

Consumer Behaviour towards Green Products and Green Marketing Strategies in Mumbai Suburban

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Abstract: *The objective of this research is to understand the consumer behaviour and attitudes towards green products and examine the effectiveness of green marketing strategies in Mumbai suburban. The study aims to contribute to the existing literature on green marketing and provide insights for businesses operating in this region. This research aims to fill the existing gap in knowledge regarding consumer behaviour towards green products and green marketing strategies in Mumbai suburban. The study will provide valuable insights for businesses seeking to tap into the growing market for eco-friendly products and align their marketing efforts with consumers' environmental concerns.*

Keywords: Green Marketing, Consumer Behaviour, Eco-Friendly Products.

I. INTRODUCTION

The growing concern for environmental degradation and sustainability has led to a significant shift in consumer behaviour towards green products and green marketing strategies. This research aims to explore the consumer behaviour towards green products and green marketing strategies among citizens of Mumbai Suburban.

The research will utilize a mixed-methods approach, combining both qualitative and quantitative techniques. Primary data is collected through surveys administered to a sample of consumers residing in different suburbs of Mumbai. In addition, an in-depth interview has been conducted with selected participants to obtain a deeper understanding of their motivations, perceptions, and decision-making processes when purchasing green products.

The study will investigate various variables, including consumer awareness and knowledge of green products, perceived benefits and barriers to purchasing green products, and the influence of green marketing strategies on consumers' purchasing decisions. Additionally, the research will explore demographic and psychographic factors that may affect consumer behaviour towards green products.

The data collected will be analyzed using statistical techniques such as descriptive statistics, chi-square tests, and regression analysis. The analysis will provide valuable insights into the level of consumer demand for green products, the factors that influence their decision-making process, and the effectiveness of green marketing strategies in Mumbai suburban.

1.1 Objectives

- To find out the importance of Green Products and its presence in the 21st Century.
- To investigate the level of awareness of consumers about green products and practices.
- To study Consumers Behaviour towards green products.
- To find out the expectation of society regarding green development.
- To identify the brands, consumer associate with green marketing practices.

II. METHODOLOGY

This study is conducted through a survey questionnaire designed to collect data from consumers residing in Mumbai Suburban. The sample size is 300, and the study is conducted in the premise of Mumbai suburbs. The questionnaire includes both open-ended and closed-ended questions to collect data on consumer perception, awareness, and attitude towards green products and green marketing strategies.

Sr. No.	Particulars	Description
1.	Title	Consumer behaviour towards green products and green marketing strategies in Mumbai suburban.
2.	Sample Size	300
3.	Sample Unit	Students and Working Professionals
4.	Sampling Procedure	Random sampling
5.	Research Design	Descriptive
6.	Research Instrument	Questionnaire
7.	No. Of Questions	09

Q.01: Are you aware of “Green Products” or “Eco-Friendly Products”?

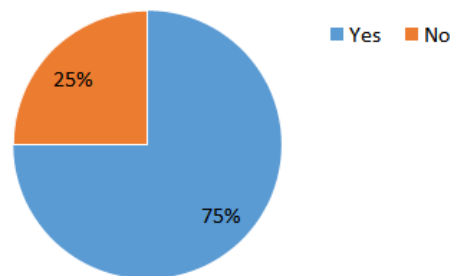


Fig. 01

Q.02: How you became aware of Green Products are Eco-Friendly in nature?

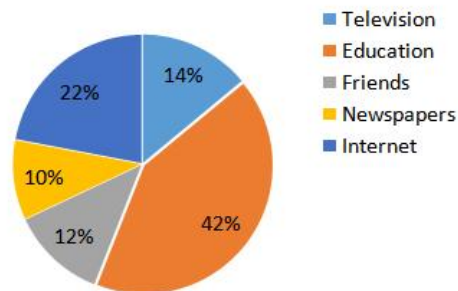
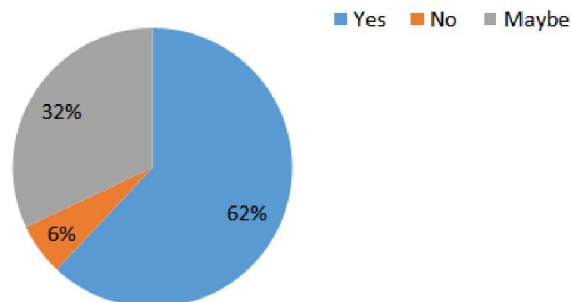


Fig. 02

Q.03: Are you willing to pay more for green products?



Q.04: What influences you to buy the green products?

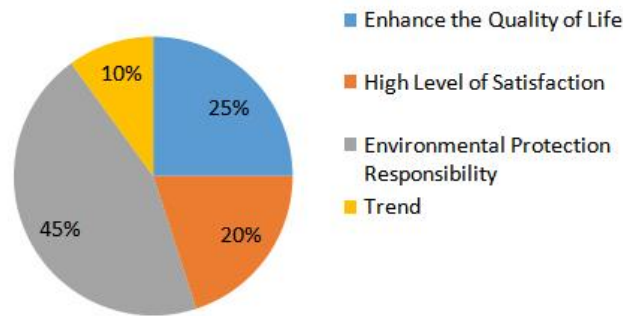


Fig. 04

Q.05: Do you prefer green products over non green products when their product qualities are similar?

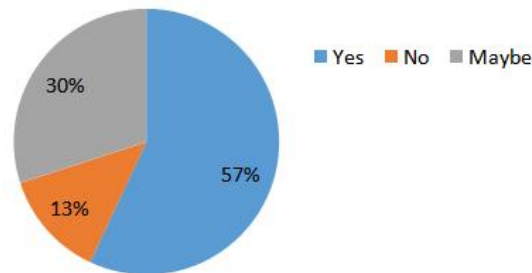
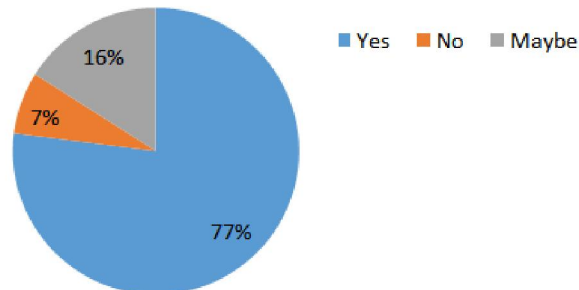


Fig. 05

Q.06: Do you recommend "Eco-friendly" products to your family/friends?



Q.07: Can you mention any "green product" you know or have used?

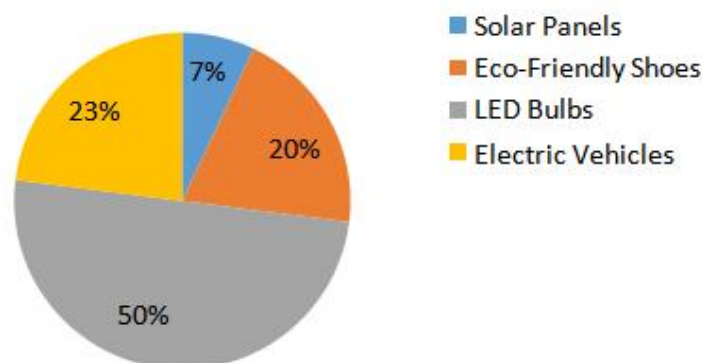


Fig. 07

Q.08: Why do you think "Green marketing" is in headlines nowadays?

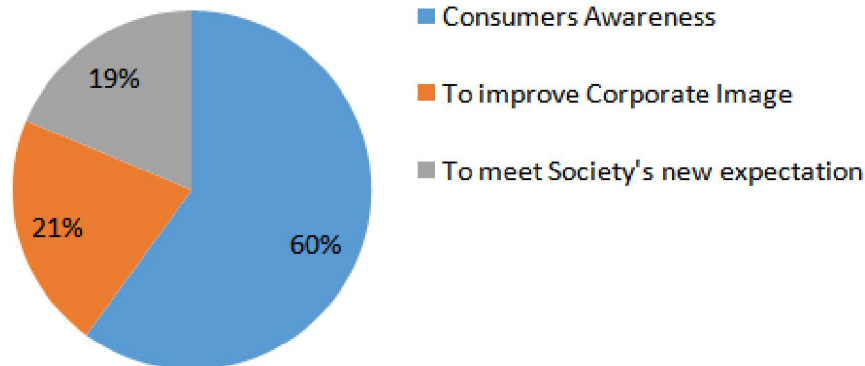
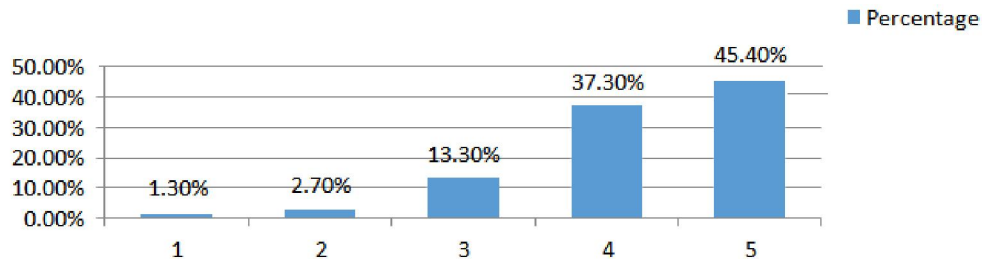


Fig. 08

Question 09: How concerned are you towards environment on individual level?



III. RESULTS

The results of the study reveal that a majority of the consumers in Mumbai suburban are aware of green products and their benefits towards the environment. They are willing to pay a premium price for such products and consider them to be of high quality. However, they also exhibit a lack of knowledge regarding green marketing strategies. They are skeptical of green marketing practices and view them as a way of manipulating customers.

The findings of this research are significant for both academic and business communities. Academically, it will contribute to the understanding of consumer behaviour in the context of green products and green marketing strategies. Practically, the insights gained from this study will help businesses develop effective marketing strategies to target environmentally conscious consumers in Mumbai suburban.

IV. CONCLUSION

The research concludes that consumers in Mumbai suburban exhibit a positive attitude towards green products and are willing to adopt them. However, they also require a greater awareness of green marketing strategies. It is recommended that companies adopt transparent and honest green marketing practices to develop trust with customers. This research provides valuable insights into consumer behaviour towards green products and marketing strategies, which can be leveraged by marketers in the sustainable development of products.

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