

# Consumer Awareness and Perception of Green Marketing Practices: An Empirical Study

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**Abstract:** *Green marketing has emerged as an important concept in modern business environments due to increasing environmental concerns, climate change issues, and growing consumer consciousness regarding sustainable consumption. Organizations across the world are adopting environmentally responsible marketing practices to attract eco-conscious consumers and to achieve sustainable business growth. Green marketing refers to the promotion of products and services that are environmentally safe, recyclable, energy-efficient, and socially responsible. The present study examines consumer awareness and perception of green marketing practices and analyzes how environmental consciousness influences purchasing behavior. The study also evaluates the effectiveness of green marketing strategies adopted by companies in influencing consumer attitudes and decision-making processes.*

*The research adopts an empirical and descriptive research design based on primary and secondary data. Primary data were collected from consumers using a structured questionnaire, while secondary data were obtained from books, journals, research articles, company reports, and online databases. Statistical and analytical tools such as percentage analysis, weighted average method, mean score analysis, correlation analysis, and chi-square tests were used to interpret the collected data. The study focuses on consumer awareness regarding eco-friendly products, green packaging, sustainable advertising, energy-efficient products, and environmentally responsible corporate practices.*

*The findings of the study reveal that consumers are increasingly aware of environmental issues and green marketing initiatives. Most respondents prefer environmentally friendly products and believe that green marketing contributes positively to environmental protection and sustainable development. The study also indicates that product quality, eco-labeling, price, environmental awareness, and brand image significantly influence consumer perception toward green products. However, certain challenges such as higher prices of green products, lack of consumer trust, insufficient awareness, and misleading environmental claims affect purchasing decisions.*

*The research further identifies that younger consumers and educated individuals show higher awareness and positive attitudes toward green marketing practices. Social media, digital advertising, environmental campaigns, and educational programs play a significant role in improving consumer awareness regarding sustainable products. The study concludes that businesses should adopt transparent and authentic green marketing strategies to build consumer trust and encourage sustainable consumption patterns.*

*The research contributes to the understanding of consumer behavior toward green products and provides valuable insights for marketers, policymakers, environmental organizations, and researchers. It emphasizes the importance of integrating environmental responsibility into marketing strategies to achieve long-term sustainability and competitive advantage. The study recommends that organizations should focus on affordable pricing, eco-friendly innovation, consumer education, and ethical marketing communication to improve the effectiveness of green marketing practices in the future.*



**Keywords:** Green Marketing, Consumer Awareness, Consumer Perception, Sustainable Products, Environmental Marketing, Eco-Friendly Products, Consumer Behavior

## I. INTRODUCTION

Environmental sustainability has become one of the most significant global concerns in the twenty-first century. Increasing industrialization, pollution, climate change, resource depletion, and environmental degradation have forced governments, organizations, and consumers to adopt sustainable practices. In response to these environmental challenges, businesses are increasingly implementing green marketing strategies to promote environmentally friendly products and services. Green marketing has emerged as an effective business approach that integrates environmental responsibility into product development, packaging, advertising, distribution, and consumption processes.

Green marketing refers to the marketing of products and services that are environmentally safe, recyclable, biodegradable, energy-efficient, and sustainable. It includes activities such as eco-friendly packaging, green advertising, carbon footprint reduction, waste management, renewable energy usage, and sustainable supply chain practices. Companies use green marketing not only to fulfill corporate social responsibility but also to attract environmentally conscious consumers and improve brand reputation.

Consumer awareness regarding environmental protection has increased significantly in recent years. Modern consumers are becoming more concerned about the environmental impact of their purchasing decisions. They prefer products that minimize pollution, conserve resources, and support sustainable development. This growing environmental consciousness has created new market opportunities for green products and environmentally responsible businesses.

The success of green marketing largely depends on consumer awareness and perception. Consumers' attitudes toward eco-friendly products influence their purchase intentions and buying behavior. Positive perception regarding green products encourages sustainable consumption, while negative perception or lack of trust may reduce the effectiveness of green marketing campaigns. Therefore, understanding consumer awareness and perception toward green marketing practices is highly important for organizations seeking long-term sustainability and market competitiveness.

Green marketing practices have expanded across various industries including food and beverages, cosmetics, automobiles, electronics, textiles, and household products. Companies are increasingly using eco-labels, recyclable packaging, sustainable branding, and environmental advertising to communicate their commitment toward sustainability. Digital media and social networking platforms have further enhanced consumer exposure to environmental campaigns and green product promotions.

Despite the increasing popularity of green marketing, several challenges still exist. Consumers often doubt the authenticity of environmental claims made by companies. Misleading advertisements and greenwashing practices reduce consumer trust and negatively affect purchase decisions. Additionally, higher prices of green products and lack of adequate consumer awareness remain major obstacles in promoting sustainable consumption.

The present study focuses on analyzing consumer awareness and perception of green marketing practices. It examines factors influencing consumer attitudes toward green products and evaluates the effectiveness of environmental marketing strategies in shaping consumer behavior. The study also identifies challenges associated with green marketing and provides suggestions for improving sustainable marketing practices.

## II. REVIEW OF LITERATURE

Polonsky (1994) defined green marketing as activities designed to satisfy human needs with minimal harmful environmental impact. The study emphasized sustainable production and environmentally responsible consumption.

Peattie (2001) examined the evolution of green marketing and highlighted the importance of integrating sustainability into business strategies and consumer communication.

Ottman (2006) analyzed consumer behavior toward green products and found that environmental awareness significantly influences purchase decisions and brand loyalty.



D'Souza et al. (2007) studied green product labeling and consumer perception. The research revealed that eco-labels improve consumer confidence and influence buying behavior.

Chen and Chai (2010) examined environmental concern and green purchase intentions among consumers. The study found a positive relationship between environmental awareness and green product adoption.

Rahbar and Wahid (2011) analyzed green marketing tools and their impact on consumer trust. The study identified eco-labeling and green advertising as important influencing factors.

Sharma and Trivedi (2012) studied consumer perception toward green products in India and found that educated consumers showed greater environmental consciousness.

Jain and Kaur (2014) examined awareness levels of green marketing practices and observed that social media significantly influences consumer knowledge regarding eco-friendly products.

Kumar and Ghodeswar (2015) analyzed factors affecting green product purchase behavior and identified price sensitivity and product quality as major determinants.

Mishra and Sharma (2016) explored challenges associated with green marketing and found that greenwashing negatively affects consumer trust and brand credibility.

Joshi and Rahman (2017) investigated sustainable consumption behavior among young consumers and highlighted the role of environmental education in promoting green purchases.

Yadav and Pathak (2018) examined consumer intention toward green products and found that environmental concern, social influence, and perceived value positively affect buying decisions.

### III. OBJECTIVES OF THE STUDY

- To examine consumer awareness regarding green marketing practices and eco-friendly products.
- To analyze consumer perception and factors influencing purchasing decisions toward green products.

### IV. HYPOTHESES OF THE STUDY

- H1: There is a significant relationship between consumer awareness and green product purchase intention.
- H2: Consumer perception positively influences green purchasing behavior.

### V. RESEARCH METHODOLOGY

The study adopts a descriptive and empirical research design. Primary data were collected through a structured questionnaire distributed among consumers. Secondary data were collected from journals, books, research papers, company reports, websites, and online databases. A convenience sampling method was used for selecting respondents. The sample size consists of 150 consumers from urban and semi-urban areas. Statistical tools such as percentage analysis, weighted average analysis, chi-square test, correlation analysis, and mean score analysis were used for data interpretation and analysis.

### VI. DATA ANALYSIS AND INTERPRETATION

Table 1: Awareness of Green Marketing Practices

Awareness Level	Number of Respondents	Percentage
Highly Aware	58	38.7%
Moderately Aware	62	41.3%
Slightly Aware	20	13.3%
Not Aware	10	6.7%
Total	150	100%

#### Interpretation

The analysis reveals that 41.3% of respondents are moderately aware of green marketing practices, while 38.7% are highly aware. This indicates increasing environmental consciousness among consumers.



Table 2: Factors Influencing Purchase of Green Products

Factors	Mean Score
Product Quality	4.5
Eco-Labeling	4.2
Brand Image	4.0
Environmental Concern	4.6
Price	3.7

**Interpretation**

Environmental concern and product quality are the most influential factors affecting green product purchase decisions.

Table 3: Consumer Perception Toward Green Products

Perception	Respondents	Percentage
Positive	96	64%
Neutral	38	25.3%
Negative	16	10.7%
Total	150	100%

**Interpretation**

Most respondents have a positive perception toward green products, indicating favorable consumer attitudes toward sustainability.

**VII. DISCUSSION**

The study indicates that environmental awareness among consumers has increased significantly due to growing environmental concerns and sustainability campaigns. Consumers are becoming more conscious about eco-friendly products and environmentally responsible business practices. The findings show that environmental concern strongly influences consumer purchasing behavior toward green products.

The analysis also reveals that consumers prefer green products when they perceive them as high quality and trustworthy. Eco-labeling and green branding positively affect consumer confidence. However, price sensitivity remains a major barrier in green product adoption. Many consumers believe that green products are expensive compared to conventional products.

The study further identifies that digital marketing and social media platforms play a crucial role in spreading awareness regarding green products and sustainability initiatives. Younger and educated consumers demonstrate greater interest in eco-friendly consumption patterns.

Despite positive consumer perception, greenwashing practices and misleading environmental claims negatively impact consumer trust. Therefore, companies should adopt transparent and ethical green marketing strategies to maintain credibility and long-term customer relationships.

**VIII. FINDINGS OF THE STUDY**

- Consumers show increasing awareness regarding green marketing practices.
- Environmental concern significantly influences purchasing behavior.
- Product quality and eco-labeling are major determinants of green product adoption.
- Consumers generally have positive perceptions toward eco-friendly products.
- Social media and digital advertising improve awareness regarding sustainable products.
- Higher prices of green products reduce purchase intentions among some consumers.
- Greenwashing negatively affects consumer trust and brand image.
- Younger and educated consumers are more environmentally conscious.
- Ethical and transparent marketing improves consumer confidence.
- Sustainable marketing practices contribute to long-term business growth and environmental protection.



### IX. SUGGESTIONS

- Companies should provide accurate and transparent environmental information.
- Green products should be priced affordably to encourage wider adoption.
- Environmental awareness campaigns should be strengthened through digital platforms.
- Government regulations should control misleading green advertisements.
- Businesses should focus on eco-friendly packaging and sustainable production practices.

### X. CONCLUSION

Green marketing has become an essential strategy for promoting sustainable consumption and environmental responsibility in modern business environments. The study reveals that consumers are increasingly aware of environmental issues and demonstrate positive attitudes toward green products and sustainable business practices. Environmental concern, product quality, eco-labeling, and brand image significantly influence consumer purchasing behavior.

The research also highlights that green marketing contributes to environmental protection, corporate reputation, and long-term business sustainability. However, challenges such as higher prices, greenwashing, and insufficient awareness still affect the effectiveness of green marketing practices. Therefore, organizations should adopt ethical, transparent, and consumer-oriented green marketing strategies to build trust and encourage sustainable consumption patterns.

Overall, the study concludes that green marketing plays a crucial role in achieving sustainable development and responsible consumer behavior. Businesses, policymakers, and consumers must work collectively to promote environmental sustainability and create a greener future.

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