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## An Empirical Study on Green Products and Green Marketing

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### ***Abstract***

Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs, such that satisfaction of these needs and wants occur, with minimal detrimental impact on the natural environment. Primary data was collected by means of preparing a questionnaire and getting it filled by a large sample space. These questionnaires helped in drawing conclusions about the case. Secondary data was gathered from the books, internet sites, articles and journals on green marketing. With the help of the primary and secondary data so collected, along with the various statistical tools, an analysis will be performed. These tools provided a water tight conclusion for the case so framed. A questionnaire was administered to 250 from 20 to 60 years. The report examines the potential of the green marketing by investigating customer behavior. This study focuses on the green products as they are the upcoming in India and more likely to establish a standard business model. It shows that customers are willing to express their concern for social and environmental issues through their shopping habits. It is observed that all the independent variables viz, consumer awareness, perception and environmental concerns has no impact on green marketing products. To finish, consumers need to be aware that they are fully part of the market, therefore confronted with the same threats and opportunities in the market like manufacturers and retailers.

***Keywords:*** Green Marketing, Consumer awareness, Environment, Perception.

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### **Introduction**

Green marketing is a strategy that addresses the concern of promoting and preserving the natural environment which can benefit the firms as well as the consumers (Singh, A., and Vashist, A,2020)Green promotion is closely connected with society. It was effective utilization on social awareness of the whole marketing. Every element of the purchaser is regarded as the product analysis and access to the management. This concept was how to better change the best environment of the study area.(Nedumaran, G., and M, M,2020) Many consumers are environmentally conscious, seeking eco-friendly products and services from organizations that

are socially responsible. Green marketing is one of the strategies that can help to the companies selling their products and services achieve their primary goals of the business (*Papadas, K. K et al, 2019*). These types of strategies focuses on create on sustainable environmental benefits. Green marketing is processes by which individuals and groups and environmental groups fulfill their demand and objectives through a strategic approach that minimize the effects of negative environmental impact (*Chung, K. C, 2020*). In this manner, Green marketing has scope of exercises of showing which incorporates different items, creation of new items, measures, building cycle and promoting. Because of environmental quick changes, a significant worry for the environmentalist and individuals are to protect the mother of earth (*Sharma, A. P. 2021*). The biggest challenge for green marketing product companies is how to create environmental friendly marketing communication with mix platforms that is mandatory for green marketing activities by various companies (*Nandish, J et.al 2021*). Consumers demand new eco-friendly green products by assessing features like quality, price, labeling and durability etc. and similarly green products companies also taking initiative fulfilling the requirement of consumers (*Tsai, P. H., et.al 2020*).

### **Review of Literature**

Krishna et al (2015) studied the rising approaches of green advertising and promotions in India. The objective of the study was to investigate the development of green advertising and promotions throughout the world and with orientation to India. Also, he intended to identify the causes why green advertising and promotion is vital in present trade and commerce scenarios of the world and to comprehend the advantages of having green approaches of both corporation and clients. The study adopted exploratory research on the premise of past literature and the investigation presumes that Green consumerism includes mainly “3R” like Reduce, Reuse and Recycle. Green advertising and promotion is an instrument for caring the environment for the potential generation. It positively affects ecological security. In light of the developing worry of ecological assurance, there is a rise of another market which is called as green market.

Goyal et al (2022) explored purchasing behavior of consumer towards green products. It is analyzed personal factors affecting green purchase; green purchase; and green marketing mix. Study analyzed various concern for eco-environment, eco-labeling and perceived usefulness have been identified as major influencers of green consumer behavior. Further, found that Lack of environmental knowledge, price, perceived associated risks, organizational image, trust, and willingness to pay has been identified as barriers, creating a gap between attitude and actual purchase behaviour of consumers towards green products

R.Balaji (2014) analyzed the enhancement of global environment through green marketing using its opportunities and challenges. Have been discussed the concepts like consumer ignorance, Eco-labels and lack of standardization, discussed few case studies on green marketing. He concludes that the view of the consumer is significant to understand the concept and not in illusion consumers are conscious and sensitive towards green products.

Cui, L. et.al (2020) explored coordination issues of the green agri-food supply chain under background of farmer’s green farming and retailers green marketing. Study found that the two-

echelon green agri-food supply chain composed of a farmer and a retailer, a revenue-sharing contract was established that takes the cost of farmer's green farming and retailer's green marketing into account. It is concluded that the revenue-sharing contract is beneficial to not only increase the greening level, but also improve both the farmer's profit and the retailer's profit in agri- foods.

Kumar P S (2017) examined what Green exhibiting supports a wide extent of activities, including item modification, changes to the creation technique, bundling changes, and modifying publicizing. This paper focuses to investigate the level of cognizance of Indian purchasers about green things and practices, also quantifies the green estimations of the clients to recognize the brands, shopper partner with green showcasing rehearses. The study explores the inclinations of Indian buyers about green items to distinguish the components that impacts the client influence to purchase green items and to comprehend the issues and difficulties of green advertising rehearses. It was a survey based research where convenience examining was utilized to accumulate the primary data alongside secondary data from other journals, articles etc. Noteworthy Findings consolidate respondents reviewed thought about the green things and practices.

Maheshwar (2014) examined the purchaser convictions and mentality on situation indemnity and their purchasing manner of recyclable and reusable items. Additionally welcomed the spotlights on the achievement of attempts put by promoters in bringing green brands care in customer's mind. Moreover, recommends that the Indian market for greener things could be abused increasingly inside purchaser packs that have ace biological characteristics. This paper analyzed how buyers' qualities/convictions and mentalities, just as their presentation to impacts and data, shape their conduct and impression of item execution, with a specific spotlight on the persuasive job of promoting. The target of the examination was to dissect Consumer convictions and mentalities on green items and Consumer mindfulness on the accessibility of ecologically cordial items and to see the impact of showcasing endeavors put by advertisers

### **Objectives of the study**

- To analyze the behavior of consumers towards Green Marketing and its products.
- To measure the relationship between consumer awareness and perception towards green marketing.

### **Hypothesis**

H<sub>1</sub>: There is no significance relationship between consumer awareness, perception, environmental concern and consumer green marketing.

### **Research Methodology**

The type of research is carried out for the study is empirical in nature. The primary data is collected using survey method and the instrument is used for collecting data is through questionnaire. A five-point Likert's scale will be used for independent variables like consumer awareness, consumer perception and environmental concern and dependent variables like green

products where '1' and '5' indicates a least and most agreed statement respectively. A sample size of 250 consumers is collected from green marketing consumers for further analysis and the analysis of primary data will be done using SPSS 28.

## Analysis and Interpretation Demographical Profile

**Table 1: Demographic Profile**

		Frequency	Percent
Age	20-30 Years	55	22.0
	30-40 Years	105	42.0
	40-50 Years	75	30.0
	Above 50 Years	15	6.0
	<b>Total</b>	<b>250</b>	<b>100.0</b>
Gender	Male	175	70.0
	Female	75	30.0
	<b>Total</b>	<b>250</b>	<b>100.0</b>
Marital Status	Married	61	24.4
	Unmarried	189	75.6
	<b>Total</b>	<b>250</b>	<b>100.0</b>
Educational Qualification	10 <sup>th</sup> /Diploma	22	8.80
	Under Graduate	170	68.0
	Post Graduate	58	23.2
	<b>Total</b>	<b>250</b>	<b>100.0</b>
Income	20001-50000	62	24.8
	50001-100000	142	56.8
	Above 100000	46	18.4
	<b>Total</b>	<b>250</b>	<b>100.0</b>

(Source: own calculation)

In table 1, among the sample size drawn from the population, 70% of sample occupied by Male respondents and 30% of the respondents were females. Also, it is observed that, out of 250 respondents, 61 were married and 189 were unmarried. Majority of the respondents i.e., 68% have completed graduation and 23.2% respondents possess post-graduation followed by diploma holders with 8.80%. Results are portraying frequency distribution of the respondents with respect to Monthly Income. Out of 250 respondents, 62 (24.8%) are having their income between 20001 - 50000/-, 142 (56.8%) respondents are earning in the range between 50001 - 100000/-. The respondents whose income is in the range of above 100000 are 46 (18.4%).

### Cronbach's Alpha

Cronbach's Alpha reliability test was done to check the reliability of each factor.

**Table 2 Reliability Test**

Reliability Statistics		
Variables	Cronbach's Alpha	No of Items
Consumer Awareness	.891	4
Consumer perception	.912	5
Eco-brands	.811	4
Consumer purchase decision	.903	4
Environmental Awareness	.867	4

(Source: own calculation)

Cronbach's alpha is the most widely used measure of internal consistency in the instrument when we use Likert's scale questions in a questionnaire. Cronbach's Alpha is expected to measure the internal consistency of the items. For the purpose of the study we have identified five different variables (independent). In order to assess the reliability of the constructed instrument we have conducted a reliability statistics in SPSS for all the identified variables and they are presented in the above table. It is evident from the above table that since the Cronbach's Alpha value is greater than 0.7 reliability was not a problem.

### Significant difference between gender and consumer perception

#### ANOVA

ConsumerAwareness

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.547	1	13.547	14.992	.000
Within Groups	94.883	105	.904		
Total	108.430	106			

Since p value is less than 0.05, the Null hypothesis H0 is rejected at 5% level of significance and we conclude that there is no significant difference between gender and consumer perception

### Correlation for relationship between consumer awareness, perception and environmental concerns in green marketing

		consumer awareness	perception	environmental concerns
<b>consumer awareness</b>	Pearson Correlation	1	.347	.271**
	Sig. (2-tailed)		.364	.000
	N	250	250	250
<b>perception</b>	Pearson Correlation	.347	1	-.110
	Sig. (2-tailed)	.364		.096
	N	250	250	250
<b>environmental concerns</b>	Pearson Correlation	.271**	-.110	1
	Sig. (2-tailed)	.000	.096	
	N	250	250	250

In table 4, the correlation coefficient of consumer awareness and consumer perception is 0.347 which indicates that 34.7% positive relation between consumer awareness and consumer perception in green product consumers. Similarly, correlation coefficient of consumer awareness and environmental concern is 0.271 which indicates that 27.1% positive relation between consumer awareness and environmental concern of green marketing products. Study concludes with similar results of (*Harshith Babu et.al 2020*). Since the p value is less than 0.05, the null hypothesis H0 is rejected at 5% level of significance. Hence, we conclude that there is relationship between consumer awareness, consumer perception and environmental concerns of green marketing products.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612 <sup>a</sup>	.374	.363	2.81608

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1066.467	4	266.617	33.620	.000 <sup>b</sup>
	Residual	1784.320	225	7.930		
	Total	2850.787	229			

<b>Table7: Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Variables	5.013	.734		6.832	.000
	consumer awareness	-1.429	.700	-.292	-2.041	.000
	perception	-.870	.735	-.184	-1.184	.001
	environmental concern	5.442	.794	.597	6.858	.000
a. Dependent Variable: Green marketing						

From the coefficient table, it is observed that all the independent variables viz, consumer awareness, perception and environmental concerns has no impact on dependent variable i.e., green marketing. Hence, the null hypothesis is rejected.

### Conclusion

This research has made an effort to identify green consumer on demographic profile, understand general consumer perception towards green products. It is important to stress that the ethical and green market is expanding although it is still underestimated. There should no longer be remaining professionals with doubt on the profitability of this market. Consumers have shown positive attitude towards green marketing products at the same time many consumers are concerned with availability and quality of the products in markets. The main of the study is to measure the relationship between consumer perceptions, awareness with respect to green marketing products. Study found that there is association between gender and annual income of green product consumers and conclude that there is relationship between consumer awareness, consumer perception and environmental concerns of green marketing products.

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