

Consumer Awareness About Green Marketing

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 paper's main goal is 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 questionnaire (google forms) was used in a survey to gather data from 100 respondents. The convenient sampling approach was applied. Frequency analysis was used to analyse data. According to the study, the majority of participants are 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

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 (2014) explained green marketing is 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 advertising. 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. 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 can result from this. Additionally, green marketing helps educate consumers

about the value of sustainability and how their purchases affect 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.

A) Marketing and green marketing: All the components of a strategy to convert a potential customer into a happy and loyal customer are included in marketing. It covers every aspect, including advertising and market research. Convincing someone that your product is worthwhile investing in, building brand loyalty, and boosting overall sales are the objectives of marketing. While marketing can address social and economic injustice in addition to environmental issues, green marketing is a branding strategy that concentrates only on firms' efforts to safeguard the environment. Green marketing is a subset of sustainable marketing in this sense.

B) Green Marketing Activities: Green marketing encompasses the entire company, not simply the good or service. Both the corporation and the customers always favor products with a substantial assortment of Green Certifications on the packaging and in the ads. Green marketing is frequently limited to the promotion and advertising of recyclable, eco-friendly, and green products. environmentally friendly, ozone friendly, refillable, etc. It's also claimed that the word "green marketing" is broader and applies to all kinds of products and services. Green marketing encompasses a wide range of actions, such as altering the product, packaging, or advertising approach from the outset, as well as acquiring raw materials, distributing them, providing after-sale support, and disposing of them. Among the things they did were-

- Process of Green Production
- minimal or non-existent carbon footprints
- Use of recycled raw material
- assisting the neighborhood with locally produced
- Labor laws followed in production
- Zero waste generation and maximum raw material yield.

Need and Importance of Green marketing: Businesses and organizations have a significant detrimental impact on the environment as a result of the different operations they carry out to produce the goods and services they desire to offer to their clients. A product labeled as eco-friendly is meant to minimize the impact that both its manufacturing and use have on the environment. The depletion of natural resources and the environment made customers more conscious, which in turn inspired organizations to do study, create, and implement eco-friendly policies in order to protect the world for future generations. The primary goal of this study is to determine how well-informed the sample population from the National Capital Region of India is about the notion of green marketing.

If customers are informed about green marketing strategies, do they think they will pick these goods or services over more traditional options? The purpose of the study is to determine whether or not consumers prefer products manufactured using green marketing techniques versus

traditional products. If consumers have a preference for eco-friendly products, what drives their behavior? The survey also looks for recommendations on how businesses may more effectively spot green marketing opportunities and turn a profit from them.

Objectives:

1. To assess the consumer awareness about green products and green product purchasing habits of consumer.

Review of literature:

Iftikhar(2022) 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 (2016) Finding 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 (2021) comprises a green marketing survey that was created using a questionnaire based on earlier studies in the same subject. According to this study, customers are 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 proposes 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 (2013) 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 identifies consumers' green values, awareness of environmental issues, and green habits and products. With the use of a structured questionnaire, it helps 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 support 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 (2014) stated that green marketing is now trending from of marketing as well as learning the consumers that prefer eco-friendly shopping, this study reveals the concern towards using high rate of plastic and non-eco-friendly products.it concludes the challenges and opportunities for business in green marketing

Variables	Category	Frequency (%)
Age	15-20 yrs.	7 (7%)

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d 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 looks into consumer attitudes and ideas on environmental protection as well as how they buy eco-friendly products. To find out how consumers are influenced to choose green products, analyze consumer behavior and the effects of marketing communications. Using a questionnaire based on the Roper Starch Worldwide environmental behavior survey and the Dunlap and Van Liere HEP-NEP environmental survey, it presents the findings of a consumer goods study.

Methodology:

- 1) **Research Design:** The research design of the study conducted was descriptive in nature. Phase wise plan of work:
Phase 1: Farming 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 was included via random sampling from Karnataka region for filling the questionnaire.
- 4) **Variables of the study:**
 1. **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, Sex etc.**
 2. **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, purchasing habits.**
- 5) **Tools and techniques used:** A self-structured questionnaire (Google form) had been used for collection of data.
- 6) **Analysis and interpretation of data:** Suitable statistical method has been used for the analysis.

4.RESULT AND DISCUSSION

Personal & demographic profile of the respondent:

	20-25yrs	83 (83%)
	25yr and above	10 (10%)
Sex	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 no 1: Distribution of respondents according to demographic profile.(N=100)

Table.1 represent that 83 percent of the respondents belong to 20-25 year followed by 10 percent respondents belong to 25 year and above, only 7 percent of respondents belong to 15-20 years in this category. The table.1 represent that 57percent of the respondents belong female category followed by 43 percent respondents belong to male category.Table.1represent that 43 percent of the respondents doing B.Sc. followed by 39 percent respondents doing M.Sc. and 8 percent of respondents doing both P.U.C and other qualification only 2 percent respondents doing 10th in this category.Table 1 represent that 73 percent of the respondents belong to nuclear family followed by12 percent respondents belong to single parents family and 11 percent respondent belongs to grandparent family only 4 percent of respondents belong to others in this category.

4.2Awareness level about green products:

Particular	Category	Frequency
Awareness about green products	Yes	85 (85%)
	No	15 (15%)
Awareness of green products around respondents	Yes	43(43%)
	No	8(8%)
	Maybe	5 (5%)
	Not Completely	44(44%)
Awareness about marketing and green marketing	Yes	56 (56%)
	No	34 (34%)
	Not enough idea	10 (10%)
Source of awareness about green marketing	Newspaper	11(11%)
	Magazine	3(3%)

	Internet	62(62%)
	Advertisement	18(18%)
	Other	6(6%)
Awareness about company participating green marketing	Apple	21(21%)
	Tesla	39(39%)
	Pran	35(35%)
	Starbuck	5(5%)

Table no 2: Distribution of respondents according to awareness about green products

Table 2 represents that 85 percent of the respondents aware about green product followed by 15 percent respondents are not aware about green product. Table 2 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. Table 2 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. Table 2 represent that 62 percent of the respondents are got aware from internet followed by 18 percent respondents are got aware from advertisement and 11 percent respondents are got aware from newspaper and 6 percent of the respondent are got aware from other sources only 3 percent of the respondents are got aware from magazine. Table 2 represent that 39 percent of the respondents aware about Tesla company followed by 35 percent respondents aware about Pran company and 21 percent of respondents aware Apple company only 5 percent of respondents aware about Starbuck company as participants in green marketing.

4.3 Purchasing Habits towards green products:

Particulars	Category	Frequency
Bought any green product recently	Yes	46 (46%)
	No	54 (54%)
Frequency of buying green product in past 8 months	Once a week	11 (11%)
	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%)
	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%)
	Not available	30(30%)
	Rarely available	8(8%)
	Can't say	15(15%)
Green marketing helping our environment and society	Yes	54(54 %)
	No	46(46%)
Green products are helping to save resources and manage waste	Yes	93(93%)
	No	7(7%)
Green product is overpriced	Strongly agree	15(15%)
	Agree	40(40%)
	Neutral	35(35%)
	Disagree	10(10%)
	Strongly disagree	0
Willing to pay more on green products	Yes	40(40%)
	No	14(14%)
	Maybe	46(46%)
	Other	0
Main reason that makes you willing to pay more on green products	Environment concerns	64(64%)
	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	Higher costs	72(72%)
	Effectiveness	26(26%)

green products	Greenwashing concerns	2(2%)
	Other	0

Table no 3: Distribution of respondents according to purchasing habits of 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. Table 3 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 were buying green products once in month in past 8 months and only 11 percent of the respondents were buying green products once a month. Table 3 represent that 44 percent of the respondents' preferences Environmental issue followed by 34 percent respondents' preferences Product feature and 17 percent of respondents preferences Packaging only 3 percent of respondents preferences Promotion campaign and 2percent prefer other factors. Table.3 represent that 47 percent of the respondents were said that the green product easily available in the market followed by 30 percent respondents said that the green products were not available in the market and 15 percent of respondents can'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. Table.3 represents that 54 percent of the respondents were agree to the statement that green marketing helping our environment and society and 46percent respondents were not agree to this statement. Table also represents that 93 percent of the respondents were agree to the statement that green products helping to save resources and manage waste followed by 7 percent of respondent were not agree to the statement about green product.

Table 3 represent that 40 percent of the respondents were Agree followed by 35 percent respondents were neutral and 15 percent of respondents were Strongly agreeing only 10 percent of respondents were Disagree about green product overpriced. Table 3 also represents that 46 percent respondent are not sure to pay more for green product while 40 percent respondents are agreeing to pay more for green products and 14 percent respondents are not willing to pay more for green products. Asking about the reason for willing to pay more on green products 64 percent of the respondents were say environment concerns followed by 19 percent of respondent say attitudes towards eco-friendly products and companies and 10 percent of respondent were say personal norms and 6 percent of respondent were gave labeling and availability as a reason only 1 percent of respondent were gave other reason for paying more on purchase of green product. Table 3 represent that 72 percent of the respondents gave Higer 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 reason for.

The majority of respondents knew about environmentally friendly products. The primary source of awareness is the internet. The typical respondent acknowledges that green items are readily accessible in the marketplace. The environmental benefits of green products are the primary driver behind consumers' willingness to pay a premium for and purchase them. The primary cause of customers' reluctance to pay extra for environmentally friendly items is their high cost, which they cannot afford, and some respondents' doubts about the products' efficacy.

Conclusion:

Consequently, based on the analysis done for this study, we can say 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 all make ongoing efforts to raise consumer knowledge and encourage environmentally friendly purchasing practices.

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