

A Study on Consumer Perception Towards Green Marketing

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Abstract: *The first step towards preventing environmental harm is green marketing. We can lower our carbon emissions by using sustainable goods and services. Green marketing is a cutting-edge marketing idea that businesses have created to promote a healthy environment for future generations. Reviewing consumer awareness of green products, their advantages, costs, marketing strategies, factors influencing consumer behavior, etc., is the main emphasis of the current paper. This paper's major objective is to examine the relationship between consumer knowledge and the price of environmentally friendly items, as well as the reasons why people choose not to buy them and whether they actually buy into the idea. This article uses a structured questionnaire to emphasize customer perceptions of and preferences for green marketing strategies and products. Data was collected from 100 respondents. Suitable sampling technique was adopted to select the respondents. The article also looks at the future of green marketing and comes to the conclusion that both its use and its demand will continue to increase.*

Keywords: Environment, Green Marketing, Consumer Behavior, Marketing Strategies, Green Products

I. INTRODUCTION

Green marketing, also known as eco-marketing or environmental marketing, is the process of promoting a business's goods in a way that highlights their sustainability. Businesses might develop items with low carbon footprints for consumers, design environmentally friendly packaging, or use eco-friendly distribution practices.

With problems like pollution, biodiversity loss, global warming, forest loss, etc., on the rise, a worldwide environmental disaster is imminent. As a result, consumers are becoming more environmentally conscious. Modern consumers are prepared to pay more for environmentally friendly products.

Companies who seek to satisfy consumer demand have started to make products that are good for the environment. Businesses are being compelled by this marketing to modify every step of their supply chain in order to become more environmentally conscientious. More consumers become aware of the environmental effects of their purchases and have the chance to alter their purchasing habits when firms set an example for their customers.

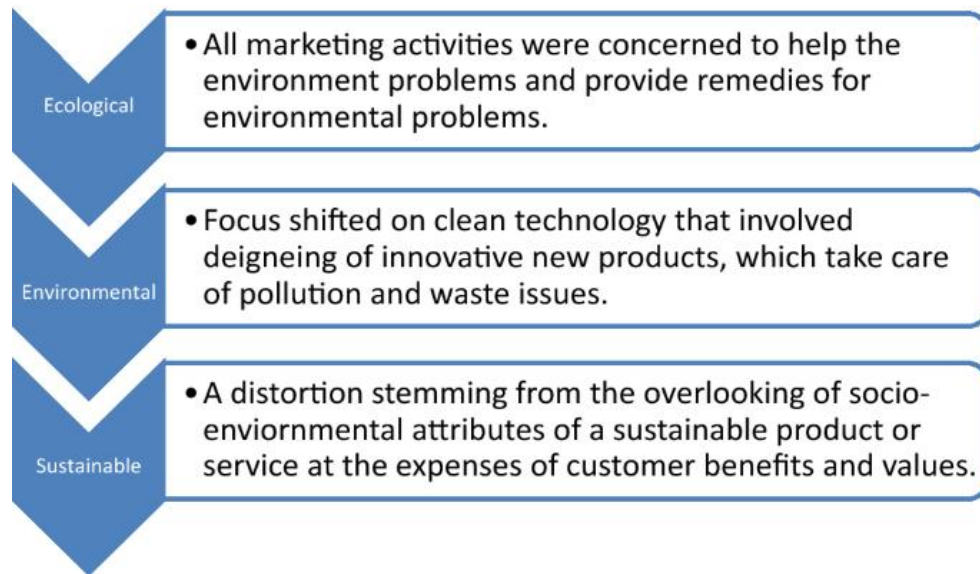
About Green Marketing Market Analysis Survey 2023":

The global Green Marketing market size was valued at **USD 51068.05 million in 2022** and is expected to expand at a **CAGR of 3.59% during the forecast period, reaching USD 63085.83 million by 2028.**

The **Union Budget 2023**, which was unveiled by Finance Minister Nirmala Sitharaman, continues India's resolve to take the lead in the world's efforts to combat climate change, protect biodiversity, and promote sustainable development. Accelerating the clean transition and sustainable growth are the stated capital expenditures and policy frameworks supporting a number of particular initiatives.

The Green Growth actions include several pointed measures that will have a ripple effect. For instance, the allocation of **Rs 35,000 crore** of priority capital investment towards achieving net zero by 2070 and clean energy transition ensures the country's energy security.

II. EVOLUTION OF GREEN PRODUCTS:



Benefits of Green Marketing

- Stand out in the increasingly competitive environment;
- Reduce the negative impact of production on the environment;
- Save energy, reduce the use of natural resources and carbon footprint;
- Produce recyclable products;
- Improve your credibility;
- Enter a new audience segment;
- Ensure long-term growth;
- Implement innovations;
- Obtain a higher revenue

6 Green Marketing Ideas

- Use recycled materials
- Consider using bulk email service
- Upgrade your equipment and vehicles
- Highlight that your company is eco-friendly
- Invest in social media marketing
- Support environmental initiatives

OBJECTIVE

- To examine the awareness of green products among customers
- To identify the factors influencing buying decisions of customers.
- To measure the green product values of customers.
- To study the level customer satisfaction towards green products
- To scrutinize the issues and challenges in green marketing.

III. RESEARCH GAP

A review of the literature indicates that previous research has been conducted on the factors that influence consumer behavior in green marketing. The research gap is the relationship between the variables and perceptions of green marketing. This study will be evaluated to know the associations between variables such as gender, education level, monthly income and age group level, and green marketing awareness.

IV. STATEMENT OF THE PROBLEM

Although the concept of "GREEN" was introduced in 1975, it gained greater importance and weightage during the 1980s and 1990s. The various factors influence green product customers' awareness and purchasing decisions. The current study examines the impact of various attributes on green market awareness and green product purchasing decisions. It also examines the relationship between qualification, cost of green products, benefits, gender and awareness.

V. RESEARCH METHODOLOGY

- Non probability sampling is used for the study and respondents are randomly selected.
- 100 were the respondents.
- Descriptive study from various recognized Websites which is a secondary data for the above study.

VI. REVIEW OF LITERATURE

Mayank Bhatia and Amit Jain, Green Marketing: A Study of Consumer Perception and Preferences in India, 2013

This article emphasizes consumer views and preferences for green marketing tactics and products through the use of a structured questionnaire. Research has shown that consumers place a high value on green products, which is helpful information for marketers of green products. It also highlights the necessity of creating marketing communication efforts that promote green products. Regression analysis results corroborate the notion that consumer preference and purchase decisions for green products over conventional ones were positively and significantly impacted by perceptions of the seriousness of marketing companies' green marketing efforts, awareness of green practices and products, and overall green values. Research indicates that only a small percentage of consumers exclusively buy green products, thus marketers should seize this chance to expand their product options and promote their green products.

Ms. Anuradha Gaikwad, Ms. Deepa Ingavale, A study of Consumer Awareness for Green Marketing, 2011

Green marketing is a notion that 60% of people are generally familiar with. As a result, the claimed hypothesis is supported. Income, educational attainment, and occupation do not appear to have any meaningful relationships to awareness of green marketing. Those who work in the service sector of the economy appear to be more environmentally conscious and inclined to purchase eco-friendly goods. Customers who are aware of eco-friendly products and desire eco-friendly items are not willing to purchase pricey eco-friendly products. The second hypothesis is therefore disproved.

Ms. M Padmaja Vani, A study on consumer perception towards green marketing with reference to bengaluru, 2021

A major barrier to purchasing green products is worrying about whether the product will perform as expected. The essence of this study states that 'People buy less polluting products to make them feel better'. It can be concluded that by training employees, especially sales people, the company can be environmentally friendly. This is to provide him with knowledge on how to effectively promote green products by clearly presenting its main message to consumers. The company needs him to develop a new strategy and marketing mix to make green. We need to make our customers aware of the concept.

VII. DATA ANALYSIS AND INTERPRETATION

Objective: 01

Cross tabulation between Monthly income and are you aware of green marketing and green products

	Monthly Income and Awareness		Total
	Yes	No	
Monthly Income			
Below 20,000	33	8	41
20,000-30,000	39	3	42
30,000 and Above	15	2	17
Total	87	13	100

Analysis: The above table represents the Monthly Income and Awareness of green marketing and green products about 87% of the respondents were aware of green products out of which 39 % of respondents belong to 20K -30K monthly income group.

13% of the respondents were not aware of green products out of which 8% of respondents belong to below 20K income group. This shows that monthly income have an association between awareness and usage of green products.

ANOVA Test

To test the association between the Monthly income and are you aware of green marketing and green products

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.743	1	.743	1.414	.237
Within Groups	51.497	98	.525		
Total	52.240	99			

Hypothesis 1

Null hypothesis (H0): **There is no association between** the Monthly incomes and are you aware of green marketing and green products.

Alternative hypothesis (H1): **There is association between** the Monthly income and are you aware of green marketing and green products

The calculated value of ANOVA is 0.237 which is more than the P value 0.05, hence null

Hypothesis (H0) is accepted.

Inference

There is no distinction between the Monthly incomes and are you aware of green marketing and green products.

Objective: 02

Cross tabulation between Gender and How do you rate your level of satisfaction towards green products

	Gender and Satisfaction level				Total
	Excellent	Good	Below Average	Poor	
Gender					
Male	13	21	Nil	Nil	45
Female	19	33	Nil	Nil	55
Total	32	54	Nil	Nil	100

Analysis: The above table represents the gender and level of satisfaction towards green products about 54% of respondents are rated as good towards green products out of which 19 % of respondents belong to female. All most 32% of respondents rated as excellent towards green products out of which 33% of respondents belong to female. This show that female is more interested in usage of green products.

ANOVA Test

To test the association between genders and how do you rate your level of satisfaction towards green products?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.669	3	.556	2.304	.082
Within Groups	23.171	96	.241		
Total	24.840	99			

Hypothesis 1

Null hypothesis (H0): **There is no association between** the genders and how do you rate your level of satisfaction towards green products.

Alternative hypothesis (H1): **There is association between** the genders and how do you rate your level of satisfaction towards green products.

The calculated value of ANOVA is 0.82 which is more than the P value 0.05, hence null

Hypothesis (H0) is accepted.

Inference

There is no distinction between the genders and how do you rate your level of satisfaction towards green products

Objective: 03

Cross tabulation between Reasons for not purchasing green products and monthly income

	Reasons for not purchasing green products & Monthly Income				Total
	Less Effective	Costly	Not trust worthy	Side effects due to ingredients used in it	
Monthly Income					
Below 20,000	3	21	NIL	4	41
20,000-30,000	3	13	2	6	42
30,000 and Above	5	2	1	2	17
Total	11	36	3	12	100

Analysis: The above table represents the reasons for not purchasing green products and monthly income about 36% of respondents stated that the green products are costly out of which 21% of respondents belong to below 20 K income level.

All most 12% of respondents stated that the green products has side effects as reasons not purchasing the products out of which 6% of respondents belong to 20K-30K income level.

About 11% of respondents stated that the green products are less effective when compared to other products out of which 5% of respondents belong to above 30 K income level and 3% of respondents stated that the green products are not trust worthy. This shows that the green products are gradually improving its status in the market.

ANOVA Test

To test the association between Reasons for not purchasing green products and monthly income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.622	2	1.811	1.540	.220
Within Groups	114.088	97	1.176		
Total	117.710	99			

Hypothesis 1

Null hypothesis (H0): **There is no association between the reasons for not purchasing green products and monthly income**

Alternative hypothesis (H1): **There is association between the reasons for not purchasing green products and monthly income**

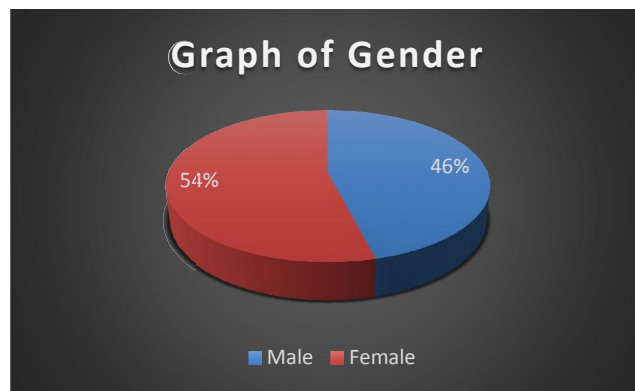
The calculated value of ANOVA is 0.220 which is more than the P value of 0.05, hence null Hypothesis (H0) is accepted.

Inference

There is no distinction between the **reasons for not purchasing green products and monthly income**

Gender

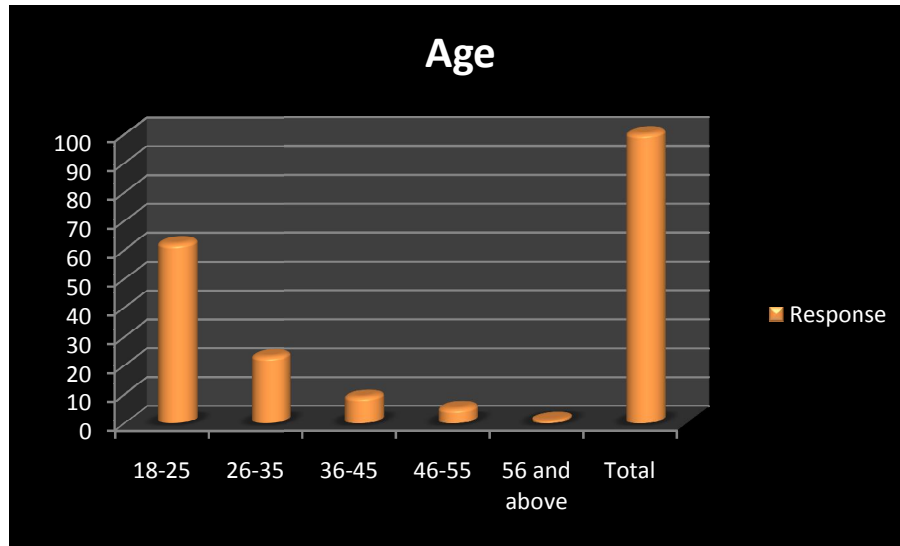
Options	Response	%
Male	46	46
Female	54	54
Total	100	100



Analysis: The above table represents the gender of the respondents. All most 54% of respondents belong to Female category and 46 % of respondents belong to male category. This state that female prefers to use more green products.

Age

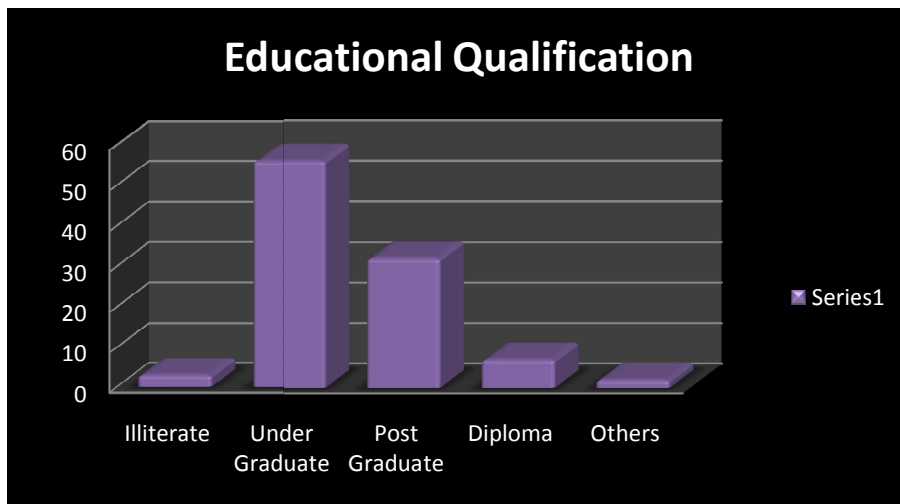
Options	Response	%
18-25	62	62
26-35	23	23
36-45	9	9
46-55	5	5
56 and above	1	1
Total	100	100



Analysis: The above table represents the age of the respondents. All most 62% of respondents belong young generations, 23% of respondents belong to 26 -35 age group , 9% of respondents belong to above 36-45 age group and 5% of respondents belong to old generation. This state that the younger generation people are more interested towards green products.

Educational qualification

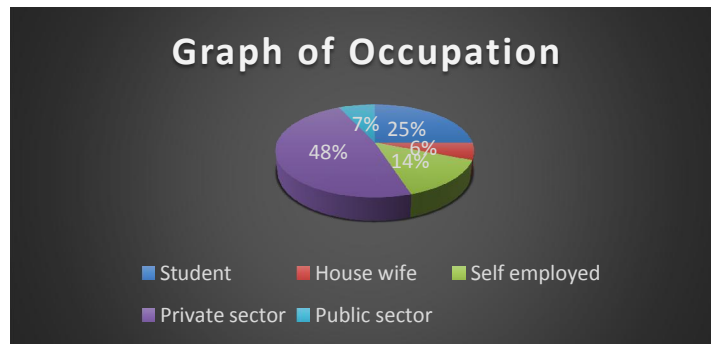
Options	Response	%
Illiterate	3	3
Under Graduate	56	56
Post Graduate	32	32
Diploma	7	7
Others	2	2
Total	100	100



Analysis: The above table represents the qualification of the respondents. 3% of respondents are illiterate, 56% of respondents are under graduate, 32% of respondents are post graduate, 7% of respondents are diploma and 2% of respondents are other degree which is not mentioned. This state that the under graduate people are more interested towards green products.

Occupation

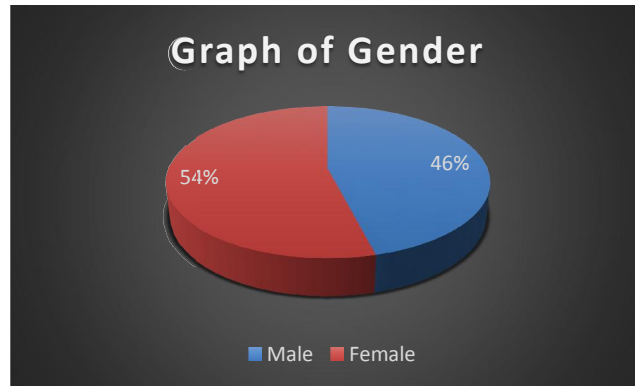
Options	Response	%
Student	25	25
House wife	6	6
Self employed	14	14
Private sector	48	48
Public sector	7	7
Total	100	100



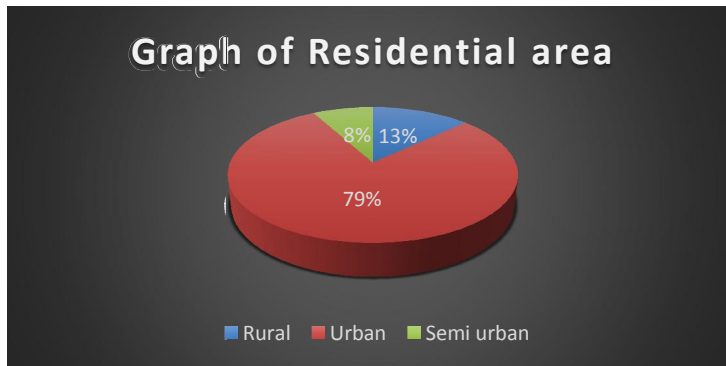
Analysis: The above table represents the occupation of the respondents. All most 48% of respondents belong to private sector employee, 25% of respondents belong to students, 14% of respondents belong to self employed and 7% of respondents belong to public sector. This state that the highest percentage of respondents belong to private sector employees.

Residential area

Options	Response	%
Rural	13	13
Urban	79	79
Semi urban	8	8
Total	100	100

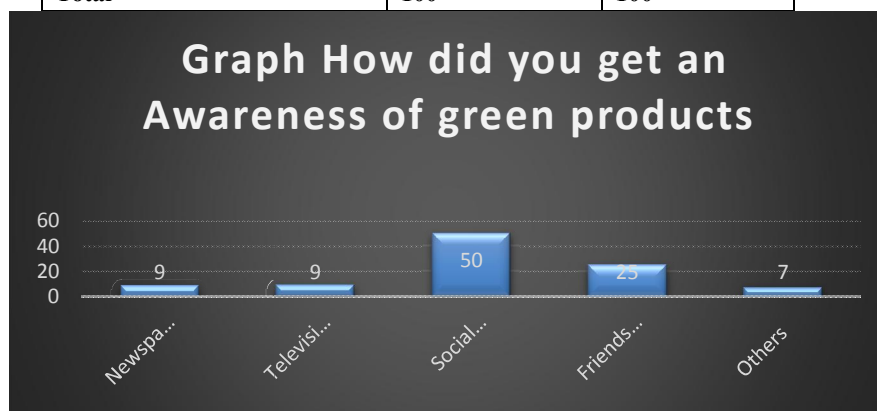


Analysis: The above table represents the residential area of the respondents. All most 79% of respondents belong to urban area, 13% of respondents belong to rural area and 8% of respondents belong to semi urban area. This state that urban people know the value about green products and aware about green products.



How did you get an Awareness of green products?

Options	Response	%
Newspaper/Magazines	9	9
Television Advertisement	9	9
Social Media Advertisement	50	50
Friends and Family	25	25
Others	7	7
Total	100	100



Analysis: The above table it has been analyzed that 9 of the respondents have come to know through newspaper & magazines, 9 respondents through television, 50 respondents through social media advertisement and 25 respondents through friends & family

Have you purchased any green products recently?

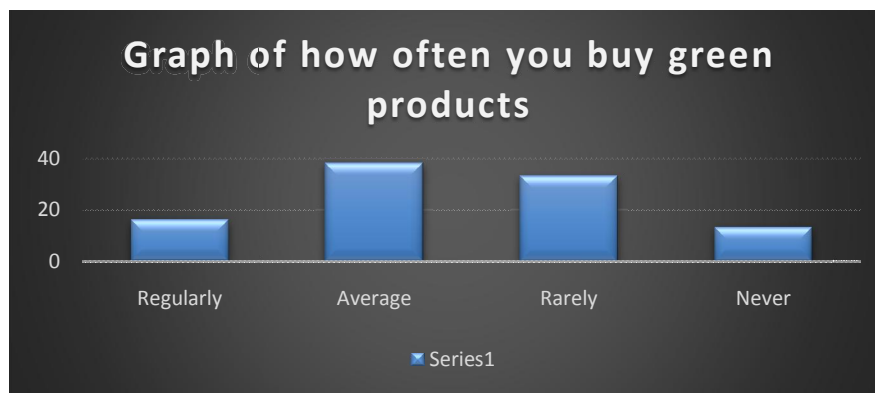
Options	Response	%
Yes	55	55
No	45	45
Total	100	100



Analysis: The above table it has been analyzed that 55 of the respondents have purchased green products recently and 45 respondents have not purchased green products

How often you buy green products

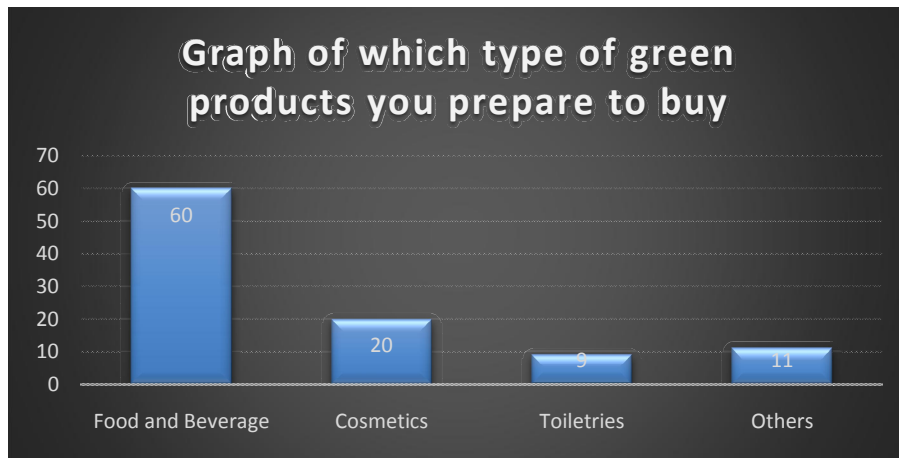
Options	Response	%
Regularly	16	16
Average	38	38
Rarely	33	33
Never	13	13
Total	100	100



Analysis: The above table it has been analyzed that 16 of the respondents regularly purchase green products, 38 respondents averagely purchase, 33 respondents rarely purchase and 13 of the respondents never purchase the green products

Which type of green product you prefer to purchase

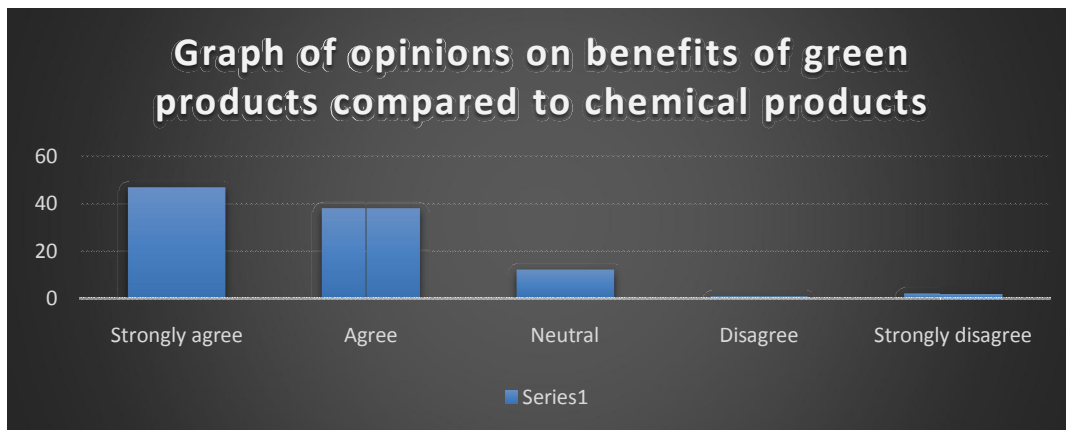
Options	Response	%
Food And Beverage	60	60
Cosmetics	20	20
Toiletries	9	9
Others	11	11
Total	100	100



Analysis: The above table it has been analysed that 60% of the respondents purchase food & beverage, 20% of the respondents prefer cosmetics, 9% of the respondents prefer toiletries and 11 of the respondents prefer other green products which is not mentioned.

Green products have many benefits compared to chemical products

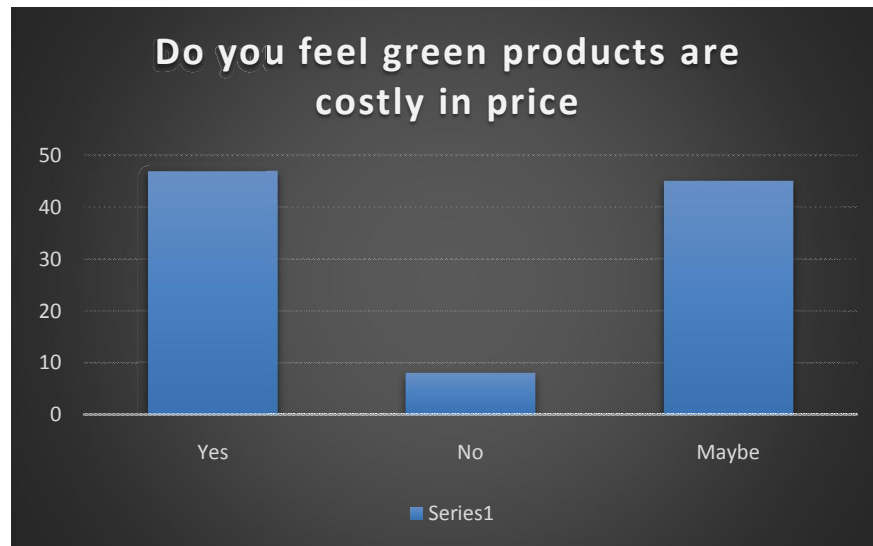
Options	Response	%
Strongly agree	47	47
Agree	38	38
Neutral	12	12
Disagree	1	1
Strongly disagree	2	2
Total	100	100



Analysis: The above table it has been analysed that 47 of the respondents have strongly agreed stating that they are benefits compared to chemical product, 38 of the respondents are agreed, 12 of the respondents are neutral, 1 of the respondents have disagreed and 2 of the respondents have strongly disagreed

Do you feel green products are costly in price

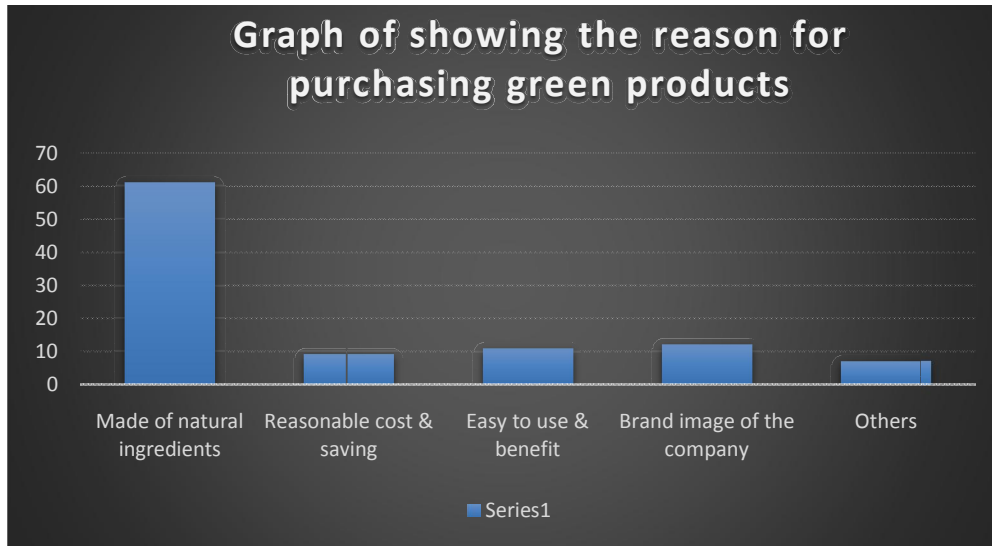
Options	Response	%
Yes	47	47
No	8	8
Maybe	45	45
Total	100	100



Analysis: The above table 47 of the respondents feel green products are costly in price and 8 of the respondents don't feel the price are costly and 45 respondents feels moderate. Hence majority of the respondents feels that the green products are costly.

Reason for purchasing green products

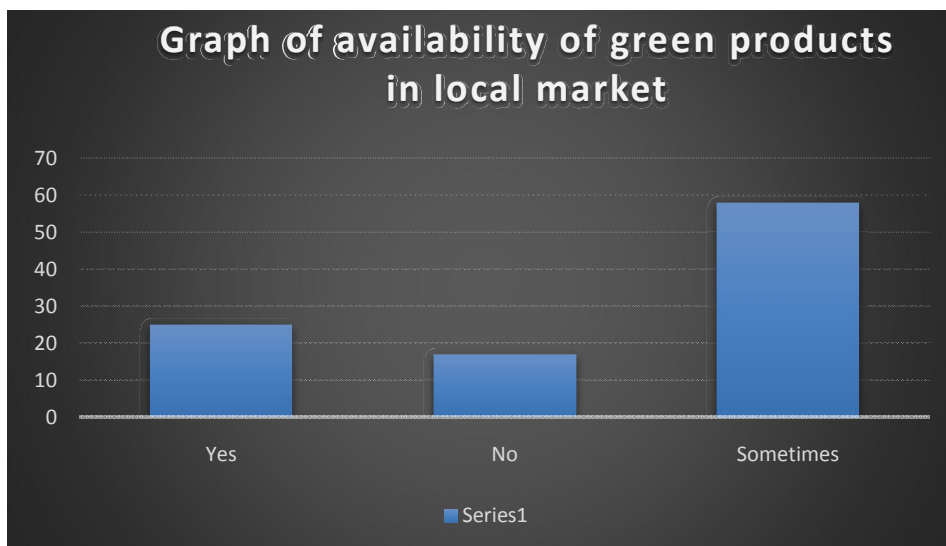
Options	Response	%
Made of natural ingredients	61	61
Reasonable cost & saving	9	9
Easy to use & benefit	11	11
Brand image of the company	12	12
Others	7	7
Total	100	100



Analysis: The table 61 of the respondents purchase green products because of natural ingredients, 9 of the respondents purchase because of reasonable cost and saving, 11 of the respondents purchase because of easy to use and benefit, 12 of the respondents prefer green products to purchase because of the brand image of the company and 7 of the respondents purchase the green products for other reason which is not mentioned.

Are green products available in local market

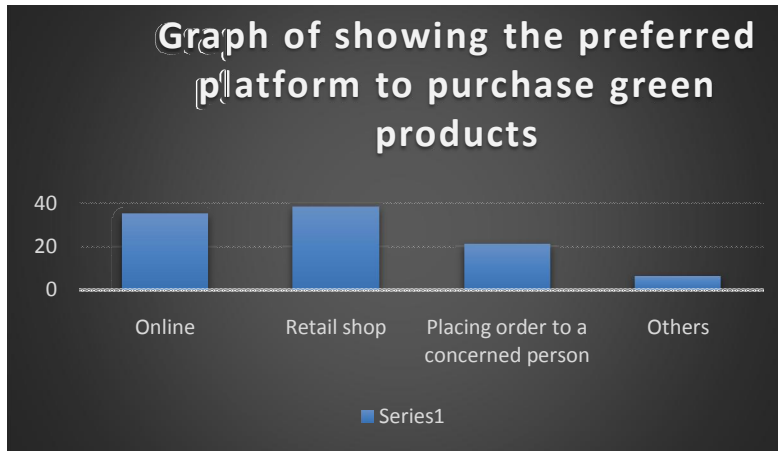
Options	Response	%
Yes	25	25
No	17	17
Sometimes	58	58
Total	100	100



Analysis: The above table it has been analysed that 25 of the respondents says yes for the availability of green products in local market, 17 of the respondents says no and 58 respondents says sometimes

Which platform you prefer to purchase green products

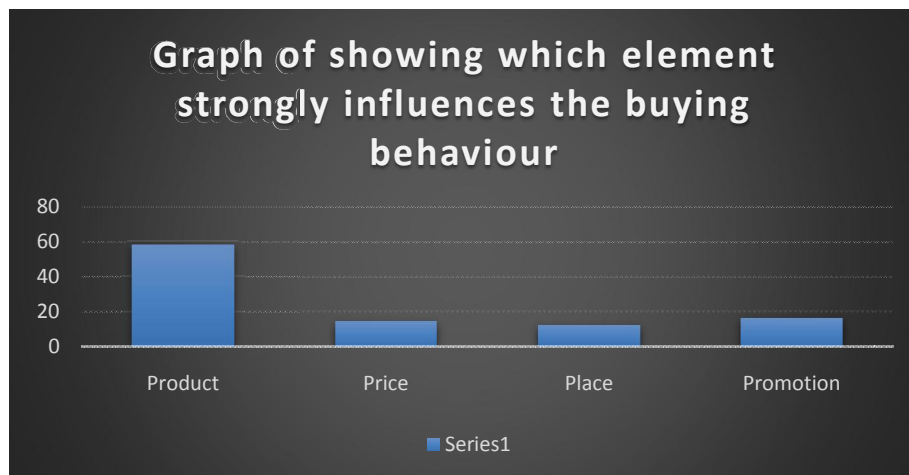
Options	Response	%
Online	35	35
Retail shop	38	38
Placing order to a concerned person	21	21
Others	6	6
Total	100	100



Analysis: The above table represents the modes which respondents use to purchase green products 35% of respondents uses online platform, 38% of respondents prefer retail shop, 21% of respondents place an order to a concerned person and 6% of respondents prefer other platform to purchase green products which is not mentioned.

Which marketing elements strongly influences your buying behavior green products

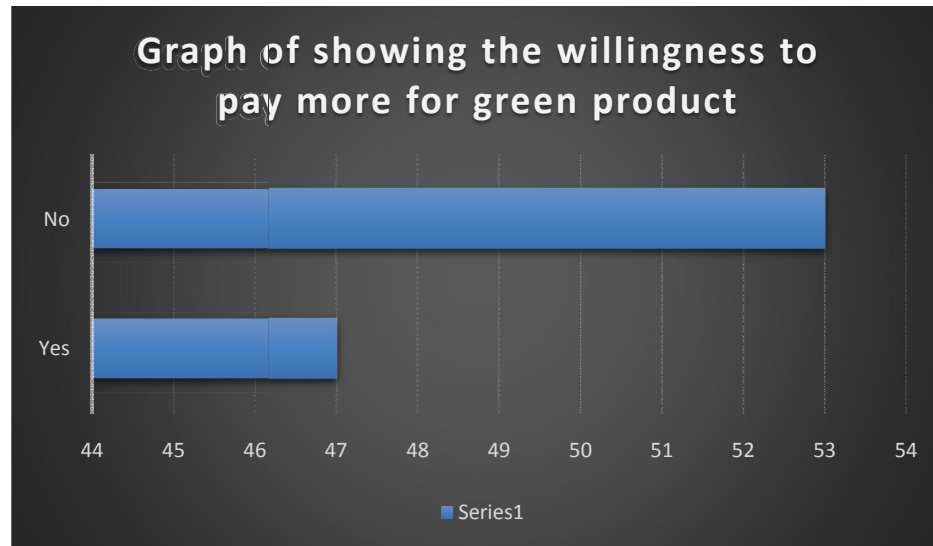
Options	Response	%
Product	58	58
Price	14	14
Place	12	12
Promotion	16	16
Total	100	100



Analysis: The above table represents the elements which strongly influences the buying behavior 58% of respondents gets influenced by product, 14% of respondents gets influenced by price, 12% of respondents through place and 16% of respondents through promotion.

15.If green features increases the price of the product are you willing to pay more?

Options	Response	%
Yes	47	47
No	53	53
Total	100	100



Analysis:The above table represents the customer’s response towards increase of price in green product 47% of respondents are ready to purchase green products even after increase in price and 53% of respondents are not ready to purchase if price is high.

VII. FINDINGS

- 54% of respondents belong to Female category. This state that female prefers to use more green products.
- 62% of respondents belong to young generations whose age varies between 18-25.
- 56% of respondents are under graduate.
- All most 48% of respondents belong to private sector employee.
- 79% of respondents belong to urban area. This state that urban people know the value about green products and aware about green products.
- 50% of respondents got the awareness of green product through social media advertisement.
- 55% of the respondents have purchased green products recently.
- 38% of respondents averagely purchase green products.
- 60% of the respondents purchase food & beverage of green products.
- 47% of the respondents have strongly agreed stating that they are benefits compared to chemical product.
- 47% of the respondents feel that the green products are costly in price.
- 61% of the respondents purchase green products because of natural ingredients.

VIII. SUGGESTION

- For increasing Green products in rural areas the government should take certain initiative such as advertisement, seminars, workshop etc...
- There are some simple solutions to protect environment like ban plastic products, recycling of products and water harvesting, afforestation etc...
- According to research, a very small fraction of consumers only purchase green items, thus marketers should grab this as an opportunity to expand their product lines and position themselves as environmentally friendly.
- Producers of green products and service providers must provide special deals to draw in more clients.
- More effort should be made to encourage men to buy green products as responsible consumers and to get them more involved in the process.

IX. CONCLUSION

- Overall 70% of respondents are aware about the Green Products hence hypothesis were proved.
- There was no significant relationship found between income, qualification, gender and occupation with respect to awareness of green products.
- Most of the customers are agreed that they are ready to purchase the green products but government and organization should take some productive measure to promote the green products.
- We can draw the conclusion that the business can go green by training its staff, particularly its sales representatives. This is done to educate them with knowledge about how to persuasively communicate the key message to customers while promoting the green product. To become more environmentally friendly, a company must create new marketing plans. Businesses must educate their clients on the idea.

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