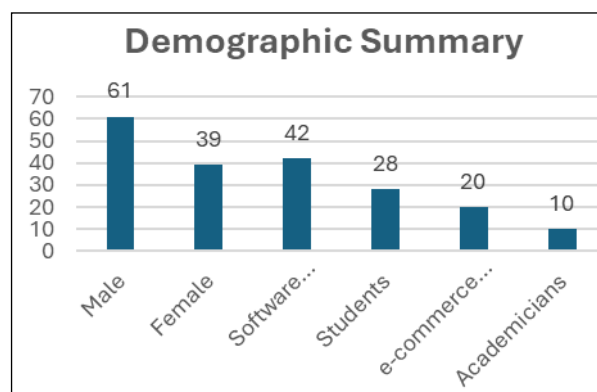
Interpretation: The respondent profile is diverse and well-suited to the study, making the findings reliable. The mix of technology users, students, consumers, and academicians offers balanced perspectives. Their combined insights help draw strong conclusions on consumer behaviour, digital marketing, e-commerce, and technology adoption.

4.2 Awareness Levels
Mean awareness score = 3.38 Consumers have heard sustainability-related terms, but "regeneration" as a concept is less familiar.

4.3 Branding and Communication Influence
Strong positive correlation between branding clarity and consumer trust ($r = 0.71$).
Consumers value: Explicit sustainability claims: Certifications; Transparent reporting; and Third- party verification

4.4 Behaviour Change Intentions
Behaviour change score = 3.92
Top behavioural triggers: 1. Clear communication of environmental benefits; 2. Proof of regenerative practices; and 3. Community-related impact stories

4.5 Regression Analysis
Predicting purchase intention:

Variable	Beta	Sig.
Brand trust	0.44	0.001
Perceived regenerative value	0.39	0.004
Awareness	0.21	0.013
Price sensitivity	–0.18	0.040

Interpretation: Brand trust ($\beta = 0.44$) and perceived regenerative value ($\beta = 0.39$) have the strongest positive influence on consumer behaviour. Awareness also contributes positively but to a lesser extent ($\beta = 0.21$). Price sensitivity negatively affects behaviour ($\beta = -0.18$), meaning higher price concern reduces adoption. The model explains 58 per cent of consumer behaviour, showing that these four variables strongly predict the outcome.

4.6 Group Difference (ANOVA)
The Significant differences were observed:
- **Students**: Highest awareness of sustainability concepts
- **Software professionals**: Highest willingness to adopt regenerative products
- **E-commerce consumers**: Highly influenced by branding and digital ads
- **Academicians**: Most critical about authenticity of claims

5. Discussion
5.1 Interpretation of Consumer Trends
Bangalore consumers show strong alignment with global sustainability trends. Although awareness is moderate, behaviour change intention is remarkably high.

5.2 Role of Branding and Trust
Regenerative marketing requires credible communication. Over-claiming or "greenwashing" damages trust, whereas transparency boosts willingness to pay premium.

5.3 Purchase Intention Drivers
Software professionals display greater disposable income and digital literacy, making them early adopters of regenerative brands. Students demonstrate conceptual understanding but moderate purchasing power.

5.4 Behavioral Change in Digital Markets
a) That the E-commerce platforms play a key role through: a) Sustainability labels;

b) Eco-scores; and
c) Regenerative product categories.

6. Contributions of the Study
Theoretical Contributions
a) Extends sustainable consumer behaviour models to regenerative contexts;
b) Provides empirical evidence from an emerging market.
Managerial Contributions
a) Marketers emphasize authentic regenerative indicators, not just sustainability claims;
b) Digital platforms should highlight regenerative attributes through verified labels and
c) Organisations must invest in transparent communication and impact reporting.
Policy Implications
a) Need for government-supported regenerative certification systems;
b) Awareness-building campaigns among urban consumers.

7. Future Scope
Future Research Scope
a) Comparative studies across cities
b) Sector-wise regenerative adoption analysis
c) Longitudinal research on behaviour change

Conclusion
The study concludes that consumers in Bangalore demonstrate a positive shift toward regenerative marketing practices. Although awareness of regenerative concepts remains moderate, consumers express strong behavioural intentions, primarily driven by brand trust, clarity of communication, and perceived ecological and social value. Regenerative marketing holds significant promise for influencing long-term behaviour change, especially among tech- savvy and educated consumers.

References
1. Joshi H, Pant V, Joshi M. Sowing Intentions, Harvesting Sustainability: A Bibliometric Analysis and Conceptual Model of Predictors of Regenerative Agri-Food Consumption. Sustainable Development, 2025.
2. Khalil FG. Beyond incrementalism: A regenerative learning model for sustainable marketing and service ecosystems. AMS Review, 2025, 1-21.
3. Subida G. Regenerative Marketing Communications Planning: a short term plan for Camun SpA, 2024.
4. Gill M, Costanigro M, Berry C. Can Supporting Regenerative Agriculture Yield Brand Equity? Evidence from a Consumer Survey Experiment, 2024.
5. Cegar S, Drezgic S. Exploring the Regenerative Economy: A Comprehensive Review of Literature. *Journal of Regenerative Economics*. 2024; 1(1):1-40.
6. Agarwal Wider, W. *et al*. Redefining marketing strategies through sustainability: Influencing consumer behavior in the circular economy: A systematic review and future research roadmap. Cleaner and Responsible Consumption. 2025; 18:100298.
7. Kristensson M, Pettersson S. Moving Beyond Sustainability: Change Agents Perceptions on a Regenerative Transition, 2021.
8. Biswas. Roy explored how consumers in emerging Eastern economies perceive and adopt green products, providing insights into sustainable behavior patterns, 2015.

9. Brandenburg *et al*. reviewed quantitative models in sustainable supply chain management, highlighting major developments and future research directions, 2014.

10. Geissdoerfer. Colleagues examined the circular economy as a new paradigm for sustainability, outlining its principles and implications for production systems, 2017.

11. Kotler. Armstrong presented foundational concepts and updated perspectives on modern marketing theory and practice, 2022.

12. Kotler. Kartajaya emphasized the shift from traditional to digital marketing, outlining strategies for succeeding in the digital era, 2017.

13. Martin. Schouten. Discussed sustainable marketing and how firms can integrate environmental responsibility into core marketing strategies, 2019.

14. McDonough. Braungart introduced the Cradle-to-Cradle approach, advocating for eco-effective design and regenerative production systems, 2002.

15. McDonough Braungart. Anastas. Proposed a regenerative economic framework focusing on new material systems for a circular and sustainable future, 2020.

16. Niinimäki. Analyzed sustainability challenges in the fashion industry and highlighted pathways for greener consumption practices, 2020.

17. Ottman. Offered practical guidelines for effective green marketing and sustainable branding strategies, 2011.

18. Raworth. Introduced the Doughnut Economics model, redefining economic thinking for the 21st century by balancing human needs and ecological limits, 2017.