



Consumer Awareness About Green Marketing

Chethan.R. ^{a++}, Zeba Jamal ^{b#*} and Akanksha Singh ^{ct}

^a Department of Resource Management and Consumer Sciences, College of Community Science, Acharya Narendra Deva University of Agriculture and Technology Kumarganj, Ayodhya, India.

^b Department of Apparel and Textile Science, College of Community Science Acharya Narendra Deva University of Agriculture and Technology Kumarganj, Ayodhya, India.

^c Department of Human Development and Family Studies, College of Community Science, Acharya Narendra Deva University of Agriculture and Technology Kumarganj, Ayodhya, India.

Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

Article Information

DOI: <https://doi.org/10.9734/jgeesi/2024/v28i9807>

Open Peer Review History:

This journal follows the Advanced Open Peer Review policy. Identity of the Reviewers, Editor(s) and additional Reviewers, peer review comments, different versions of the manuscript, comments of the editors, etc are available here: <https://www.sdiarticle5.com/review-history/119811>

Original Research Article

Received: 19/06/2024

Accepted: 21/08/2024

Published: 26/08/2024

ABSTRACT

Customers want to buy green items and are growing more environmentally concerned. Green items are made with eco-friendly practices or are environmentally friendly in and of themselves. This study's main goal was to ascertain customers' awareness of green products and their purchasing patterns. Customers' understanding of green products plays a crucial role in influencing their decision to purchase them. A systematic self-structured questionnaire (google forms) was used in the survey to gather data from 100 respondents. The convenience sampling approach was applied. Frequency analysis was used to analyse data. According to the study, the

⁺⁺ M.Sc. Research Scholar;

[#] Assistant Professor;

[†] Young Professional-II;

*Corresponding author: E-mail: zebajamaltsd@nduat.org;

majority of participants were aware of green products. This study also shows that consumers' decisions to purchase environmentally friendly products are influenced by their awareness of green products.

Keywords: Green products; awareness; environment friendly.

1. INTRODUCTION

The activity of promoting environmentally friendly and sustainable goods and services is known as "green marketing." Green marketing is the practice of promoting goods that are thought to be safe for the environment. Mishra and Sharma [1] explained green marketing as a holistic marketing concept that focuses on producing, marketing, consuming, and disposing of goods and services in a way that minimizes negative environmental effects. As people become more aware of the effects of pollutants, nonbiodegradable solid waste, global warming, and other environmental issues, they also realize how important it is to switch to green goods and services. It encompasses a wide range of actions, such as altering the product, making adjustments to the production process, creating sustainable packaging and changing source. Maheshwari [2] came with a view that ecological marketing and environmental marketing are other phrases that are used interchangeably with "green marketing." Green marketing contributes to reducing the use of plastic and products made of plastic. Due to its inability to biodegrade, plastic is bad for the environment. That indicates that one plastic particle will stay on Earth forever. Numerous problems, including food waste, plastic pollution, deforestation and contamination of the air and water, are affecting the planet. Rizvi [3] explained that since factory-produced chemicals are everywhere many businesses are thinking about adopting more ecologically friendly production methods. In addition, consumers are becoming more conscious of environmental issues and are willing to pay an extra price for eco-friendly items. Numerous companies make every effort to fulfill the desires of their consumers and have begun producing these items in accordance with their obligations as global citizens. Environmental conditions and public health are both improved by green marketing. This kind of marketing covers every phase of a company's operations, including public relations and packaging. Customers and businesses both gain from green marketing. It reduces the influence on the environment and aids in preventing the waste of resources.

Companies can gain from green marketing in a number of ways, including enhanced brand awareness, customer loyalty and public image enhancement.

A company's reputation and brand image can be enhanced by implementing green marketing strategies. Customers that care about the environment will find it appealing that it shows a dedication to environmental responsibility. Positive word-of-mouth, enhanced consumer loyalty, and higher trust will spout out from green marketing. Additionally, green marketing helps educate consumers about the value of sustainability and how their purchases effect the environment. It might persuade customers to make more environmentally responsible decisions that lessen waste, pollution, and other harmful effects on the environment.

- "Green" describes product packaging, ingredients and production methods that are beneficial to the environment
- Promoting reusable shopping bags is one way that green marketing is being used to lessen its impact on the environment.

Marketing and green marketing: Marketing encompasses all strategies to attract, satisfy and retain customers, including advertising and market research, with goals of boosting sales and brand loyalty. Green marketing is a specialized subset focusing exclusively on promoting environmental protection efforts. It falls under the broader category of sustainable marketing, which also addresses social and economic justice.

Green Marketing Activities: The firm as a whole is involved in green marketing, which highlights products with relevant green certifications. It frequently focuses on using a variety of strategies, such as product modification, packaging and advertising, to promote recyclable and environmentally friendly products. This term refers to the entire tenure of a product, from the procurement of raw materials to their disposal.

Understanding consumer preferences through this research on green marketing is essential for companies looking to improve loyalty to customers and match their strategies with market demands. It highlights patterns in efficacy and conduct, assisting companies in implementing appropriate sustainable practices. Insights from this survey can help companies stand out from the competition and obtain a competitive edge in a market where consumers are concerned about the environment. All things considered, this study offers crucial information for enhancing green marketing tactics and promoting sustainability with the following objectives.

1.1 Objectives

1. To assess the level of consumers awareness about green products.
2. To examine the purchase habits of consumers regarding green products.

2. REVIEW OF LITERATURE

Iftikhar [4] examined the actual ways in which customers' conscious and environmentally conscientious attitudes toward purchasing green products are shaped by environmental awareness and green marketing. The study concludes that the consumers purchasing decisions are influenced by both green marketing and environmental knowledge when it comes to being environmentally concerned and buying green items. This study also demonstrate that green marketing and environmental awareness are positively correlated.

Sharma and Trivedi [5] Found out what customers need and want as well as the factors that have the biggest impact on them is necessary. These factors are listed in this research along with their respective effects on consumers' green purchasing decisions. Eco-labels, eco-brands, environmental awareness, green product, green price, green promotions and demographics are the eight types of these variables. The green marketer finds equal significance in every variable.

Rizvi [3] conducted a green marketing survey that was created using a questionnaire based on earlier studies in the same subject. According to this study, customers were not sufficiently exposed to green marketing strategies, and it offers a number of recommendations for increasing the sales of environmentally friendly

products and services. The report additionally proposed that specific techniques might be employed to increase market penetration in the National Capital Region of India, targeting both environmentally conscious and obliging consumer groups.

Bhatia and Jain [6] examined the products that are thought to be "green" or environmentally friendly, such as organic foods, low-power (energy-efficient) appliances, recyclable paper, leadfree paints and phosphate-free detergents, have drawn the attention of both consumers and manufacturers. This study gives a quick overview of environmental issues and identified consumers' green values, awareness of environmental issues and green habits and products. With the use of a structured questionnaire, it helped to determine consumers' perceptions and preferences regarding green marketing strategies and products. A survey with 106 participants was carried out. Customers showed a high degree of awareness regarding green marketing strategies and goods. The findings of regression analysis supported the idea that consumer preference for and purchase of green products over conventional ones was positively influenced by overall green values, consumer awareness of green practices and products and consumer perceptions of the seriousness of marketing firms' dedication to green marketing.

Mishra and Sharma [1] stated that green marketing is now trending from of marketing as well as learning the consumers that prefer eco-friendly shopping. This study revealed the concern towards using high rate of plastic and non-eco-friendly products. It concludes the challenges and opportunities for business in green marketing.

Maheshwari [2,7] conducted a study on consumers' perceptions of the environment are shifting to support conservation-related innovation and the advantages of this source of innovation will certainly survive our current generation. It looked into consumer attitudes and ideas on environmental protection as well as how they buy eco-friendly products. The study aimed to find out how consumers were influenced to choose green products, analyze consumer behavior and the effects of marketing communications [8-9]., Using a questionnaire based on the Roper Starch Worldwide environmental behavior survey and the Dunlap and Van Liere HEP-NEP environmental survey, it

presented the findings of a consumer goods study.

3. METHODOLOGY

- 1) **Research Design:** The research design of the study conducted was descriptive in nature.

Phase wise plan of work:

Phase 1: Framing of objectives, designing of tools and identification of sample

Phase 2: Collecting of data from the selected sample

Phase 3: Analysis of data and report writing.

- 2) **Locale of study:** The study was conducted on Karnataka people in Ayodhya district of Uttar Pradesh state through online mode due to easily accessibility, availability and convenience.

- 3) **Sampling procedure:** A total 100 respondents were included via random sampling from Karnataka region for filling the questionnaire.

- 4) **Variables of the study:**

- i. **Independent variables:** The independent variables are the variables in which change is not affected by any other variable in the study. Either the scientist has to change the variable herself or it changes on its own, nothing else in the study affects or changes it. For e.g. Age, Education, Gender etc.
- ii. **Dependent variables:** In research, the dependent variable is the variable that is being tested and measured and is 'depending' on the independent variable. The dependent variables in this study were

awareness about green product and purchasing habits.

- 5) **Tools and techniques used:** A self-structured questionnaire (Google form) has been used for collection of data.

- 6) **Analysis and interpretation of data:** Suitable statistical method that is frequency percentage, mean and standard deviation was used.

The questionnaire was developed to do the pilot study of consumers which was carried only for 100 consumers of age group 15 to 25 years old (students).

4.RESULTS AND DISCUSSION

4.1 Personal & Demographic Profile of the Respondent

Table 1 represents that 83 percent of the respondents belong to 20-25 years followed by 10 percent respondents belong to 25 years and above, only 7 percent of respondents belong to 15-20 years in this category. This table represent that 57 percent of the respondents belong to female category followed by 43 percent respondents belong to male category [10-12]. The data in Table 1 represents that 43 percent of the respondents are doing B.Sc. followed by 39 percent respondents are doing M.Sc. and 8 percent of respondents are doing both P.U.C and other qualification only 2 percent respondents doing 10th in this category. This table also represents that 73 percent of the respondents belongs to nuclear family followed by 12 percent respondents belongs to single parents' family and 11 percent respondent belongs to

Table 1. Distribution of respondents according to demographic profile (N=100)

Variables	Category	Frequency (in percentage)
Age	15-20 yrs.	7 (7%)
	20-25yrs	83 (83%)
	25yr and above	10 (10%)
Gender	Male	43 (43%)
	Female	57 (57%)
	Prefer not to say	0
Qualification	10 th	2 (2%)
	PUC	8 (8%)
	B.Sc.	43 (43%)
	M.Sc.	39 (39%)
	Other	8 (8%)
Family Type	Nuclear Family	73 (73%)
	Single Parent Family	12 (12%)
	Grandparent Family	11 (11%)
	Others	4 (4%)

Table 2. Distribution of respondents according to awareness about green products

Particular	Category	Frequency (in percentage)	Mean	Standard Deviation
Awareness about green products	Yes	85 (85%)	50	35
	No	15 (%)		
Awareness of green products around respondents	Yes	43 (%)	25	18.37
	No	8 (%)		
	Maybe	5 (%)		
	Not Completely	44 (%)		
Awareness about marketing and green marketing	Yes	56 (%)	33.33	18.81
	No	34 (%)		
	Not enough idea	10 (%)		
Source of awareness about green marketing	Newspaper	11 (%)	20	25.85
	Magazine	3 (%)		
	Internet	62 (%)		
	Advertisement	18 (%)		
	Other	6 (%)		
Awareness about company participating green marketing	Apple	21 (%)	25	13.34
	Tesla	39 (%)		
	Pran	35 (%)		
	Starbuck	5 (%)		

grandparent family only 4 percent of respondents belongs to others in this category.

4.2 Awareness Level about Green Products

Table 2 represents that 85 percent of the respondents were aware about green product followed by 15 percent respondents were not aware about green product with the mean score of 50 and standard deviation of 35. This table represents that 44 percent of the respondents were not completely aware about green product followed by 43 percent respondents were aware about green product and 8 percent of the respondents were not aware about green product only 5 percent of respondents were partially aware about green product with the mean score of 25 and standard deviation of 18.37. This table represents that 56 percent of the respondents were aware about green marketing followed by 34 percent of respondents were not aware about green marketing and only 10 percent of the respondents were partially aware about green marketing with the mean score of 33.33 and standard deviation of 18.81. The table reveals that 62 percent of the respondents were aware from internet followed by 18 percent respondents who were aware from advertisement and 11 percent respondents were aware from newspaper and 6 percent of the respondent were aware from other sources only 3 percent of the respondents are aware from magazine with the

mean score of 20 and standard deviation of 25.85. This table represents that 39 percent of the respondents were aware about Tesla company followed by 35 percent respondents who were aware about Pran company and 21 percent of respondents were aware about Apple company, only 5 percent of respondents were aware about Starbuck company as participants in green marketing with the mean score of 25 and standard deviation of 13.34.

4.3 Purchasing Habits Towards Green Products

Table 3 represents that 54 percent of the respondents did not bought any green product recently while 46 percent respondents have bought green product recently with the mean score of 50 and standard deviation of 4. This table represent that 37 percent of the respondents have not bought any green product in past 8 months followed by 28 percent respondents were buying green products less once a month on the contrary 24 percent respondents who bought green products once in month in past 8 months and only 11 percent of the respondents have bought green products once a month with the mean score of 25 and standard deviation of 9.35. This table reveals that 44 percent of the respondents preferred environmental issue followed by 34 percent respondents preferred product feature and 17 percent of respondents preferred packaging only

Table 3. Distribution of respondents according to purchasing habits of green products

Particulars	Category	Frequency	Mean	Standard Deviation
Bought any green product recently	Yes	46 (46%)	50	4
	No	54 (54%)		
Frequency of buying green product in past 8 months	Once a week	11 (11%)	25	9.35
	Once a month	24 (24%)		
	Less than once a month	28 (28%)		
	Not buying	37 (37%)		
Preferences for buying green product	Product features	34(34%)	20	16.7
	Packaging	17(17%)		
	Environmental issues	44(44%)		
	Promotion campaign	3(3%)		
	Other	2(2%)		
Availability of green product in the market	Easily available	47(47%)	25	15
	Not available	30(30%)		
	Rarely available	8(8%)		
	Can't say	15(15%)		
Green marketing helping our environment and society	Yes	54(54 %)	50	4
	No	46(46%)		
Green products are helping to save resources and manage waste	Yes	93(93%)	50	43
	No	7(7%)		
Green product is overpriced	Strongly agree	15(15%)	20	15.16
	Agree	40(40%)		
	Neutral	35(35%)		
	Disagree	10(10%)		
	Strongly disagree	0		
Willing to pay more on green products	Yes	40(40%)	25	18.79
	No	14(14%)		
	Maybe	46(46%)		
	Other	0		
Main reason that makes you willing to pay more on green products	Environment concerns	64(64%)	20	22.77
	Personal norms	10(10%)		
	Product labeling and availability	6(6%)		
	Attitudes towards eco-friendly products and companies	19(19%)		
	Other	1(1%)		
Main reason that makes you not willing to pay more on green products	Higher costs	72(72%)	25	29
	Effectiveness	26(26%)		
	Greenwashing concerns	2(2%)		
	Other	0		

3 percent of respondents preferred promotion campaign and 2 percent preferred other factors with the mean score of 20 and standard deviation of 16.7. The data in the Table 3 represents that 47 percent of the respondents were said that the

green product were easily available in the market followed by 30 percent respondents who said that the green products were not available in the market and 15 percent of respondents couldn't say anything about availability of green products

in the market only 8 percent of respondents said that the green product were rarely available in the market with the mean score of 25 and standard deviation of 15. This table represents that 54 percent of the respondents were agree with the statement that green marketing helping our environment and society and 46 percent respondents were not agree with this statement with the mean score of 50 and standard deviation of 4. This table represents that 93 percent of the respondents were agree with the statement that green products are helping to save resources and manage waste followed by 7 percent of respondent were not agree with the statement that green products are helping to save resources and manage waste with the mean score of 50 and standard deviation of 43.

The data in Table 3 represents that 40 percent of the respondents were agree followed by 35 percent respondents were neutral and 15 percent of respondents were strongly agreed only 10 percent of respondents were disagree with the statement that green product was overpriced with the mean score of 20 and standard deviation of 15.16. This table also represents that 46 percent respondent were not sure to pay more for green product while 40 percent respondents were agree with paying more for green products and 14 percent respondents were not willing to pay more for green products with the mean score of 25 and standard deviation of 18.79. Asking about the reason for willing to pay more on green products 64 percent of the respondents said environment concerns followed by 19 percent of respondent said attitudes towards eco-friendly products and companies and 10 percent of respondent said personal norms and 6 percent of respondent gave labeling and availability as a reason only 1 percent of respondent gave other reasons for paying more on purchase of green product with the mean score of 20 and standard deviation of 22.77. This table represent that 72 percent of the respondents gave higher costs of the product as reason that they were not willing to pay more on green products followed by 26 percent respondents gave effectiveness of green product as reason, only 2 percent of respondents gave green washing concerns of green products as a reason with the mean score of 25 and standard deviation of 29.

The majority of respondents knew about environmentally friendly products. The primary source of awareness was the internet. The typical respondent acknowledges that green

items were readily accessible in the marketplace. The environmental benefits of green products were the primary driver behind consumers' willingness to pay a premium for green product and purchase them. The primary cause of customers' reluctance to pay extra for environmentally friendly items was their high cost, which they couldn't afford, and some respondents' doubts about the products' efficacy.

4. CONCLUSION

Consequently, based on the analysis done for this study, we can defer that people are aware of eco-friendly products and have a favourable attitude towards green marketing and green products. However, we ought to make an effort to raise awareness to a higher degree. It implies that there are many different eco-friendly products on the market nowadays. However, the clients' awareness was restricted to specific brands and items. When choosing a green product, buyers choose eco-friendliness above everything else. If environmentally friendly products are more expensive, consumers are less inclined to buy them. Governments, non-governmental organisations, educational institutions, businesses, and society at large should make ongoing efforts to raise consumer knowledge and encourage environmentally friendly purchasing practices. The current international market requires green marketing. Sustainable development will be established and environmental preservation is being helped by green practices and products. Organizations should begin implementing green marketing strategies into their daily operations. The only way to encourage the industry to implement more green marketing techniques is for customers to demand a greater number of environmentally friendly items. Many issues can be resolved by taking tiny actions to protect the environment and eventually we might be able to preserve it.

DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc) and text-to-image generators have been used during writing or editing of manuscripts.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. Mishra P, Sharma P. Green marketing: Challenges and opportunities for business. BVIMR Management Edge. 2014;7(1).
2. Maheshwari SP. Awareness of green marketing and its influence on buying behavior of consumers: Special reference to Madhya Pradesh, India. AIMA Journal of Management & Research. 2014;8(1/4): 0974-497.
3. Rizvi, S. Awareness of green marketing and its effect on buying behavior in National Capital Region; 2021.
4. Iftikhar F, Asghar A, Khan M. The impact of green marketing and environmental awareness on consumers green and conscious consumption of green products. Academic Journal of Social Sciences. 2022;6(2):077-094.
5. Sharma M, Trivedi P. Various green marketing variables and their effects on consumers' buying behavior for green products. International Journal of Latest Technology in Engineering, Management & Applied Science. 2016; 5(1):1-8.
6. Bhatia M, Jain A. Green marketing: A study of consumer perception and preferences in India. Electronic Green Journal. 2013; 1(36).
7. Kaur S. Impact of green marketing on consumer's buying behavior. Abhinav National Monthly Refereed Journal of Research in Commerce & Management. 2014;3(5):1-8.
8. Kurtotic A. Study on Consumer Awareness of Green Marketing Strategies and its impact on Environment Safety. Dr. Pandit Mali. 2014;138.
9. Available:<https://emeritus.org/blog/sales-and-marketing-importance-of-green-marketing/>
10. Available:https://en.wikipedia.org/wiki/Green_marketing
11. Available:<https://www.marketing91.com/green-marketing-definition-benefits-examples/>
12. Sujith TS. Awareness of green marketing and its influence on buying behavior of consumers in Kerala." International Journal of Scientific Research and Management. 2017;5(7):6156-6164.

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of the publisher and/or the editor(s). This publisher and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.

© Copyright (2024): Author(s). The licensee is the journal publisher. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Peer-review history:

The peer review history for this paper can be accessed here:

<https://www.sdiarticle5.com/review-history/119811>