



# CONSUMER PERCEPTION TOWARDS GREEN MARKETING

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## ABSTRACT

*Manufacturers and consumers have expressed concerns about the environmental impact of products in recent decades. Consumers and manufacturers have focused their efforts on environmentally friendly products such as low-power consuming (energy-efficient) electrical appliances, organic foods, lead-free paints, recyclable paper, and phosphate-free detergents. Indian marketers are beginning to recognise the significance of the Green Marketing Concept. perception and preferences of consumers towards green marketing practices and products with the help of a structured questionnaire distributed to 406 respondents. Consumers had a moderate level of awareness about green marketing practices and products. Green values were also found to be prevalent among respondents and Consumers were only moderately aware of green marketing practises and products. Green values were also discovered to be common among respondents.*

**Key words:** Manufacturers, Consumers, Environmental Impact, Perception, Preferences, Marketing

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## 1. INTRODUCTION

Due to the challenges of global warming, resource depletion, and degradation in the twenty-first century, nations and people have high concerns for environmental protection, while consumer groups' demand for environmentally friendly products has also increased, prompting researchers and scientists to investigate means and methods of conserving resources. This philosophy has resulted in the reexamination of production processes through the use of the fewest resources and recycling processes. This has also increased the importance of changing one's consumption habits in order to save Mother Earth. Eventually, the concept of marketing

eco-friendly products became known as "Green Marketing" edged to achieve green corporate objectives in a developing country Implementing a marketing audit and a green marketing strategy can help you reach your goals (Usharani & Gopinath, 2020a).

As a result, Green Marketing emerged as a new marketing philosophy embraced by consumer groups demanding environmentally friendly products, paving the way for the twenty-first century's response to the challenges of global warming. As a result, current marketing trends must be constantly assessed and researched in order to determine the rapidly changing behaviour of consumers, and business enterprises must modify their product/service offerings accordingly (Usharani & Gopinath, 2020 b). Consumers are now fully aware of any negative impact on the environment caused by the use of products/services. This concern focuses on visible climatic changes caused by global warming, as well as increasing pollution of the air, water, and land.

### 1.1. Definition of Green Marketing

Finisterra do Paco & Raposo (2010) defined green marketing as 'the holistic management process responsible for identifying, anticipating and satisfying the needs of customers and society, in a profitable and sustainable way'.

Fuller in 1999, focused on satisfying certain criteria such as the needs of customers, the goals of the organization and compatibility of the processes with ecosystems in defining green marketing as the process of planning, implementing, and controlling the development, pricing, promotion and distribution of products.

## 2. REVIEW OF LITERATURE

According to Bhatia and Jain (2013), businesses that use green marketing strategies not only meet the expectations and address the environmental concerns of their customers, but they also have the opportunity to build a strong consumer base, giving them a competitive advantage. The American Marketing Association considers green marketing strategies to be the marketing of environmentally safe products. Green marketing encompasses a wide range of activities, including new product development, changes to manufacturing processes, packaging, and advertising. Green marketing, in its broadest sense, refers to a marketing concept of consumerism centered on products and services that are less harmful to the environment. Marketers and consumers are becoming more aware of the importance of turning to green products and services, as consumers become more aware of the negative effects of global warming, non-biodegradable solid waste, pollutants of air, water, and land, and so on (Unnamalai & Gopinath, 2020). Green marketing is commonly thought to consist primarily of the promotion and advertising of environmentally friendly products, actually the product should be natural form the cultivation itself (Rajalakshmi *et al.*, 2020). Phosphate free, recyclable, refillable, ozone friendly, and environmentally friendly are all terms that consumers associate with green marketing (Tiwari, 2014). Green marketing, according to Sahu, T. (2012), uses the four elements of the marketing mix (product, price, promotion, and distribution) interchangeably to sell products and services that provide superior environmental benefits such as less waste, greater energy efficiency, and/or low toxic emissions (Karthick *et al.*, 2020 a).

## 3. STATEMENT OF PROBLEM

Green marketing has not been extensively researched in India because the concept is still in its infancy. The attitude of Indian consumers toward green products is questionable, as is the relationship between green values and preferences of Indian consumers. There is a significant distinction between traditional marketing strategies and green marketing strategies (Karthick *et al.*, 2020 b). As a result, marketers must be able to identify the factors that influence consumers

to purchase green products. The purpose of this study is to investigate the research question in order to identify the factors that influence consumers' decisions to buy green products or not. The topic "Consumer Perception towards Green Marketing".

#### 4. OBJECTIVE OF THE STUDY

- To understand the consumer awareness towards green products.
- To study the factors influencing consumer satisfaction of green products.

#### 5. SCOPE OF THE STUDY

This study is based on an analysis of Indian consumers' attitudes toward green marketing and focuses solely on green products and services from the consumers' perspective to demonstrate their awareness of green marketing, motivations to apply for green products, and influencing factors on green marketing adaptations by consumers. The goal of this research is to better understand the concept of green marketing and to assist consumers in making environmentally conscious decisions. The study identifies the factors that increase the likelihood of consumers acting in an environmentally responsible manner. It also demonstrates and provides consumers with environmental solutions.

#### 6. RESEARCH METHODOLOGY

**Design of Research:** Exploratory research design

**Data Collection Source:** The researcher had to rely on both primary and secondary data to achieve the study's objectives

**Primary Data** - In this study, primary data was gathered through the use of a structured questionnaire.

**Secondary Data** - Data that has already been analyzed is referred to as secondary data. Secondary data was gathered from books, journals, published and unpublished reports, company records, websites, and magazines, among other sources.

**Area of the study:** The study area is only limited to the Nilgiris district.

**Sample size and design:** The research sample size is 406 respondents and the respondent convenience sampling method was used for identification purposes.

**Statistical tools for analysis:** Descriptive statistics included frequency, per cent, mean and standard deviation. Inferential statistics performed in the present study were; Chi-square test, one sample t tests and ANOVA- one-way

#### 7. ANALYSIS AND INTERPRETATIONS

##### 7.1. Awareness of Green Products

*H<sub>0</sub>: There is no significant relationship between awareness towards green products with consumers satisfaction level high.*

**Table 1** Descriptive statistics for the mean awareness scores towards green products

| Variable        | N   | Mean  | Std. Deviation | Std. Error Mean |
|-----------------|-----|-------|----------------|-----------------|
| Total awareness | 406 | 16.00 | 3.64           | .18             |

**Table 2** Results of One sample t test for mean awareness scores towards green products

| Variable        | Test Value = 15.0 |     |         |                 |
|-----------------|-------------------|-----|---------|-----------------|
|                 | T                 | Df  | P value | Mean Difference |
| Total awareness | 5.570             | 405 | .001    | 1.00            |

The sample's mean awareness score was 16.0, which was significantly higher than the expected mean of 15.00. Furthermore, one sample t test revealed significant mean differences between observed and expected mean awareness scores ( $t=5.57$ ;  $p=.001$ ), indicating that the chosen sample was more aware of green products than expected.

$H_0$  stated as "There is no significant relationship between awareness towards green products with consumers satisfaction level is high" accepted as the test statistics revealed that selected sample had higher awareness towards green products and this finding is in line with Gopinath (2019 a).

**Table 3** Descriptive statistics for the statements on awareness towards green products

| Statements                                                       | N   | Mean | Std. Deviation | Std. Error |
|------------------------------------------------------------------|-----|------|----------------|------------|
| I am aware of the benefits of greenproducts for health           | 406 | 3.32 | .90            | .04        |
| I am aware of the benefits of greenproducts for the environment. | 406 | 3.43 | .95            | .04        |
| I am aware of the point of purchase forgreen products.           | 406 | 3.12 | .93            | .04        |
| I am aware of Eco-labels pasted onproducts                       | 406 | 3.05 | 1.00           | .04        |
| I am aware of various brands offeringgreen products.             | 406 | 3.07 | 1.01           | .05        |

According to the table-4, the selected sample had significantly higher scores on the first three statements, I am aware of the benefits of green products for health (mean 3.32), and I am aware of the benefits of green products for the environment. (mean 3.43), and I am aware of the location where green products can be purchased (mean 3.12). For all three statements, one sample t tests revealed significant differences between observed and expected mean values at .001, .001, and .01 levels, respectively. However, one sample t tests for statements 4 and 5 revealed no significant mean differences between observed and expected values.

**Table 4** Results of One sample t test for the statements on awareness scores towards green products

| Statements                                                       | Test Value = 3 |     |                 |                 |
|------------------------------------------------------------------|----------------|-----|-----------------|-----------------|
|                                                                  | t              | df  | Sig. (2-tailed) | Mean Difference |
| I am aware of the benefits of greenproducts for health           | 7.202          | 405 | .001            | .32512          |
| I am aware of the benefits of greenproducts for the environment. | 9.117          | 405 | .001            | .43103          |
| I am aware of the point of purchase forgreen products.           | 2.590          | 405 | .010            | .12069          |
| I am aware of Eco-labels pasted onproducts                       | 1.084          | 405 | .279            | .05419          |
| I am aware of various brands offeringgreen products.             | 1.473          | 405 | .142            | .07389          |

## 7.2. Gender and awareness

**Table 5** Mean awareness scores of male and female respondents and descriptive statistics

| Total awareness | Gender | N   | Mean  | Std. Deviation |
|-----------------|--------|-----|-------|----------------|
|                 | Male   | 227 | 15.82 | 3.55           |
|                 | Female | 179 | 16.25 | 3.74           |

Results of Independent samples 't' tests for mean awareness scores of male and female respondents:

**Table 6**

| Total awareness | t-test for Equality of Means |     |                 |                 |
|-----------------|------------------------------|-----|-----------------|-----------------|
|                 | T                            | Df  | Sig. (2-tailed) | Mean Difference |
|                 | -1.18                        | 404 | .236            | -.43            |

In terms of mean awareness scores, there was a non-significant difference between male and female respondents. The t value of 1.18 obtained was found to be statistically insignificant ( $p=.236$ ). In other words, both male and female respondents scored equally high on awareness (mean awareness scores 15.82 and 16.25 respectively).

$H_0$  stated as "demographic variables no significantly influence awareness towards green products" is accepted for the gender, as the Independent samples t test revealed a non-significant mean difference between male and female respondents.

## 7.3. Factors influence Consumer Opting for Green Products

Frequency and percent responses on the various factors influencing consumer opting for green products and results of chi-square tests:

**Product Price:** 44.8% of the sample agreed that product price influence consumer opting for green products, followed by 31.0% who opined neutral, 12.3% of them strongly agreed, 8.1% of them disagreed and remaining 3.7% of them strongly disagreed. Further, Chi-square test revealed a significant difference between various frequencies ( $X^2= 244.41$ ;  $P=0.001$ ) indicating that most of the sample agreed with the statement (Gopinath, 2019 b).

**Awareness about Green Products:** When awareness regarding green products was analyzed, it was found that a majority of the sample agreed (54.4%), 20.4% of them had neutrality, 18.0% of them strongly agreed, 5.9% of them disagreed and remaining 1.2% of them strongly disagreed. Chi-square test revealed a significant difference between various frequencies ( $X^2= 353.36$ ;  $P=0.001$ ) indicating that most of the sample agreed with the factor of awareness which influence opting for green products.

**Availability of Green Products:** As far as availability of green product is analyzed as one of the factors influencing green products, the results revealed that 52.2% of them had agreement, 17.0% of them strongly agreed, 22.9% of them were neutral, 7.6% and 0.2% of them disagreed and strongly disagreed respectively. Chi-square test revealed a significant difference between various frequencies ( $X^2= 324.49$ ;  $P=0.001$ ) indicating that most of the sample agreed with the factor of availability of green products which influence opting for green products (Gopinath & Kalpana, 2019).

**Past experience:** 41.6% of the sample agreed that past experience influence consumer opting for green products, followed by 32.5% who opined neutral, 12.3% of them strongly agreed, 11.3% of them disagreed and remaining 2.2% of them strongly disagreed. Further, Chi-square test revealed a significant difference between various frequencies ( $X^2= 218.16$ ;  $P=0.001$ ) indicating that most of the sample agreed with the factor of past experience.

**Information provided on Products:** When information provided on green products was varied as one of the factor for green products opting, 42.4% of them agreed, 28.3% of them had neutrality, 17.2% of them strongly agreed, 10.3% of them disagreed and remaining 1.7% of them strongly disagreed. Chi-square test revealed a significant difference between various frequencies ( $X^2 = 203.87$ ;  $P = 0.001$ ) indicating that most of the sample agreed with the factor of information provided on the products which influence opting for green products.

Table 7

| Factors                          | Responses         | Frequency | Percent | Test statistics               |
|----------------------------------|-------------------|-----------|---------|-------------------------------|
| Product Price                    | Strongly Disagree | 15        | 3.7     | $X^2 = 244.41$<br>$P = 0.001$ |
|                                  | Disagree          | 33        | 8.1     |                               |
|                                  | Neutral           | 126       | 31.0    |                               |
|                                  | Agree             | 182       | 44.8    |                               |
|                                  | Strongly agree    | 50        | 12.3    |                               |
| Awareness about Green Products   | Strongly Disagree | 5         | 1.2     | $X^2 = 353.36$<br>$P = 0.001$ |
|                                  | Disagree          | 24        | 5.9     |                               |
|                                  | Neutral           | 83        | 20.4    |                               |
|                                  | Agree             | 221       | 54.4    |                               |
|                                  | Strongly agree    | 73        | 18.0    |                               |
| Availability of Green Products   | Strongly Disagree | 1         | 0.2     | $X^2 = 324.49$<br>$P = 0.001$ |
|                                  | Disagree          | 31        | 7.6     |                               |
|                                  | Neutral           | 93        | 22.9    |                               |
|                                  | Agree             | 212       | 52.2    |                               |
|                                  | Strongly agree    | 69        | 17.0    |                               |
| Past Experience                  | Strongly Disagree | 9         | 2.2     | $X^2 = 218.16$<br>$P = 0.001$ |
|                                  | Disagree          | 46        | 11.3    |                               |
|                                  | Neutral           | 132       | 32.5    |                               |
|                                  | Agree             | 169       | 41.6    |                               |
|                                  | Strongly agree    | 50        | 12.3    |                               |
| Information provided on products | Strongly Disagree | 7         | 1.7     | $X^2 = 203.87$<br>$P = 0.001$ |
|                                  | Disagree          | 42        | 10.3    |                               |
|                                  | Neutral           | 115       | 28.3    |                               |
|                                  | Agree             | 172       | 42.4    |                               |
|                                  | Strongly agree    | 70        | 17.2    |                               |

As “few factors influence consumer opting for green products” is accepted as we find that more than 50% percent of the sample either agreed or strongly agreed for the factors- Product Price, Awareness about Green Products, Availability of Green Products, Past Experience and Information provided on products. Further, Similar studies discussed and concluded Awareness of Consumers Protection (Gopinath, 2019 c), Consumer Perception (Gopinath, 2019 d; Kavitha & Gopinath, 2020). and Corporate Governance's Responsibilities (Gopinath, 2019 e).

## 8. FINDINGS

$H_0$  "There is no significant relationship between awareness towards green products with consumers satisfaction level is high" was rejected as the test statistics revealed that the selected sample had higher awareness towards green products. The mean awareness scores was 16.0, which is quite above than the expected mean of 15.00. Further, a sample t-test revealed significant mean differences between observed and expected mean awareness scores ( $t = 5.57$ ;

$p=.001$ ), where the selected sample of respondents had a higher awareness towards green products than expected.

$H_0$ : "Demographic variables (gender, age and educational qualifications) no significantly influence awareness towards green products" was accepted for the gender, as the independent samples of t test revealed a non-significant mean difference between male and female respondents. The obtained t value of 1.18 was found to be statistically non-significant ( $p=0.236$ ). In other words, both male and female respondents had statistically equal scores on awareness (mean awareness scores 15.82 and 16.25, respectively).

## 9. CONCLUSIONS

It focuses solely on green consumer products and services in order to demonstrate their awareness of green marketing, motivations to demand green products, and factors influencing green marketing adaptive responses by consumers. The purpose of this research was to better understand the concept of green marketing and to assist consumers in making environmentally conscious decisions.

Respondents demonstrated a high level of knowledge about green marketing and environmental degradation. Gender and awareness of green products were found to have no significant relationship (Gopinath & Kalpana, 2011). It was discovered that respondents strongly believed that green marketing had an impact on their purchasing behaviour and that there was no significant correlation between age and green marketing motivating consumers to change their consumption behaviour. Green products, according to the majority of respondents, are healthier, better for the environment, and superior to traditional products. It became clear that green products were not reasonably priced, were difficult to obtain, and were not adequately promoted. The price sensitivity of green products was a major issue. There was no significant correlation found between respondents' age and price sensitivity to green products.

## FUTURE SCOPE FOR STUDY

- The issue of price sensitivity for green products became evident. Future research could investigate factors around this phenomenon in greater detail.
- A study focusing on the psychographics and green marketing is also suggested, as this could give direction to segmentation and targeting decision making.

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