



A Study on Consumer Perception on Green Marketing

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Abstract

As environmental concerns grow, green marketing emphasizing eco-friendly products and sustainable practices has become increasingly relevant for businesses and consumers. This study is investigated to trace out the preference of customers and customer satisfaction towards green products and green marketing. Specifically, it aims to assess customer satisfaction levels, identify factors influencing green product purchases, evaluate the awareness of eco-friendly options, and preference of consumers. Using a structured questionnaire, data were collected from 84 participants, offering insights into how marketing elements and product quality shape green purchasing behavior. Findings reveal a strong consumer inclination towards sustainable choices, with more interest in environmental protection as a purchasing motivation. This research underlines the potential of green marketing strategies to align business practices with consumer environmental values and provides recommendations for companies and policymakers to strengthen green product adoption.

Keywords: Eco-Friendly Products, Environmental Protection, Green Marketing, Marketing Elements, Sustainable Practices.

1. Introduction

Businesses need to constantly assess the latest and most attractive marketing trends. Marketing trends can be found out by continually researching about the changes in consumer behaviour in the marketplace. By identifying the changes in the consumer behaviour, the business modify their offering to the consumers. Consumers today are more concerned about environmental degradation and negative impact of their uses of product and services on environment. The reason for this concern could be visible climatic changes, global warming and increasing air and water pollution. Thus using green marketing by the organizations not only provides an opportunity to meet consumer expectations and address their environmental concerns, but also to gain a competitive advantage and a strong consumer base. Green marketing is a modern concept which evolves in recent years. But Marketing is the holistic approach towards identifying and satisfying need and wants of consumer and potential consumer. Green

Marketing means manufacturing and marketing of products and services which are manufactured through green processes. Thus, green marketing incorporates a wide range of activities such as modification of product, changes to the production process, packaging changes, as well as modifying advertising etc. The primary goal of green marketing is to meet the needs of consumers while minimizing the impact on the environment. Companies engaging in green marketing strive to create products that are sustainable, energy-efficient, and less harmful to the planet [1].

1.1. Objectives of The Study

1. To know about customer satisfaction towards green products.
2. To study the Level of awareness of customers for eco-friendly products.
3. To determine various factors influencing the consumer to buy green products.
4. To evaluate the preference of consumers



about green products and green marketing.

1.2. Significance of The Study

Green marketing helps raise awareness about environmental issues and encourages consumers to make more sustainable choices [2]. By promoting eco-friendly products and practices, companies can differentiate themselves from their competitors and appeal to consumers who are increasingly seeking out environmentally responsible products and services. It can also help companies reduce their environmental impact by promoting products and practices with a lower carbon footprint or recycled materials. Companies that are seen as environmentally responsible can benefit from increased customer loyalty and a positive brand reputation. By embracing sustainable practices and promoting them through marketing campaigns, companies can help to drive positive change and contribute to a more sustainable future.

1.3. Methodology of Study

1.3.1. Sample Design

1. The population of Changanacherry municipality was targeted for the survey.
2. The sampling technique used for survey is Convenience Sampling.
3. The sample size targeted was 90. Out of 90, 84 Samples were taken [3].

1.3.2. Tools for Analysis

1. Table Analysis
2. Chart Analysis

1.3.3. Tools for Data Collection

1. **Primary Data:** This includes a questionnaire survey of people from the study area. Primary data may either be collected through the observation method or through the questionnaire method.
2. **Secondary Data:** Various published articles from journals, books, and internet websites. Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past.

2. Literature Review

Singh. B. P. & Mehra. R (2020) Consumers are more concerned towards environment and health issues as

they are more focused on green marketing & green products Purchasing. Green products purchasing are expanding among consumers and societies. Manappa Omkareshwar (2013) has undertaken an extensive work on Green Marketing Strategies adopted by selected business houses [4]. Like Philips Lights' CFL, Introduction of CNG in New Delhi and Agartala emerging as a first green city of India. Ahamad and Ravi (2012) conducted an empirical study about consumer perception and green marketing impression on FMCG in Krishnagiri District, Tamilnadu. Researchers selected the sample 160 using a combination of convenience and simple random sampling method composed of college students, academic staff, office workers, housewives, business people and managers. The study revealed that the green products have substantial awareness among Krishnagiri District customers and they are willing to pay something more on green products. The majority of customers considered that package is most important element of such products. Jesmin (2012) conducted a descriptive study to understand the customer attitude towards green marketing and identify the factors related to the belief and motivation to purchase green products by the multi characteristics consumer of Bangladesh. This study interviewed 120 sample respondent consumes with a structured questionnaire using a simple random sampling method. Majority of the people are not aware of green product and their uses. Based on thin research, consumers are very much sensitive in a few factors. These factors are consumer's loyalty about green product, global warming and environmental safety, quality of product, concern about extra price and luxury and environmental awareness. Male are more aware and positive minded than female in respect different issues of green marketing in Bangladesh. As per this study, 50 years above people have more favourable attitude than any other age group. Students are unconscious about the green practice and the impact for the future. Consumer's loyalty is the most important factor for making a decision for the purchase of a green product by the consumer. So, it is an order of the day to generate the concept of green marketing to the young generation. According to Roger a Kerin et al (2007), Green

Marketing takes many forms. It comes from product development opportunities that emanate both from consumer research and its—Pollution Prevention Pays program. This program solicits employee suggestions on how to reduce pollution and recycle materials. Charles W Lamb et al (2004) explained that —Green Marketing has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as ecologically sound, marketers can convey concern for the environment and society as a whole. Peattie (1995): Defined green Marketing as the holistic management process responsible for identifying, anticipating and satisfying the need of customers and society in a profitable & sustainable way. Polonsky (1994) explored that Coca-Cola does not promote its environmental initiatives. It has invested large sums of money in various recycling activities and modified their packaging to minimize its environmental impact. Coke has never used this concern as a marketing tool. Thus, consumers may not realize that Coke is a very environmentally committed organization.

3. Data Analysis and Interpretation

Table 1 Satisfaction Level with Regards to Use of Green Products

Response	Respondents	Percentage
Very Satisfied	14	16.7
Satisfied	50	59.5
Neutral	18	21.4
Dissatisfied	1	1.2
Very Dissatisfied	1	1.2
Total	84	100

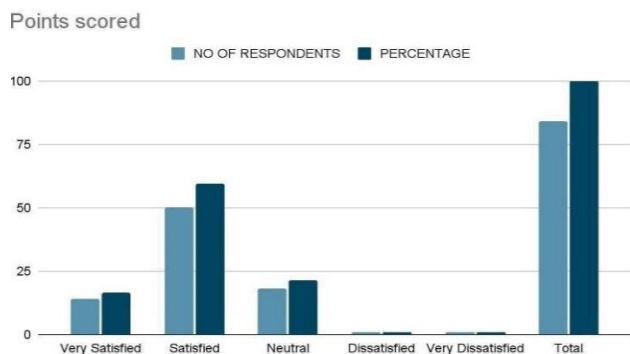


Figure 1 Response

3.1. Interpretation

The table 1 shows the classification of respondents based on their satisfaction level with regard to use of green products (Figure 1). Here, 16.7 percent of consumers are very satisfied, 59.5 percent of the consumers are satisfied, 21.4 are neutral, 1.2 percent are dissatisfied and very dissatisfied.

Table 2 Respondents Based on Quality of Green Products

Response	Respondents	Percentage
Yes	61	72.6
No	5	6
Maybe	18	21.4
Total	84	100

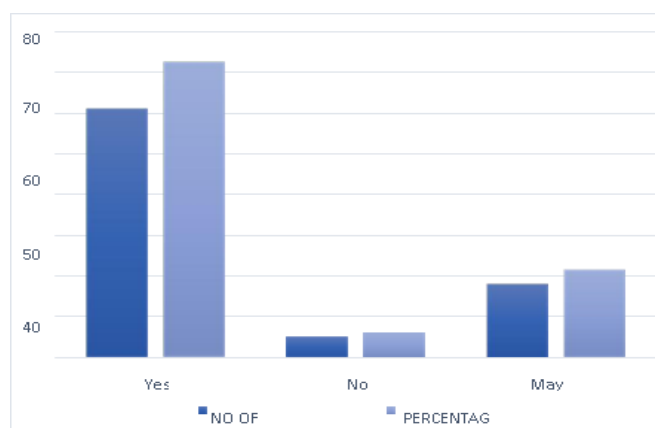


Figure 2 Percentage

3.2. Interpretation

This table 2 shows that 72.6 percent of the consumers trust the quality of green products and only 6 percent of consumers don't trust the quality (Figure 2). Here, 21.4 percent of consumers partially trust the quality of green products.

Table 3 Based on Awareness of Green Product

Response	Respondents	Percentage
Yes	70	83.3
No	4	4.8
Maybe	10	11.9
Total	84	100

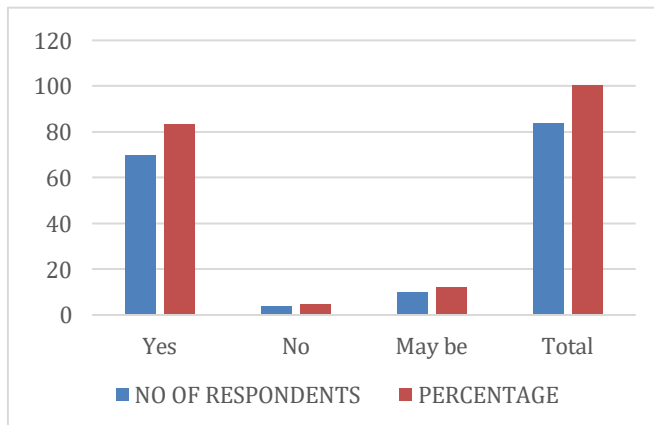


Figure 3 Percentage

3.3. Interpretation

The table 3 shows that 83.3 percent of the consumers are aware of green products and 4.8 percent of consumers are not aware of green products. 11.9 percent of the consumers are partially aware of these products (Figure 3).

Table 4 Respondents Based on Source of Awareness of Green Product

Response	Respondents	Percentage
TV	30	35.7
Magazines	15	17.9
Classroom	30	35.7
Others	9	10.7
Total	84	100

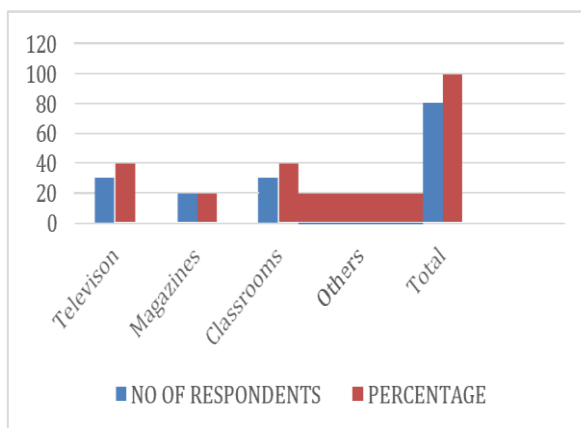


Figure 4 Percentage

3.4. Interpretation

The table 4 shows 35.7 percent of the consumers are aware of green products from both television and classrooms. 17.9 percent of consumers are aware of magazines (Figure 4). Only 10.7 percent of consumers are aware of green products from other sources such as the internet, social media, etc.

Table 5 Respondents Based on Purchasing Decision if the Product is Labelled as Eco-Friendly

Response	Respondents	Percentage
Yes	29	34.5
No	12	14.3
Depends on the Product	43	51.2
Total	84	100

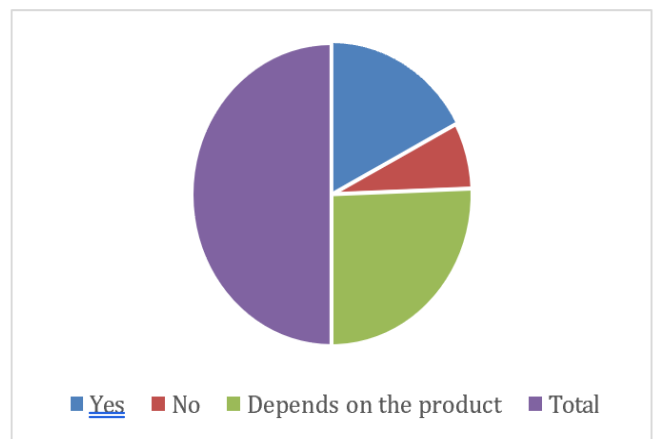


Figure 5 Respondents

3.5. Interpretation

Table 6 Respondents Based on Their Willingness to Pay More If the Price Increases Due to Green Features

Response	Respondents	Percentage
Yes	37	44
No	19	22.6
Maybe	28	33.3
Total	84	100

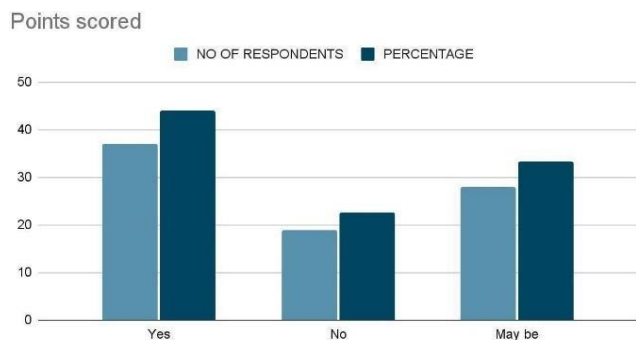


Figure 6 Percentage

The table 5 shows that 34.5 percent of the consumers will change their purchasing decision if the product is labelled as eco-friendly, 14.3 percent of consumers will not change their purchasing decision and 51.2 percent of the consumers change their purchasing decision pending on the product (Figure 5).

3.6. Interpretation

The table 6 shows 44 percent of the consumers are willing to pay more for the product if it has green features, 22.6 percent of the consumers are not willing and the rest of them are partially willing to pay for the product (Figure 6).

Table 7 Respondents Based on Influence of Marketing Element on Buying Habit of Green Product

Response	Respondents	Percentage
Product	33	39.3
Package	15	17.9
Place	2	2.4
Promotion	2	2.4
All of these	32	38.1
Total	84	100

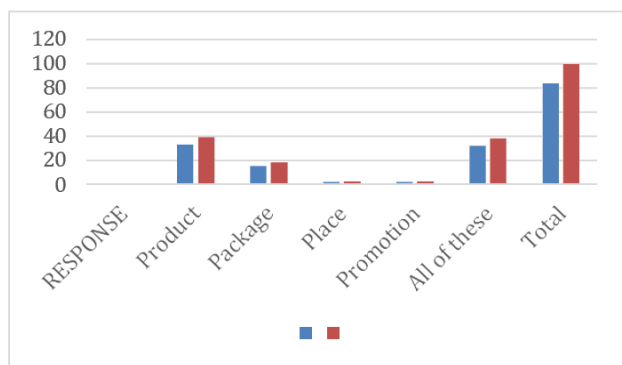


Figure 7 Response

3.7. Interpretation

The table 7 shows 39.3 percent consumers are influenced by product, 17.9 percent of consumers are influenced by package, equally 2.4 percent consumers are influenced by place and promotion. Above all, 38.1 percent of consumers agree that all the elements influence their buying habits of green products.

Table 8 Respondents Based on The Reason to Pay More for Green Products

Response	Respondents	Percentage
Enhance the quality of life	28	33.3
Protecting environment	45	53.6
High value of satisfaction	11	13.1
Total	84	100

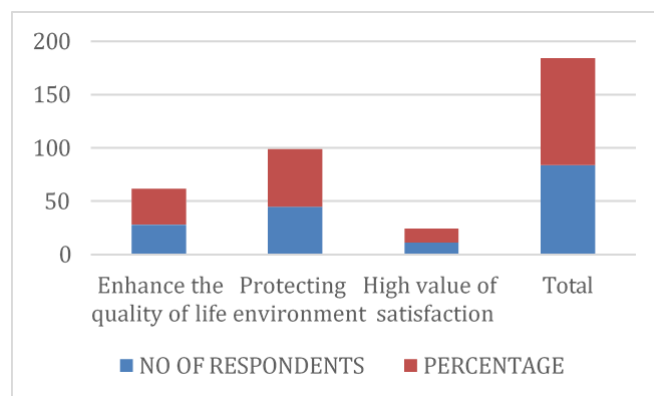


Figure 8 Total Quality of Life Environment

3.8. Interpretation

Table 9 Respondents Based on Purchasing Decision if the Product is Labelled as Eco-Friendly

Response	Respondents	Percentage
Yes	29	34.5
No	12	14.3
Depends on the product	43	51.2
Total	84	100

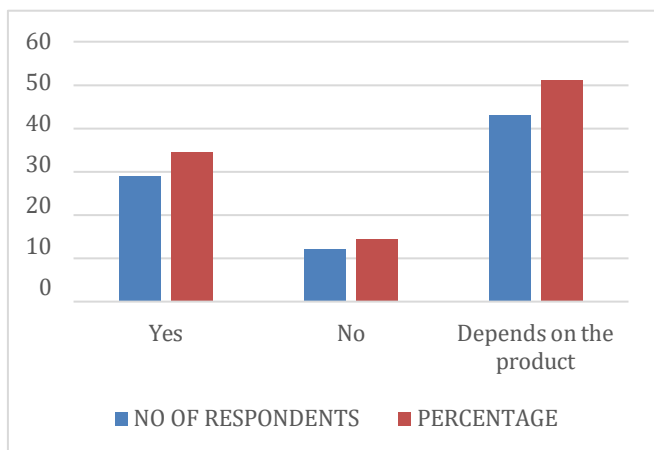


Figure 9 Quality of Life

The table 8 shows that 53.6 percent of the consumers agree to pay more for green products as it protects the environment (Figure 8). 33.3 percent to enhance the quality of life and 13.1 percent for high value of satisfaction.

3.9. Interpretation

Table 10 Respondents Based on Opinion to Reuse The package Of Green Product

Response	Respondents	Percentage
Frequently	33	39.3
Sometimes	42	50
Never	9	10.7
Total	84	100

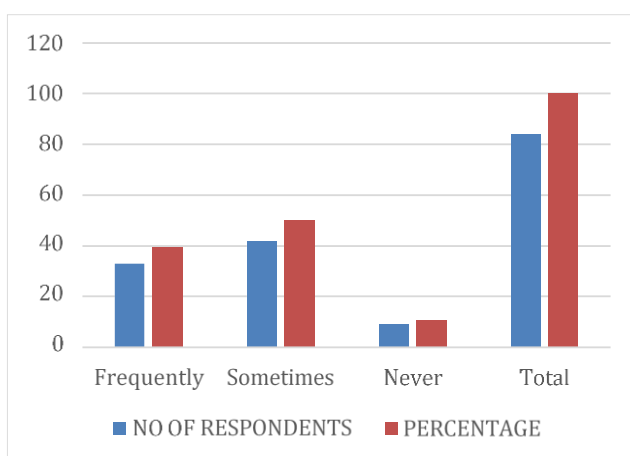


Figure 10 Percent of Consumers

The table 9 shows that 34.5 percent of the consumers will change their purchasing decision if the product is labelled as eco-friendly, 14.3 percent of consumers will not change their purchasing decision and 51.2 percent of the consumers change their purchasing decision depending on the product (Figure 9).

3.10. Interpretation

The table 10 shows that 39.3 percent of the consumers frequently reuse the package of green products, 50 percent of consumers sometimes purchase the products whose package can be reused and 10.7 percent of the consumers do not buy the product whose package can be reused (Figure 10).

Table 11 Respondents Based on Opinion to Purchase Products Which Creates Less Pollution

Response	Respondents	Percentage
Frequently	42	50
Sometimes	36	42.9
Never	6	7.1
Total	84	100

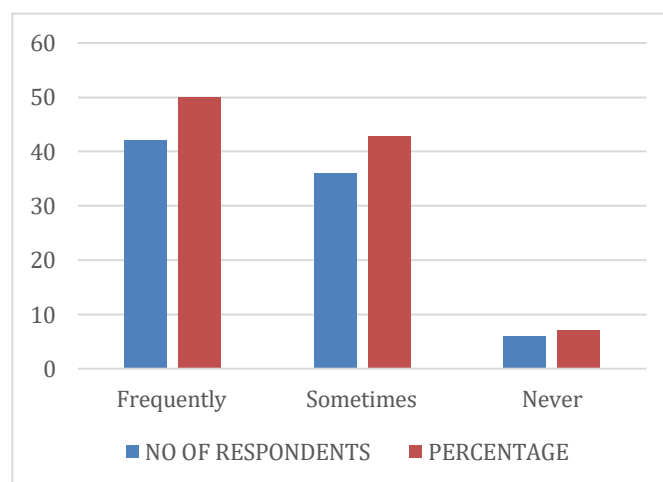


Figure 11 Frequently Purchase Products

3.11. Interpretation

The table 11 shows that 50 percent of the consumers frequently purchase products that creates less pollution, 42.9 percent of consumers sometimes purchase products that creates less pollution and 7.1 percent of the consumers does not purchase products that creates less pollution (Figure 11).



4. Results and Discussion

4.1. Results

Green products are known about through classrooms and television equally by 35.7 percent of them. Consumers of 44 percent are ready to pay more if green features increase the price of the products. The use of green products is satisfied by 59.5 percent of consumers. The product is considered as an important marketing element that influences buying habits by 39.3 percent of consumers, and all elements, including product, package, place, and promotion, are thought to be influenced by 38.1 percent. Consumers of 33.3 percent are willing to pay more as they enhance the quality of life.

4.2. Discussion

If any complaints are observed in any of the green product purchased, it should be dealt quickly. In order to attract more customers to the green product the company may offer various attractive discount sales etc. Nowadays most of the people prefer online shopping, so the company should also concentrate on the availability of product among various consumers. We can attract more customers if the product benefits and features are provided on the label itself. So the company should introduce green products to this age group also. If the government provides subsidy on green products, customers would be willing to pay more. Since it will come within their budget.

Conclusion

So as to ensure sustainable growth and nurture a symbiotic relationship with the society it is imperative for firms to come up with green products and green services. This will be of course not an end to the long-lasting journey of mankind towards a cleaner and sustainable environment but the top management has to keep evolving different principles and practices that help in providing a new platform for a green environment for future generations to come. Green marketing should not be undertaken by firms as a promotional measure but should be considered as a corporate social responsibility. As mankind will keep progressing, different issues and challenges on the environment and societal sides will keep on surfacing. On the societal sides these challenges mainly would be in the form of violation of ethics and

moral principles. Hence a holistic approach to green marketing can be achieved by blending the principles of green marketing into marketing mix. In green marketing, consumers are ready to pay more to maintain a cleaner and greener environment. Green marketing assumes even more importance and significance in developing countries like India. Green marketing is the need of today's global market. Green products and practices will help us to save our environment and it will establish sustainable development. Companies should start following green marketing in their day to day production. Customers should demand more green products as this is the only way to motivate industry to adopt more green marketing strategies. A small step towards saving environment can solve many problems and in the long term we may be able to save our environment. Green marketing is getting more and more popular in the Indian market but it needs greater push from the government side also.

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