

**A STUDY ON AWARENESS OF GREEN WASHING IN
ERNAKULAM**

Project Report

Submitted by

JINI T M

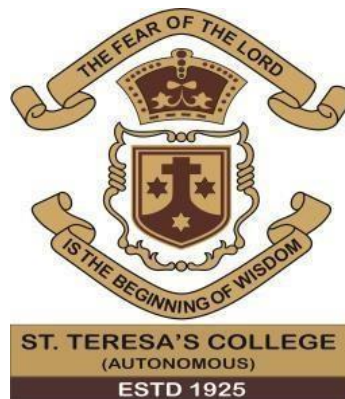
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Under the guidance of

Ms. Ann Thomas Kiriyanthan

*In partial fulfillment of requirements for award of the postgraduate degree
of*

Master of Commerce and Management



**ST. TERESA'S COLLEGE
(AUTONOMOUS), ERNAKULAM**

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at „A++“ Level (Fourth Cycle)

Affiliated to

MAHATMA GANDHI UNIVERSITY

Kottayam-686560

March 2024

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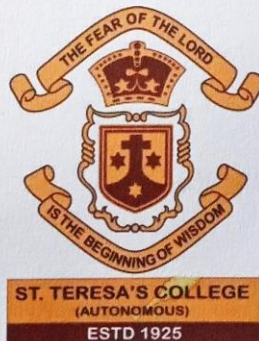
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
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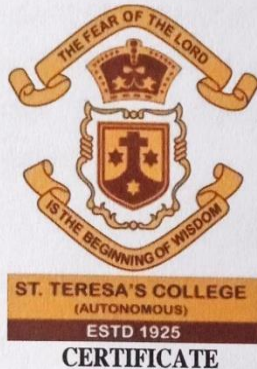


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This is to certify that the project report title “**A STUDY ON AWARENESS OF GREEN WASHING IN ERNAKULAM**” submitted by **JINI T M** .Towards partial fulfillment of the requirements for the award of postgraduate degree of **Master of Commerce and Management** is a record of bonafide work carried out by them during the academic year 2022-24.

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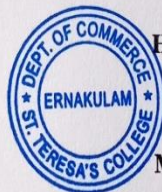
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DECLARATION

I, JINI T M hereby declare that this dissertation entitled, "A STUDY ON AWARENESS OF GREEN WASHING IN ERNAKULAM" has been prepared by us under the guidance of Ms. ANN THOMAS KIRIYANTHAN, Assistant Professor, Department of Commerce, St.Teresa 's College, Ernakulam.

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

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JINI T M

Date:

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JINI T M

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CHAPTER 1
INTRODUCTION

INTRODUCTION

Currently, the most talked-about environmental challenges are global warming, resource depletion, and weather variability. This might have a direct or indirect impact on how someone acts, particularly when making judgments about purchases. Nowadays, more and more consumers are "thinking green" and are prepared to pay extra for goods that are better for the environment. The concept of "greenwashing" has come under increased attention and concern in the constantly changing landscape of corporate responsibility and environmental consciousness. Businesses are tempted to take advantage of the consumer trend toward eco-friendly products and sustainable activities by putting up a front of environmental concern. Thus, green washing is the result of a sophisticated interaction between sincere environmental devotion and dishonest marketing techniques.

A significant problem in modern business practices is "green washing," in which corporations falsely portray themselves as ecologically conscious in order to profit from the rising demand for sustainable goods and methods. This dishonest marketing strategy calls into doubt the sincerity of companies' commitment to environmental stewardship, ethical consumption, and corporate transparency. Examining the intricacies of green washing reveals the difficulties in differentiating sincere environmental efforts from flimsy, profit-driven assertions, making it an important topic for examination and debate in the current ecologically concerned world. Genuinely sustainable products and ethical business methods are essential given the negative effects that consumerism, especially in the US, is still having on the environment. To counteract green washing, national standards have been set, requiring organizations to achieve particular requirements before they can be certified.

Despite the fact that greenwashing is common while progressively declining, it's still a major problem that won't go away.

In order to promote a market where sincere environmental pledges are the norm, it is imperative that we comprehend the issue of greenwashing, which is why this study attempts to investigate consumer knowledge of it.

SIGNIFICANCE OF THE STUDY

In the modern world, when ecological awareness interacts with consumer preferences and business operations, the study of greenwashing is extremely important. Initially, by exploring the many aspects of greenwashing, this study hopes to equip customers with the information and wisdom required to negotiate a market full of environmental promises. Consumers with knowledge may make ethical choices that help companies that are sincerely dedicated to sustainable operations and move the market in the direction of authenticity.

Second, the study is crucial to understanding the current regulatory environment and also to analyze the betrayal faced by the consumers due to greenwashing.

Finally, the study's importance goes beyond customer preferences and corporate strategies to include a wider range of environmental effects. Exposing greenwashing helps to maintain customer confidence while also encouraging environmental responsibility.

The research recommends businesses to refrain from misleading methods by adopting genuine sustainability practices, adding to the team's efforts to reduce environmental deterioration and promote a healthier Earth for coming generations. To put it simply, the study of greenwashing focuses systemic issues rather than individual viewpoints with the goal of creating a more accountable, transparent, and sustainable global market .

Right now, greenwashing and environmental claims are very popular

since the Competition and Market Authority (CMA) just finished reviewing environmental claims made on goods and services in the UK. Businesses have until the end of the year to align their marketing and environmental claims with the UK's Green Claims Code, as per the CMA's warning to them as part of this review. In a world where sustainability is the goal, we have to ask ourselves what the future holds. If we are to make a meaningful change, we must raise awareness of greenwashing in order to establish a sustainable future. It may even be the first step towards a better result to combat greenwashing, which is essential for a sustainable future. Authenticity in environmental activities is something that both businesses and consumers need to demand and practise. It's a positive step to support businesses who provide practical solutions and open practices.

STATEMENT OF THE PROBLEM

The initiative intends to tackle the pervasive issue of "greenwashing," in which businesses use dishonest environmental marketing techniques to deceive customers about how ecologically sound their products actually are. This fraudulent phenomena presents a serious problem since it erodes customer confidence, obstructs honest attempts at sustainability, and adds to the wider environmental effects of unregulated business operations.

The effects of greenwashing are extensive. Customers are given a false feeling of security as a result, thinking they are helping the environment when in fact they may be endorsing detrimental activities. This fraud really harms future generations by diverting funds and attention away from truly sustainable projects, which would otherwise be taken immediately to protect the environment. A crucial component of this issue, is that customers are not well-informed about greenwashing methods, which causes them to base their judgments on possibly false information. Beyond the decisions made by customers as individuals, greenwashing affects how the public views and believes in the sustainability initiatives of businesses.

OBJECTIVES

- 1) To identify factors affecting awareness about green washing among consumers in Ernakulam.
- 2) To analyze whether the perceived betrayal and environmental responsibility has any influence on the green washing awareness among consumers.
- 3) To examine whether there is any difference in green washing awareness across demographic variables such as gender, age, occupation and educational qualification.
- 4) To find out whether there is any difference in perceived betrayal across demographic variables such as gender, age, occupation and educational qualification.
- 5) To look into whether there is any difference in environmental responsibility across demographic variables such as gender, age, occupation and educational qualification.

SCOPE OF THE STUDY

The primary goal of the study is to find out how important it is to have accurate data on environmentally friendly products in order to determine whether or not to buy them after learning about their potential for greenwashing. The study's broad objectives include looking into and understanding the various facets of misleading environmental marketing strategies. This study will explore the several forms and expressions of green washing, from imprecise assertions to deceptive portrayals, offering an extensive categorization of this problem. The purpose of the study is to evaluate consumers' understanding and impression of greenwashing and investigate their ability to distinguish between genuine environmental commitments and deceptive marketing tactics. The study will also look at the structural elements that support this dishonest behavior by analyzing the corporate strategies and reasons behind it. The study's scope is broad and

diverse, with a particular emphasis on three important areas: knowledge of greenwashing, felt betrayal, and environmental responsibility considering the subsequent factors. Examining business policies and environmental sustainability-related projects. Assessing how well-aligned real activities are with declared environmental responsibility. Looking at the effects of environmental responsibility on the attitudes and actions of consumers. Analyzing how customers see business ethics and their opinions regarding greenwashing. Determining the elements—such as contradictions between environmental promises and practices—that contribute to the perception of betrayal. Evaluating the effects of perceived betrayal on brand loyalty, customer trust, and purchase behavior. Investigating consciousness levels and consumer awareness of "greenwashing." Examining the impact of education and communication initiatives on raising public awareness of greenwashing. Evaluating how customer attitudes and behaviors are influenced by awareness of greenwashing.

Hypothesis-

- 1) H0: There is no significant relationship between environmental responsibility and green washing awareness.
- 2) H0: Environmental responsibility has no influence on green washing awareness.
- 3) H0: There is no significant relationship between greenwashing awareness and perceived betrayal.
- 4) H0: Perceived Betrayal has no influence on greenwashing awareness.
- 5) H0: There is no significance difference in green banking awareness, environmental responsibility and perceived betrayal based on gender.
- 6) H0: There is no significance difference in green banking awareness, environmental responsibility and perceived betrayal across age groups of the respondents.

- 7) H0: There is no significance difference in green banking awareness, environmental responsibility and perceived betrayal based on occupation.
- 8) H0: There is no significance difference in green banking awareness, environmental responsibility and perceived betrayal based on educational qualification.

METHODOLOGY OF THE STUDY

RESEARCH DESIGN

The present study is for academic purpose. It includes descriptive and analytical study. The phenomenon was chosen to be examined with a questionnaire and it included questions of demographics and variables (green washing awareness, environmental responsibility, perceived betrayal) related. Likert's scale is used to identify the answers for the variables related questions and interprets data in order to arrive at conclusions.

COLLECTION OF DATA

To study the objectives primary data have been used. Questionnaire is the method used for collecting the primary data.

SAMPLING DESIGN

- Sampling technique: Convenient sampling technique is used for collecting data.
- Area of study: Ernakulam
- Sample size: 100 samples

TOOLS OF ANALYSIS

The data collected from respondents has been classified, analyzed and interpreted keeping in view the objectives of the study. Data collected are first used to check the normality by using the **P-Plot** and then after the analysis it is found that there is normality in the data collected. Then the reliability was checked and found that the data collected was moderately reliable. For the reliability check **Cronbach's Alpha** ($\alpha = 1 - \frac{k}{n} \frac{\sum_{i=1}^k \sigma_i^2}{\sigma^2}$) was used. After this analysis, the data collected through tables and bar charts presented properly thereby making it easy to draw inferences. The statistical tool used for study is Pearson's correlation coefficient in order to check the relation between the variables, regression analysis to check the influence of one variable over other, ANOVA table to analyze whether there is any difference between the variables identified and demographic variables, then one sample t test was used to analyze the mean.

LIMITATIONS

In spite of all the sincere efforts, the study is not fool proof in nature. It suffers from various limitations due to the following reasons:

- 1) This study solely focuses on three variables: green washing awareness, environmental responsibility, and perceived betrayal without considering additional factors influencing green washing.
- 2) This study exclusively concentrates on Ernakulam and does not extend its focus to other locations.
- 3) The study's findings may vary if the sample size exceeds 100 respondents.

KEY WORDS

Green washing: When a business makes an environmental claim about what it is doing with the intention of creating a false impression of its environmental effect, this is known as "green washing."

Perceived betrayal: Customers become increasingly motivated to act in an unfair situation by employing all available measures (such as avoidance and retaliation) when they perceive a betrayal to have occurred.

Environmental responsibility: Organizations that are environmentally responsible make a conscious effort to reduce their ecological impact and maintain sustainable practices. It includes programs like cutting carbon emissions, preserving natural resources, and lessening the effects of supply chain pollution on the environment. Businesses that truly care about the environment put an emphasis on accountability, openness, and ongoing development in their sustainability initiatives.

CHAPTERISATION

Chapter 1- Introduction: This is an introduction chapter that includes introduction, significance, scope, statement of problems, objectives, hypothesis, methodology, scope, limitation, keywords and chapterisation.

Chapter 2 - Review of Literature: This chapter deals with literature review which is a collection of many published works.

Chapter 3 - Theoretical framework-Green Illusion: This chapter includes the theoretical works relating with the study.

Chapter 4 - Data Analysis and Interpretation: This chapter is an analysis of the primary data collected for the purpose of study. It includes tables, graphical representations, and analysis and interpretations.

Chapter 5 - Summary, funding, recommendations and conclusion: This is the conclusion chapter which contains summary of the study, findings of the study, recommendations .

CHAPTER 2
REVIEWOFLITERATURE

REVIEW OF LITERATURE

INTRODUCTION

Greenwashing, or the false depiction of environmental responsibility by corporations, has become a major challenge in today's corporate sustainability landscape. Three crucial facets of greenwashing—environmental responsibility, perceived betrayal, and greenwashing awareness—are the focus of this assessment of the literature. While environmental responsibility is a sign of a company's sincere desire to implement sustainable practices, when there is a disconnect between a company's stated commitment to sustainability and its actual behavior, customers frequently feel betrayed. Comprehending the factors that contribute to consumers' understanding of greenwashing is essential, since it has a substantial impact on their actions and reactions in the marketplace. This study aims to give insights into the intricacies of greenwashing dynamics and provide solutions for encouraging true environmental stewardship and consumer empowerment by synthesizing current studies on these critical aspects.

1)Grégoire and Fisher(2008):in their paper explore the complex, marketing-science-related dynamics of customer betrayal and the ensuing retribution. The study looks at situations where devoted clients feel that businesses have betrayed them, which prompts them to act in revenge. The authors provide important insights for marketers who aim to preserve customer loyalty and prevent possible retaliation by illuminating the intricate relationship between perceived betrayal, negative actions, and customer trust through empirical research and theoretical understanding.

2)Babcock (2010): Hope Babcock explores the complicated realm of "corporate environmental social responsibility" (CSR) in her 2010 study, raising concerns about whether it is really progressing or just "greenwashing" meant to mislead. She contests the oversimplified notion that businesses are just concerned with making money, contending that they engage in deceptive greenwashing in addition to true corporate social responsibility for a variety of legal and economic reasons.

Acknowledging the shortcomings of conventional economic models, Babcock puts forth a paradigm that unifies legal and economic viewpoints. This paradigm examines the driving forces behind each strategy, emphasizing elements such as competitive advantage, cost savings, improved reputation, and regulatory compliance for true CSR. On the other hand, greenwashing occurs when businesses believe that the advantages of making false environmental claims exceed the possible drawbacks, enabling them to take advantage of customer preferences for eco-friendly items without having to bear the costs associated with actual sustainability. Nonetheless, both CSR and greenwashing are constrained by regulatory frameworks, reputational concerns, transaction costs, and internal disputes. Babcock highlights that in order to comprehend certain business actions, one must take into account a variety of intricate factors, such as customer preferences, regulatory contexts, and market structures. In the end, she contends that corporate environmental conduct is influenced by a complex interaction of legal and economic issues rather than a single profit motivation, with consequences for understanding specific business decisions and policy considerations. Although Babcock acknowledges the shortcomings of her framework—most notably, its emphasis on the US context—her research nonetheless makes a significant contribution to the current discussion over the nature and implications of corporate environmental responsibility.

3) **Delmas and Burbano (2011)** : A thorough review and meta-analysis of studies looking at the connection between corporate financial performance (CFP) and corporate environmental performance (CEP) are presented in this study by Delmas and Burbano (2011). Strong CEP and CFP appear to have a minor but positive connection, according to the meta-analysis. This suggests that businesses that practice environmental responsibility typically have higher financial success rates. But the study also shows that the results of several research vary significantly from one another. Strong evidence for a constructive but complex link between CEP and CFP is presented by this study highlights the need of taking into account the many elements impacting this connection argues for a more scenario-based method of comprehending the relationship between financial success and environmental responsibility.

4) **Lyon and Montgomery (2013)**: A theoretical framework to comprehend the subtleties of green product claims is proposed by Lyon and Montgomery (2013), who explore the intricacies of greenwashing in their article. They provide a deeper examination of the motives, workings, and outcomes associated with greenwashing rather than just describing it. In response to changing consumer expectations and legal requirements, businesses are continually modifying their greenwashing strategies, as the study recognizes. It stresses the significance of taking into account the industry, target market, and regulatory framework as well as the context in which greenwashing occurs. In addition to developing more potent detection and prevention techniques, the authors urge greater study into the efficacy of various greenwashing techniques. In summary, Lyon and Montgomery's research offers a useful theoretical framework for comprehending greenwashing as a multifaceted phenomena with different drivers, processes, and outcomes. This in-depth examination clarifies the fundamental causes and possible effects of this pervasive behavior in addition to merely detecting false statements.

5) Cherry (2013): According to Miriam Cherry's 2013 study, "The Law and Economics of Corporate Social Responsibility and Greenwashing," conventional economic theory oversimplifies how businesses behave in relation to their environmental responsibilities. Rather, in order to understand both the fraudulent practice of "greenwashing" and true corporate social responsibility (CSR), she suggests a paradigm that combines legal and economic viewpoints.

Businesses take part in corporate social responsibility (CSR) for a variety of reasons, such as improved brand image and reputation, regulatory risk management, and competitive advantage. When the alleged advantages of making false environmental claims exceed the possible drawbacks, they may also turn to greenwashing. Greenwashing and CSR can both be hindered by legal frameworks, transaction costs, reputational threats, and internal disagreements. This is analyzed using Cherry's "CSR Decision Tree" methodology dynamics by taking into account possible costs and advantages, consumer preferences, the legal environment, and market structure. This sophisticated method questions the shareholder-centric paradigm and proposes that a complex interaction between legal and economic issues influences corporate environmental behavior. This has ramifications for policy decisions and the comprehension of specific business choices. The study emphasizes the necessity for a thorough knowledge of both the incentives and limitations surrounding corporate environmental responsibility, despite its primary focus on the US context and recognition of the complexity of individual motives and market dynamics.

6) Tinne (2013): In "Green Washing: An Alarming Issue," a 2013 paper by Tinne, the author makes the case that conventional economic theory—which holds that businesses only seek to maximize shareholder value—does not fully explain why businesses engage in both true corporate social responsibility (CSR) and deceptive "greenwashing" practices. He suggests

a methodology for analyzing these motives that combines legal and economic viewpoints. Authentic corporate social responsibility endeavors strive to improve standing, curtail expenses, handle regulatory concerns, and secure a competitive advantage; conversely, greenwashing emerges when the alleged advantages of deceptive ecological declarations surpass the possible drawbacks. Both strategies are limited by legal frameworks, reputational hazards, transaction costs, and internal disputes. By taking into account the legal framework, consumer preferences, market structure, and possible costs and benefits, Tinne's "CSR Decision Tree" framework aids in the analysis of these dynamics. This structure emphasizes the shortcomings of the shareholder-centric paradigm and contends that a complex interaction between legal and economic variables influences corporate environmental behavior, which has ramifications for understanding specific business actions as well as policy issues. The study recognizes that its main emphasis is on the US setting and that the framework may not be able to adequately capture the intricacies of the market and human motives. Nevertheless, it highlights how important it is to have a thorough grasp of the advantages and disadvantages of corporate environmental responsibility.

7)Aggarwal and Kadyan (2014): The 2014 study "Greenwashing: The Darker Side of CSR" by Aggarwal and Kadyan examines the dishonest practice of "greenwashing" in relation to corporate social responsibility (CSR). They contend that several businesses utilize deceptive environmental claims to project an image of eco-friendliness, hurting customers and undermining faith in sincere corporate social responsibility endeavors, rather than making a real contribution to environmental advancement. The writers examine greenwashing techniques used in India in a number of industries, such as electronics, food and drink, cars, and personal hygiene. The study utilized text analysis of corporate websites, commercials, and CSR reports to detect examples of greenwashing

strategies such as imprecise and unsupported statements, superfluous imagery, and misuse of eco-labels. It's interesting to note that the survey discovered instances of greenwashing even among businesses with good overall CSR rankings, underscoring the widespread nature of this dishonest behavior. The authors suggest several measures for different stakeholders to take in order to counteract greenwashing: consumers should be more skeptical and demand transparency and proof for environmental claims; businesses should implement sincere and verifiable CSR practices; and regulatory agencies should create more stringent policies and enforce current laws that prohibit greenwashing. In the end, Aggarwal and Kadyan advocate for a team effort to identify and stop greenwashing, encouraging sincere environmental responsibility and moral corporate conduct.

8)Parguel et al. (2015):The study "Is There a Risk to Consumers When Nature Is Used in Advertising?" It includes the concept "executional greenwashing," gives the false appearance that a good or service is eco-friendly when in fact it is not. The study investigates how this strategy may affect how customers view a brand and the choices they make. The purpose of the trials was to find out if customers are duped by this kind of advertising and if it has anything to do with how much they know about environmental concerns related to the product .They also explored the possibility of mitigating the consequences of executional greenwashing by disclosing information about a product's environmental concerns related to the product category .in the advertisement. Remarkably, the study also shown that this effect could not be offset by merely offering uninterrupted environmental performance data. However, the research was successful in removing the deceptive effects of executional greenwashing for both knowledgeable and uneducated customers when it was provided with a clear label, like a traffic signal system. Consumers and advertisers may both benefit from the research's insightful findings. Marketers must to be mindful of the possibility of greenwashing and refrain from employing deceptive

strategies that take advantage of customers aspire to be ecologically conscious. On the other hand, consumers should question advertisements that use images of nature and look for more details in order to make wise choice.

9) Lee et al. (2018): In their 2018 work, Lee, Cruz, and Shankar investigate the questionable morality of supply chain corporate social responsibility (CSR), with a focus on the problem of "greenwashing." They contend that intense rivalry within these chains can provide distorted incentives, compelling businesses to make false environmental claims even when they are clearly immoral. The writers conduct a thorough investigation, looking at the advantages and disadvantages of regulating greenwashing from all angles. On the one hand, regulations may guarantee fair competition, safeguard consumers, and bring much-needed clarity to deceptive behaviors. In summary, the study offers a stimulating investigation of a multifaceted problem, posing important queries on how to strike a balance between the supply chain's natural competitive incentives and moral considerations and conscientious environmental practices. In order to successfully address the issue of greenwashing and promote true sustainability within supply chains, it emphasizes the necessity for a multi-pronged strategy that may combine different techniques including government, market forces, and consumer awareness campaigns.

10) Liu & Di Liu (2018): The Chinese government aggressively encourages green consumerism as a cornerstone of sustainable growth, acknowledging the need of environmental conservation. Like environmentally conscious consumption, green consumption places an emphasis on taking into account a product's environmental effect at every stage of its lifespan, from purchase and usage to disposal, or choosing green services. Previous studies, however, have shown contradictory findings when attempting to predict pro-environmental behavior based on social-psychological elements such as values and attitudes. Studies indicate varying degrees of linkage

between environmental concern and actual purchasing behavior; some find a strong correlation, while others find just a modest one. Customers who claim concern about the environment but are reluctant to pay more for environmentally friendly items serve as more proof of this. In order to close this gap and obtain more profound understanding, this study examines green consumption in China utilizing the Theory of The Planned Behavior. According to TPB, our desire to buy eco-friendly items is influenced by our attitudes, perceived behavioral control (our ability to act sustainably), and subjective norm (social pressure to be green). The purpose of this study is to determine which of these three factors is most important in forecasting green purchasing behavior in China and to evaluate the applicability of TPB in doing so. In order to shape green consumption behavior, researchers will also investigate underlying psychological and environmental elements that indirectly impact these TPB features. This thorough investigation of the direct and indirect factors that influence environmentally friendly purchasing behaviors might yield important insights for companies and politicians developing policies that will encourage environmentally friendly consumer behavior in China.

11) Gatti et al. (2019): Gatti, Seele, and Rademacher's (2019) paper "Grey zone in-greenwash out: A review of greenwashing research and implications for the voluntary-mandatory transition of CSR" offers a thorough analysis of greenwashing research and its importance in relation to the shift from optional to required corporate social responsibility (CSR) practices. The writers examine the idea of "greenwashing" and its many forms in-depth, illuminating how businesses deliberately use dishonest methods to present themselves as ecologically conscious. The difficulties and complications of implementing CSR are covered in the study, with special attention to the hazy distinctions between sincere sustainability initiatives and deceptive, surface-level tactics. It also looks at the effects of going from optional to required CSR legislation, taking into consideration

how those changes could affect company responsibility and conduct. The paper emphasizes the significance of regulatory frameworks and enforcement mechanisms to effectively address greenwashing, ensuring that businesses uphold sincere commitments to environmental stewardship instead of engaging in dishonest practices for reputational gain. It does this by synthesizing insights from the body of existing literature. It also emphasizes the necessity of more stakeholder involvement, transparency, and consumer knowledge in order to promote more responsible and accountable business activity in the area of CSR.

12)Zhang et al. (2020):The study "Bad Green washing, Good Green washing :Corporate Social Responsibility and Information Transparency" by Wu, Zhang, and Xie (2020) delves into the intricacies of greenwashing and corporate social responsibility (CSR) programs. The writers make a distinction between "good greenwashing" and "bad greenwashing" in their discussion on greenwashing. The term "bad greenwashing" describes false or misleading claims made regarding an organization's environmental initiatives. On the other hand, "good greenwashing" refers to the open and honest promotion of corporate social responsibility (CSR) initiatives that, although not flawless, show a sincere dedication to environmental responsibility. The study looks at how customers' opinions of various CSR programs might be influenced by a company's degree of information openness. Customers react better to "good greenwashing" than "bad greenwashing," according to Wu, Zhang, and Xie. This is especially true when businesses reveal details about their environmental performance. Fascinatingly, their analysis also implies that CSR statements that lack specificity might be just as deceptive as those that are obviously untrue. In general, the study emphasizes how crucial openness is to CSR communication since it fosters favorable customer views and helps to establish trust.

13) Netto et al.(2020):The phenomenon of "greenwashing," which refers

to the dishonest manipulation of marketing or public relations efforts to portray a company, its products, or services as environmentally friendly when they are not, is thoroughly examined in the paper "Concepts and forms of greenwashing: a systematic review" that was published in Environmental Sciences Europe in 2020. The writers examine the numerous ideas and forms of greenwashing in a variety of sectors and businesses using a systematic review technique. They carefully examine the body of material already in existence in order to pinpoint recurring themes, approaches, and plans used by companies that engage in greenwashing. The analysis probably clarifies the subtleties and complexity of "greenwashing," showing how businesses use language, images, and message to profit on consumers' increased interest in sustainability while perhaps ignoring real environmental obligations. The report advances a better knowledge of the effects of greenwashing on consumer perceptions, business responsibility, and environmental sustainability initiatives by combining findings from several research. Moreover, it probably emphasizes how crucial it is to have more openness, governmental oversight, and consumer education in order to successfully combat greenwashing and encourage more genuine sustainable practices across industries and organizations.

14)Yang et al. (2020): Authored by Yang, Nguyen, Nguyen, Cao (2020) and published in the Journal of Business Economics and Management, the paper titled "Greenwashing behaviors: Causes, taxonomy, and consequences based on a systematic literature review" most likely undertakes a systematic literature review to look into the causes, taxonomy, and effects of green washing behaviors. The writers most likely determine the underlying motives and reasons behind greenwashing tactics by a thorough examination of the literature, looking at elements like corporate image management, regulatory demands, and competitive dynamics. The study provides an organized framework for comprehending the many methods and tactics used by corporations to portray themselves as

environmentally responsible, and it probably classifies greenwashing activities into several categories or taxonomies. It probably also looks at the possible repercussions of greenwashing, for companies and affects on customer confidence, brand reputation, and environmental sustainability initiatives, as well as on society at general. The paper integrates findings from various studies, which is expected to enhance comprehension of the intricate nature of the greenwashing phenomenon. It also offers guidance to stakeholders, businesses, and policymakers on how to counteract and lessen the adverse consequences of misleading environmental claims.

15) Szabo and Webster (2021): investigated the controversial topic of green marketing, specifically how consumers view and respond to actions perceived as "greenwashing." This refers to advertising strategies that inflate a product's environmental friendliness. This research looks at how consumers' opinions of a company's general environmental practices and the product it is advertising are influenced by these beliefs. The research conducted by Szabo and Webster indicates that consumers' perceptions of organizations that participate in greenwashing are negatively impacted. Nevertheless, the research delves further to uncover an unexpected nuance: good environmental marketing messages may backfire if customers perceive them as being unauthentic. These results underscore the fine line that businesses have to tread when developing green marketing strategy. For businesses to effectively convey their environmental initiatives and resonate with their target audience, it is imperative that they understand how customers react to these messages. In the end, Szabo and Webster's research provides insightful guidance for businesses looking to steer clear of the dangers of greenwashing and market their environmental activities in a way that builds credibility and favorable customer image.

16) Kaner (2021): Kaner explores the difficulties H&M has in attaining openness in relation to its sustainability promises in her article from 2021. She contends that conventional frameworks for calculating and

disseminating environmental effect are beset by shortcomings such as imprecise definitions, unsatisfactory standards, and challenges in tracking the origin of materials and industrial processes. These difficulties add to the charges of "greenwashing" against H&M's "Conscious Collection," where consumers' confidence was damaged by unsupported claims. In addition to providing customers with clear and succinct information, the article highlights the necessity of independent verification and auditing of sustainable initiatives. Another challenge is striking a balance between openness and economic advantage as thorough disclosures might provide rivals access to confidential information. Kaner's study goes beyond H&M to show how difficult it is for businesses to balance sincere environmental initiatives with the demands of operating in a cutthroat industry. Her efforts provide insightful information for businesses looking to establish credibility and brand loyalty with clear, provable sustainable initiatives.

17)Adamkiewicz et al. (2022): It explore in detail the fraudulent realm of "greenwashing" that exists inside the rapidly expanding sustainable fashion sector. Customers are demanding more environmentally friendly apparel, but some businesses are taking advantage of this need by using deceptive tactics. The study reveals strategies including imprecise sustainability claims, misapplied eco-labels, and selectively showcasing environmentally friendly projects. This widespread dishonesty undermines customer confidence, impedes real advancement, and unfairly disadvantages ethical businesses in the marketplace. The authors suggest a multifaceted strategy that includes tougher laws to hold companies responsible, consumer education to enable knowledgeable decision-making, industry-wide openness through thorough reporting, and adoption of circular economy ideas like design for recycling and disassembly. In order to achieve openness, accountability, and a meaningful transition from greenwashing to sustainable behavior, the study ultimately urges consumers, lawmakers, and companies to work together in a circular economy strategy for genuine

environmental advancement. This is not only a European problem; there is a need for more study and continuous discussion about the relative merits of different approaches.

18)Munir and Mohan (2022): Munir and Mohan (2022) investigate UAE consumers' perceptions of greenwashing in the fashion business. The authors draw attention to the fashion industry's considerable environmental effect in the UAE, despite the fact that there hasn't been any previous research on greenwashing in the country. Through in-depth interviews, they investigate how fast fashion customers perceive the green promises made by prominent manufacturers. Based on the "competitive altruism" and "seven sins of greenwashing" ideas, the study shows that consumers are skeptical of ambiguous and unsupported environmental claims. The detrimental effects of greenwashing on the environment, ethical consumption, and trust were issues raised by the participants. The authors create a conceptual framework to explain how consumer perceptions are influenced by business incentives for "altruistic" conduct and perceived advantages of greenwashing. According to the research, consumers' perceptions of green promises are influenced by cultural variables, brand reputation, and personal experiences. According to the report, in order to counteract greenwashing and restore public confidence in the UAE's fashion industry, stronger laws, greater consumer education, and industry-wide implementation of real sustainable practices are all necessary. Although the report acknowledges limits related to sample size and generalizability, it provides insightful information for future studies on greenwashing in situations with various cultural backgrounds and growing economies.

19)Vangeli et al. (2023): The transition from greenwashing practices to genuine green business-to-business (B2B) marketing strategies is the subject of a systematic review of the literature in the paper "From greenwashing to green B2B marketing: A systematic literature review" by

Vangeli, Małecka, Mitreğa, and Pfajfar (2023) published in *Industrial Marketing Management*. The authors examine the development of green marketing in business-to-business (B2B) settings by examining previous studies, highlighting the move toward more genuine and sustainable strategies. The study probably looks at the benefits and problems this shift presents, emphasizing the value of stakeholder involvement, trustworthiness, and openness in promoting sincere environmentally conscious business practices. It probably also offers useful advice on how businesses may set themselves apart from the competition with real green marketing efforts while avoiding the dangers of being accused of greenwashing.

20)Zhang et al. (2023):The relationship between greenwashing techniques and real environmental performance is probably examined in the work "Relationship analysis between greenwashing and environmental performance" by Zhang, Pan, Janardhanan, and Patel (2023), which was published in *Environment, Development, and Sustainability*. The writers probably look at how businesses' claims of environmental responsibility in their marketing campaigns match up with their actual environmental effect through a thorough analysis. It is probable that the study looks at the subtleties and complexity of this connection, taking stakeholder views, company governance, and regulatory compliance into account. The report presumably attempts to give a thorough knowledge of how environmental sustainability initiatives and company reputation are impacted by greenwashing by merging insights from previous literature and empirical research. Moreover, it might have consequences for companies, legislators, and interested parties on how to improve openness, responsibility, and sincere environmental responsibility in business operations and advertising.

21)Blazkovaet al.(2023):The discourse surrounding greenwashing on Twitter is likely examined in the paper "Greenwashing debates on Twitter: Stakeholders and critical topics" by Blazkova, Pedersen, Andersen, and

Rosati (2023), which was published in the Journal of Cleaner Production. The paper focuses on stakeholders and critical topics within these debates. The authors most likely identify important participants in conversations about greenwashing and the recurring topics and concerns being discussed by analyzing tweets. The study probably sheds light on how different stakeholders—consumers, companies, activists, and legislators—view and talk about greenwashing tactics on social media. The research provides useful insights into the public discourse around greenwashing by examining the subjects and attitudes expressed in tweets. This analysis highlights areas of concern and potential options for combating misleading practices. Additionally, it could help with a better comprehension of stakeholder attitudes and worries about corporate environmental responsibility, which can help shape tactics to enhance accountability, openness, and sustainability policies inside businesses.

22) Lopes et al. (2023): The negative consequences of greenwashing on circular consumption habits are discussed in the paper "The dark side of green marketing: How greenwashing affects circular consumption?" by Lopes, Gomes, and Trancoso (2023). The authors examine the complex relationship between green marketing tactics and their impact on customer behavior in the context of sustainability through a thorough investigation. The fraudulent technique known as "greenwashing," which involves exaggerating or misrepresenting environmentally friendly qualities, is seen as a major hindrance to the progress of circular consumption programs. It is likely that the study looks at how often greenwashing is in different industries and explains how it works as well as how it affects consumer perceptions and decisions. By examining how greenwashing affects circular consumption, the study offers insightful information about the difficulties that companies and legislators in supporting true sustainability initiatives. In order to counteract greenwashing and encourage genuine circular consumption practices, it probably supports greater responsibility,

openness, and regulatory measures. This will help to accelerate the shift towards a more ecologically conscious and sustainable society.

23)Çetin et al. (2023):In their piece from 2023, "Do International Organizations and Governments Encourage Greenwashing? Çetin, Çelik, and Duman, "Acting as a Global Partner in the Global Climate Crisis," examine how governments and international organizations continue to engage in greenwashing tactics in the face of a dire global climate emergency. Published in the Special Issue on Agriculture, the authors investigate if these organizations, charged with environmental stewardship, unintentionally encourage band-aid fixes or obscure real ecological repercussions. Through their study, they highlight the need for open and responsible environmental regulations to counteract dishonest business tactics and promote real advancements in the worldwide fight against climate change.

CONCLUSION

To sum up, the examination of the literature on greenwashing has shed light on the literature that give importance to the eco-friendly products , awareness about green washing, responsibility towards environment and perceived betrayal poses a serious problem in today's ecologically concerned market. Businesses may claim to be committed to sustainable practices, but when words and deeds don't match, customers become disillusioned, underscoring the unethical aspects of greenwashing. Furthermore, the degree of customer understanding and skepticism surrounding greenwashing strategies is critical in influencing consumer attitudes and actions .Through the utilization of the review's data, companies, consumers, may collaborate to establish a more open and sustainable market, with less greenwashing and greater rewards for sincere sustainability initiatives.

CHAPTER 3

THEORETICAL FRAMEWORK

GREEN ILLUSION

INTRODUCTION

Here this chapter is about the theoretical framework related to green washing. Greenwashing awareness, felt betrayal, and environmental responsibility are the three variables that are identified for the study purpose. It is very important to be familiar with the identified variables in order to analyze the results of the study conducted. The framework takes these variables into account when developing methods to encourage true environmental consciousness, build consumer trust, and raise public awareness of greenwashing. It includes the evolution, working mechanism, causes, advantages, disadvantages, methods to spot green washing, regulatory framework and the factors considered for the study.

GREEN WASHING

The deceitful practice of businesses misrepresenting themselves as sustainable or environmentally friendly when, in fact, their behavior may not be consistent with these claims is known as "green washing." This tactic seeks to draw in eco-aware customers without making significant modifications regarding business procedures. Businesses can use a variety of strategies to commit greenwashing, includes deceptive advertising, ambiguous or overstated environmental claims, and emphasizing small-scale eco-friendly programs while downplaying larger environmental effects. This deceptive branding has the potential to sabotage sincere attempts to solve environmental problems and mislead customers who want to support companies that are truly sustainable.

Furthermore, customers may become skeptical and mistrustful as a result of green washing, which will make it difficult for them to make wise selections about the goods or services they buy. It may also impede efforts to go closer to reaching by devoting funds and time away from real sustainability initiatives in order to achieve essential environmental goals.

Consumers and government agencies must analyze environmental claims made by business organizations more closely, demand openness, and assist firms that show a sincere commitment to sustainability through clear reporting and practical steps in order to prevent greenwashing. Customers may drive greater responsible environmental management and true sustainability practices across sectors by holding corporations accountable for their environmental promises.

DEFENITION

- 1) "Greenwashing is like putting on a 'green' mask to make a company look environmentally friendly, but behind it, they're not really doing much to help the planet. It's basically pretending to be eco-friendly for show, rather than actually caring about the environment."
- 2) "The act of misleading consumers regarding the environmental practices of a company or the environmental performance and positive communication about environmental performance"
- 3) "The act of disseminating disinformation to consumers regarding the environmental practices of a company or the environmental benefits of a product or service"
- 4) "The act or practice of making a product, policy, activity, etc., appear to be more environmentally friendly or less environmentally damaging than it really is"

EVOLUTION

Greenwashing has developed as a reaction to shifting consumer perceptions of sustainability and environmentalism. At first, businesses could have used "greenwashing" as a flimsy marketing gimmick, taking advantage of newly raised environmental issues without really altering their operations. But the strategies and complexity of greenwashing have changed as customers' awareness of the environment has increased and

their palates have gotten more discriminating. Early examples of "greenwashing" were straightforward statements or symbols implying environmental friendliness on product packaging, frequently without any concrete proof or activity to back up these claims. As time went on, businesses started implementing increasingly complex marketing techniques to project an image of corporate responsibility, such producing comprehensive sustainability reports or starting well-known environmental campaigns. Additionally, since social media and digital communication have grown in popularity, businesses have come under more scrutiny and criticism for their environmental statements. Some have responded to this by implementing more open and sincere sustainability policies, while others have intensified their greenwashing efforts in an effort to hide their environmental failings under a guise of eco-friendly rhetoric.

A strong pushback against greenwashing has emerged in recent years, driven by governmental involvement, consumer advocacy, and investigative journalism. Hence, instead of depending on dishonest marketing strategies, businesses are facing greater pressure to show a sincere commitment to sustainability and environmental management.

GREEN WASHING TACTICS AND HOW IT WORKS

Greenwashing refers to a variety of techniques used to project an image of environmental responsibility in the absence of real action. One typical strategy is to label things as "natural" or "eco-friendly" without providing precise definitions or supporting data. This is an example of using ambiguous or deceptive terminology. Even if a product or service provides little benefit to the environment, businesses may nonetheless use green images or symbols to convey a feeling of environmental friendliness. Selective disclosure of information is another strategy used by businesses to minimize or leave out the negative effects of their environmental policies while emphasizing the favorable elements. This might entail narrowly concentrating on a single facet of sustainability while disregarding other

significant environmental problems pertaining to the product's lifespan or the business's general operations. Furthermore, greenwashing might entail inflating the advantages a product or service has for the environment by exaggerated statements or deceptive comparisons. For instance, without solid proof to back up such claims, a business can advertise a little improvement in environmental performance as a ground-breaking invention or pitch their product as the most environmentally friendly choice available. Additionally, businesses may use "token" acts of environmentalism, including short-lived sustainability campaigns or green-themed event sponsorship, to project an impression of environmental commitment without really altering their operational procedures. In general, greenwashing works by drawing attention away from a company's actual environmental effect or lack of genuine sustainability initiatives and instead leveraging customer perceptions of environmental responsibility to improve brand image and draw eco-conscious consumers. It makes use of flimsy gestures and deceptive speech to generate an illusion of environmental care, which eventually erodes confidence and impedes the development of true sustainability.

WHAT CAUSES GREENWASHING?

While it's a complex and ever- evolving issue, the underpinning causes can be attributed to six crucial factors.

1. **Lack of information:** Gaining an expansive knowledge of the overall consequences and factual performance is challenging in the absence of comprehensive data that documents associations' operations across the value chain. Governance too frequently overlooks the bigger picture in favor of fastening on a small number of pivotal measures, most specially carbon emigrations(and constantly only compass 1 and 2). In the end, this gives the leadership a false feeling of security and makes them believe that they're" doing the right thing" indeed while there are still egregious palpable challenges that are social, profitable, or environmental.

2. **Lack of translucency:** Translucency is a major element of utmost greenwashing, whether intended or not. The attached graph from Planet Tracker illustrates the colorful shapes this might take. All of this stems from a lack of fidelity to open exposure and visionary attempts to insure it. Common circumstances vary from outright lying to cherry-picking the stylish information and masking the verity with bluster or lower vital information.

3. **Lack of ambition:** Claims that are false are constantly supported by a lack of understanding of the compass and urgency of the needed action, as well as the association's part in bringing about the change. It's inadequate to simply convey a positive mood while allowing for slight, steady progress or upholding a "good enough" traipsing living.

4. **Lack of responsibility :**To make sure that the objects and pledges made on all significant subjects are fulfilled, internal governance is important. Setting, observing, and delivering sustainable objects are too constantly left to the burdens of others, and indeed when they are, there are too many real ramifications for miscalculations made. In order to encourage internal responsibility, external responsibility is necessary. When businesses lie or mislead, controllers, NGOs, investors, the media, and social media need to hold them responsible. Much lesser responsibility is needed, indeed as regulations strain and this occurs more constantly.

5. **Lack of incitement:** Despite demands for honest sustainability reporting to be given top precedence, numerous business leaders are indifferent about the impending environmental catastrophe and don't see the advantages of avoiding greenwashing in favor of sustainable growth.

6. **Lack of clear prospects and norms:**The evaluation and publication of sustainability/ ESG practices and performance can be done using a variety of norms and fabrics, similar as the EU Green Taxonomy, the Global Reporting Initiative(GRI), the ESRS ISSB, SASB, TCFD, and the recently

perfected CRSD. Although all of these norms have played an essential part in encouraging exposures, their incoherent perpetration has complicated the reporting climate and allowed greenwashing to gain. Again, norms constantly warrant the position of scrutiny or ambition necessary to produce really lasting success, which makes reporting feel falsely applicable.

In other words, unless there's strong leadership, governance, and a matching culture to help it, the absence of external motorists produces an functional terrain that might foster the growth of misleading consumers.

ADVANTAGES

- 1) **Enhanced Brand Image:** A company's reputation may be briefly enhanced via greenwashing, which gives a perception of environmental devotion.
- 2) **Increased Sales:** People that value environmentally friendly items may be drawn to a business that is seen as being mindful of the planet, which may boost sales.
- 3) **Competitive Edge:** In markets where sustainability is a fundamental distinction, it should greenwashing could give a short-term competitive advantage.
- 4) **Cost Savings:** A number of companies could make erroneous claims in order to save money on the expenses of putting true environmentally friendly treatments into place.
- 5) **Easier Compliance:** Greenwashing may provide a false sense of adhering to environmental laws without requiring major changes of business operations.

Inevitably benefits the environment and companies It's crucial to stress that these benefits are brief, and that greenwashing may lead to long-

term negative effects on the brand of a company as well as legal challenges and a decline in customer confidence. Sincere dedication to sustainable practices more.

DISADVANTAGES

- 1) **Loss of Consumer Trust:** Greenwashing could lead a brand's credibility to drop when consumers learn that the environmental offers made by the company were inaccurate or deceptive.
- 2) **Reputational Damage:** A company's social standing in the market and among stakeholders may suffer greatly if it is found to have participated in greenwashing activities.
- 3) **Legal Impacts:** As regulatory agencies squeeze down on deceptive marketing tactics, misleading environmental claims may result in fines, penalties, or legal action.
- 4) **Long-Term Sustainability Risks:** As customers and regulators demand more true environmental responsibility, businesses that rely on greenwashing in lieu of implementing real sustainability measures run the danger of not being able to maintain their viability over the long haul.
- 5) **Competitive disadvantage:** Organizations that engage in greenwashing risk losing out to rivals that truly committed to sustainability as consumers grow more discriminating about green practices.

In summary, the disadvantages of greenwashing far outweigh any short-term benefits, and businesses are increasing knowledge of the significance of true and open sustainability techniques.

METHODS TO SPOT GREEN WASHING

A thorough analysis of a company's environmental statements in relation to its actual practices is necessary to detect greenwashing. Several methods can be used to spot greenwashing:

1) Examine Particular Claims:

Examine the environmental claims made by the firm. Seek for ambiguous or unduly affirmative wording that omits specifics on their environmentally friendly procedures.

2) Check Certifications:

Verify whether any credible organizations have issued third-party certifications. Real eco-friendly goods and methods frequently come alongside independently verifiable certificates.

3) Evaluate Uniformity: Assess the degree of alignment between an organization's general procedures and its environmental commitments. Should there be a notable discrepancy, it may suggest greenwashing.

4) Evaluate Every Stage of the Product Lifecycle: Take into account a product's complete lifespan, from the extraction of raw materials to their disposal. Sincere attempts at sustainability cover several phases of the procedure rather than just one.

5) Seek for Openness and Transparency: Businesses that are transparent are more likely to be sincere in their environmental endeavors. A business may come under scrutiny if it withholds information or is covert about its operations.

6) Examine and contrast industry standards: Recognize the standards and norms of the industry for sustainability. It may be a cause for alarm if a business makes great sustainability promises yet does not meet industry standards.

7) Independent Studies of Research: Look for ratings and evaluations from impartial sources. Environmental and consumer advocacy groups frequently offer information on how well an entity is really doing when it comes to the environment.

8) Examine the Track Record: Examine the business's previous environmental policies. Greenwashing may be present if there is an abrupt

change in message without an equivalent adjustment in actions.

9) Analyze Your Financial Assets: Evaluate the financial ties a firm has made to sustainability. Sincere efforts sometimes need large financial commitment in ecologically conscious methods and technology.

10) Have a Conversation: Ask the business any questions you may have concerning their environmental policies. A company's willingness to express itself honestly and openly is typically a sign of its sincere commitment to sustainability.

By using such methods, companies may be encouraged to implement genuine environmental policies and consumers, regulators, and advocates can more quickly spot instances of green washing.

SOME OF THE REGULATORY FRAMEWORKS ARE AS FOLLOWS:

1) Consumer Protection Act, 2019 : Druggies can register complaints against illegal business conduct, similar as false advertising claims and deceiving advertisements, thanks to the Consumer Protection Act of 2019.

2) Advertising norms Council of India(ASCI): ASCI is a tone-nonsupervisory association that keeps an eye on Indian advertising material. It establishes morals and rules for honest and true advertising, which includes statements about the terrain.

3) Ministry of Environment, Forest and Climate Change(MoEFCC): To guard unwanted greenwashing and guarantee delicacy, the Ministry may establish regulations or guidelines pertaining to environmental claims made in product marketing.

4) Bureau of Indian norms(BIS): To maintain standardization and hamper dishonest practices, BIS may set regulations for environmental claims made on product markers.

5) Competition Commission of India(CCI): Cases when illegal trade practices or anti-competitive exertion may affect through greenwashing operations may be looked at by CCI.

6) Legal vintles under Consumer Laws: India's consumer rules and regulations, similar as the Consumer Protection Act, offer a frame within where consumers can pursue legal action to dispute incorrect or deceptive statements.

7) Guidelines on Environmental Claims : Indeed if there might not be any specific legislation, enterprises can nevertheless make environmental claims in their marketing by clinging to a number of stylish practices and suggestions for enhancement.

8) Commercial Social Responsibility(CSR): Guidelines Businesses could be needed to follow the rules established by the Ministry of Corporate Affairs and integrate their environmental claims with their social responsibility enterprise.

Consumer mindfulness enterprise To educate consumers about greenwashing and their rights as guests, the government might begin consumer mindfulness sweats. It's important to remain conscious that laws change and that particulars can have changed since I last streamlined. It's stylish to check sanctioned government websites, legal databases, or material Indian controllers for the most recent and true data.

FACTORS CONSIDERED IN THE STUDY:

Greenwashing awareness is considered due to the following some reasons:

- 1) The importance of seeking information about the product by the consumers before they purchase it and this leads the companies to be more transparent about their environmental practices.
- 2) The importance of online platforms to give information about the green washing of products.

Environmental responsibility is considered due to following reasons:

- 1) The consumers will prioritize eco-friendly choices and actively seek out eco-friendly products and they will check the reviews before they purchase it.
- 2) The importance of environmental protection for the future generation.

Perceived betrayal is considered due to following reasons:

- 1) Perceived betrayal due to green washing leads to damage trust in the brand.
- 2) When a company's green washing practices are exposed, due to lack of genuine commitment to sustainability that leads to betrayal.

CONCLUSION

In summary, greenwashing is a serious problem in today's environmental responsibility landscape since businesses frequently use dishonest methods to improve their public perception. This practice presents significant issues in light of consumers' increasing focus on sustainability. Greenwashing has serious long-term effects, even if it may provide immediate benefits like improved company image. When the green washing practices increases then it leads to lack of environmental protection that will effect the future generations lives. So the awareness about green washings tactics, concern for environment and considering the feelings of being betrayed due to green washing practices is very important. Stakeholders may, however, get a better knowledge of greenwashing and its implications by utilizing regulatory frameworks from a variety of disciplines, including marketing, corporate social responsibility, ethics, and consumer psychology.

CHAPTER 4-DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

INTRODUCTION

In this chapter, a thorough analysis of the data gathered for the study conducted with the goal of obtaining significant insights and interpretations for the current research issue. It was started by providing an overview of the objectives of the study ,considered the variables used in the study like green washing , environmental responsibility and perceived betrayal and stressing the importance of data analysis in achieving these objectives. Then, moved into the specifics of data gathering procedure, making sure that the data sources used are trustworthy and transparent. The methods used to get the dataset ready for analysis are then described . With a well-defined analytical framework hope to find important insights that clarify the research issues that have been put forth. Here the study present a cogent story that highlights the significance of the findings in expanding knowledge in the field of study in future. The reliability check of data collected,normality checking are analyzed as the first step, after this analysis of data collected was started.

TABLE 4.1-RELIABILITY TESTING

Reliability Statistics	
Cronbach's Alpha	Number of items
.663	3

Interpretation

The reliability statistics provided include Cronbach's Alpha coefficient and the number of items used in a measurement scale. In this case, the calculated Cronbach's Alpha is 0.663, indicating moderate internal consistency or moderately reliable for the data collected.

TABLE 4.2-NORMALITY TEST

Estimated Distribution Parameters				
Normal Distribution		Awareness	Responsibility	Betrayal
	Location	3.7443	3.6075	3.7800
	Scale	.50693	.45610	.55064

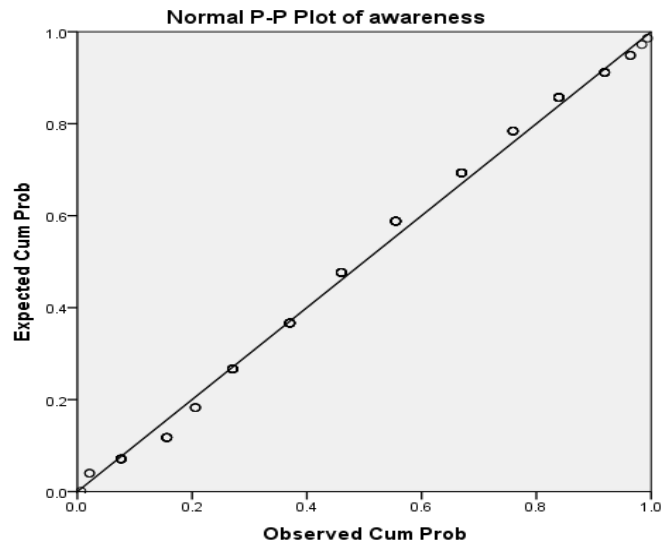


FIGURE 4.1

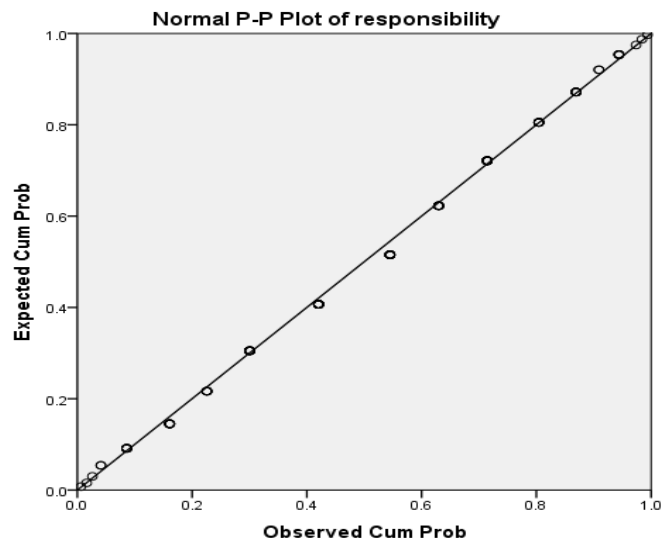


FIGURE 4.2

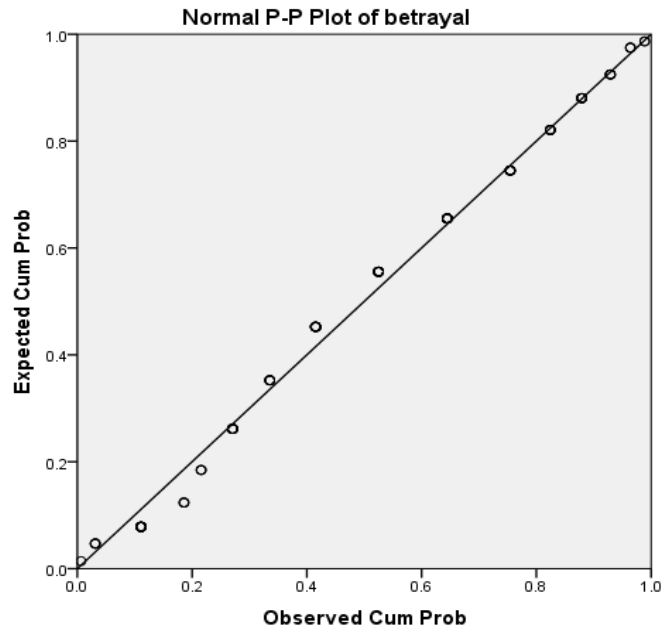


FIGURE 4.3

Interpretation

Based on the estimated distribution parameters provided for awareness, responsibility, and betrayal, it is assumed that these variables follow a normal distribution that can be observed through the p-p plot charts.

TABLE 4.3 -GENDER

Gender	Frequency	Percent	Cumulative Percent
Female	56	56.0	56.0
Male	43	43.0	99.0
Other	1	1.0	100.0
Total	100	100.0	

Interpretation

The table shows the gender distribution within a sample of 100 individuals. 56% identify as female. Meanwhile, 43% of the individuals identify as male, representing a slightly smaller but still significant portion.

The remaining 1% of the sample falls into the "other" gender category. Cumulatively, the data shows that females and males collectively account for 99% of the sample, with the "other" category contributing to the remaining 1%.

TABLE 4.4-AGE

Age	Frequency	Percent	Cumulative Percent
15-24	51	51.0	51.0
25-34	22	22.0	73.0
35-44	17	17.0	90.0
45 or older	10	10.0	100.0
Total	100	100.0	

Interpretation

The largest age group is 15-24, comprising 51% of the sample. While those aged 45 or older make up 10% of the respondents. Cumulatively, the data demonstrates that individuals aged 35 and above collectively constitute 90% of the sample, with the remaining 10% belonging to the youngest age group, 15-24.

TABLE 4.5-OCCUPATION

Occupation	Frequency	Percent	Cumulative Percent
Student	39	39.0	39.0
Unemployed	18	18.0	57.0
Employed	42	42.0	99.0
Other	1	1.0	100.0
Total	100	100.0	

Interpretation

The table presents the occupation distribution within a sample of 100 individuals. The largest occupational category is "Employed," accounting for 42% of the sample. While the "Other" category, constituting 1% of the total. Cumulatively, the data demonstrates that the majority of the sample, 99%, consists of individuals who are either employed, students, or unemployed."

TABLE 4.6-BASIC EDUCATION

Education	Frequency	Percent	Cumulative Percent
SSLC and Below	4	4.0	4.0
Plus 2/Diploma	8	8.0	12.0
Graduate	45	45.0	57.0
Post Graduate	43	43.0	100.0
Total	100	100.0	

Interpretation

The table illustrates the educational attainment distribution within a sample of 100 individuals. The largest educational category is "Graduate," consisting of 45% of the sample. While those with "SSLC and Below" education level represent the smallest portion at 4%. Cumulatively, the data reveals that the majority of the sample, 100%, have attained at least a graduate level of education.

TABLE 4.7-DO YOU THINK THAT YOU ARE GREEN WASHED

No/Yes	Frequency	Percent	Cumulative Percent
No	48	48.0	48.0
Yes	52	52.0	100.0
Total	100	100.0	

Interpretation

Among the respondents, 52% answered "Yes," while 48% answered "No." Cumulatively, "Yes" representing 52% and "No" representing 48%.

TABLE 4.8-ACTIVELY SOUGHT INFORMATION ON HOW TO IDENTIFY GREEN WASHING TACTICS

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	1	1.0	1.0
Disagree	4	4.0	5.0
Neutral	33	33.0	38.0
Agree	51	51.0	89.0
Strongly Agree	11	11.0	100.0
Total	100	100.0	

Interpretation

The data suggests that majority of respondents, 51%, agree with the statement. The percentage of strongly disagreeing responses, at 1%, suggests that dissenting views are relatively uncommon. Cumulatively, the data reveals that the majority of the sample have agreed with the statement.

TABLE 4.9-INFLUENCED BY AWARENESS CAMPAIGNS THAT WAS CONDUCTED RELATED TO THE IDENTIFICATION OF GREEN WASHING TACTICS

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	3	3.0	3.0
Disagree	7	7.0	10.0
Neutral	21	21.0	31.0
Agree	52	52.0	83.0
Strongly Agree	17	17.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents, totaling 52%, agree with the statement. The percentage of strongly disagreeing responses, at 3%, suggests that dissenting views are relatively uncommon. Cumulatively, the data reveals that the majority of the sample have agreed with the statement.

TABLE 4.10- DISTINGUISH BETWEEN THE ENVIRONMENTAL EFFORTS AND GREEN WASHING

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	2	2.0	2.0
Disagree	5	5.0	7.0
Neutral	43	43.0	50.0
Agree	43	43.0	93.0
Strongly Agree	7	7.0	100.0
Total	100	100.0	

Interpretation

The data indicates a balanced distribution with equal percentages of 43% each for both agree and neutral categories. This suggests a significant portion expressing neither strong agreement nor disagreement. Additionally, 7% of respondents strongly agree and 5% disagree and remaining 2% strongly disagree, representing a distinct dissenting viewpoint.

TABLE 4.11-GREEN WASHING AS A BREACH OF TRUST BETWEEN COMPANIES AND CONSUMERS

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	1	1.0	1.0
Disagree	3	3.0	4.0
Neutral	24	24.0	28.0
Agree	45	45.0	73.0
Strongly Agree	27	27.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents, totaling 45%, agree with the statement. The percentage of strongly disagreeing responses, at 3%, suggests that dissenting views are relatively uncommon. Cumulatively, the data reveals that the majority of the sample have agreed with the statement.

TABLE 4.12-CONCERN ABOUT THE POTENTIAL NEGATIVE ENVIRONMENTAL IMPACTS OF GREEN WASHING

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	0	0.0	0.0
Disagree	4	4.0	4.0
Neutral	38	38.0	42.0
Agree	42	42.0	84.0
Strongly Agree	16	16.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents, totaling 42%, agree with the statement. There is no strongly disagreeing responses. Cumulatively, the data reveals that the majority of the sample have agreed with the statement.

TABLE 4.13-COMPANIES ENGAGING IN THE GREEN WASHING ARE PRIORITIZING PROFITS OVER ENVIRONMENTAL RESPONSIBILITY

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	1	1.0	1.0
Disagree	3	3.0	4.0
Neutral	26	26.0	30.0
Agree	48	48.0	78.0
Strongly Agree	22	22.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents, totaling 48%, agree with the statement. There is 1% of strongly disagreeing responses. Cumulatively, the data reveals that the majority of the sample have agreed with the statement.

TABLE 4.14-GREEN WASHING AS A FORM OF DECEPTION THAT UNDERMINES CONSUMER CONFIDENCE

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	1	1.0	1.0
Disagree	4	4.0	5.0
Neutral	28	28.0	33.0
Agree	46	46.0	79.0
Strongly Agree	21	21.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents, totaling 46%, agree with the statement. There is 1% of strongly disagreeing responses. Cumulatively, the data reveals that the majority of the sample have agreed with the statement.

TABLE 4.15-DO CONSIDER A COMPANY'S ENVIRONMENTAL CLAIMS WHEN MAKING PURCHASES

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	9	9.0	9.0
Disagree	15	15.0	24.0
Neutral	40	40.0	64.0
Agree	30	30.0	94.0
Strongly Agree	6	6.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents, have neutral responses account for 40% of the total. There is 6% of strongly agreeing responses. Cumulatively, the data reveals that the majority of the sample have neutrally agreed with the statement.

TABLE 4.16-INFLUENCED BY THE ONLINE REVIEWS IN THE DECISION MAKING PROCESS OF PURCHASING AN ECO-FRIENDLY PRODUCT

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	1	1.0	1.0
Disagree	4	4.0	5.0
Neutral	32	32.0	37.0
Agree	44	44.0	81.0
Strongly Agree	19	19.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents, totaling 44%, agree with the statement. Neutral responses account for 32% of the total. There is 1% of strongly disagreeing responses. Cumulatively, the data reveals that the majority of the sample have agreed with the statement.

TABLE 4.17-PURCHASE HABITS ARE AFFECTED BY MY CONCERN FOR OUR ENVIRONMENT

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	0	0.0	0.0
Disagree	4	4.0	4.0
Neutral	49	49.0	53.0
Agree	40	40.0	93.0
Strongly Agree	7	7.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents, have neutral responses account for 49% of the total. There is no strongly disagreeing responses. Cumulatively, the data reveals that the majority of the sample have neutrally agreed with the statement.

TABLE 4.18-AWARE ABOUT THE REGULATIONS RELATED TO ENVIRONMENTAL CLAIMS

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	9	9.0	9.0
Disagree	18	18.0	27.0
Neutral	32	32.0	59.0
Agree	37	37.0	96.0
Strongly Agree	4	4.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents, totaling 37%, agree with the statement. Neutral responses account for 32% of the total. There is 4% of strongly agreeing responses. Cumulatively, the data reveals that the majority of the sample have agreed with the statement.

TABLE 4.19-INVOLVEMENT IN ENVIRONMENTAL ACTIVITIES TODAY WILL HELP SAVE THE ENVIRONMENT FOR FUTURE GENERATIONS

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	0	0.0	0.0
Disagree	2	2.0	2.0
Neutral	19	19.0	21.0
Agree	56	56.0	77.0
Strongly Agree	23	23.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents are agree with the statement account for 56% of the total. There is no strongly disagreeing responses. Cumulatively, the data reveals that the majority of the sample are agreed with the statement.

TABLE 4.20-ENVIRONMENTAL CONCERN AMONG THE CITIZEN

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	0	0.0	0.0
Disagree	0	0.0	0.0
Neutral	19	19.0	19.0
Agree	50	50.0	69.0
Strongly Agree	31	31.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents are agree with the statement account for 50% of the total. There is no strongly disagreeing and disagreeing responses. Cumulatively, the data reveals that the majority of the sample are agreed with the statement.

TABLE 4.21-PRODUCTS I USE DO NOT HARM THE ENVIRONMENT

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	0	0.0	0.0
Disagree	1	1.0	1.0
Neutral	23	23.0	24.0
Agree	60	60.0	84.0
Strongly Agree	16	16.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents are agree with the statement account for 60% of the total. There is no strongly disagreeing responses. Cumulatively, the data reveals that the majority of the sample are agreed with the statement.

TABLE 4.22-WILLING TO PAY MORE FOR PRODUCTS THAT ARE MARKETED AS ENVIRONMENTALLY FRIENDLY

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	5	5.0	5.0
Disagree	14	14.0	19.0
Neutral	29	29.0	48.0
Agree	41	41.0	89.0
Strongly Agree	11	11.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents are agree with the statement , account for 41% of the total. There is 5% of strongly disagreeing responses. Cumulatively, the data reveals that the majority of the sample are agreed with the statement.

TABLE 4.23-EXPERIENCED A SITUATION WHERE I MADE A PURCHASE BASED ON ENVIRONMENTAL CLAIMS AND LATER FELT MISLED

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	17	17.0	17.0
Disagree	16	16.0	33.0
Neutral	36	36.0	69.0
Agree	21	21.0	90.0
Strongly Agree	10	10.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents are neutrally agree with the statement , account for 36% of the total. There is only 10% of strongly disagreeing responses. Cumulatively, the data reveals that the majority of the sample are agreed with the statement.

TABLE 4.24-TERMINATE THE RELATIONSHIP ONCE THE BRAND IS ENGAGED IN GREENWASHING

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	3	3.0	3.0
Disagree	4	4.0	7.0
Neutral	29	29.0	36.0
Agree	45	45.0	81.0
Strongly Agree	19	19.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents are agree with the statement , account for 45% of the total. There is only 3% of strongly disagreeing responses. Cumulatively, the data reveals that the majority of the sample are agreed with the statement.

TABLE 4.25-SOME COMPANIES OFTEN EXAGGERATE THEIR COMMITMENT TO ENVIRONMENTALSUSTAINABILITY TO ATTRACT CONSUMERS

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	0	0.0	0.0
Disagree	2	2.0	2.0
Neutral	28	28.0	30.0
Agree	50	50.0	80.0
Strongly Agree	20	20.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents are agree with the statement , account for 50% of the total. There is no strongly disagreeing responses. Cumulatively, the data reveals that the majority of the sample are agreed with the statement.

TABLE 4.26-FEEL BETRAYED WHEN A COMPANY'S GREEN WASHING PRACTICES ARE EXPOSED, REVEALING A LACK OFGENUINE COMMITMENT TO SUSTAINABILITY

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	0	0.0	0.0
Disagree	2	2.0	2.0
Neutral	23	23.0	25.0
Agree	49	49.0	74.0
Strongly Agree	26	26.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents are agree with the statement , account for 49% of the total. There is no strongly disagreeing responses. Cumulatively, the data reveals that the majority of the sample are agreed with the statement.

TABLE 4.27-FEEL BETRAYED WHEN A COMPANY'S ENVIRONMENTAL CLAIMS ARE FOUND TO BE MISLEADING

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	1	1.0	1.0
Disagree	2	2.0	3.0
Neutral	31	31.0	34.0
Agree	47	47.0	81.0
Strongly Agree	19	19.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents are agree with the statement , account for 47% of the total. There is only 1% of strongly disagreeing responses. Cumulatively, the data reveals that the majority of the sample are agreed with the statement.

TABLE 4.28-FEEL FRUSTRATED AND DECEIVED WHEN COMPANIES USE MISLEADING LANGUAGE OR VAGUE TERMS LIKENATURAL; OR SUSTAINABLE TO MAKE THEIR PRODUCTS SEEM ECO-FRIENDLY WHEN THEY'RE NOT

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	0	0.0	0.0
Disagree	2	2.0	2.0
Neutral	17	17.0	19.0
Agree	49	49.0	68.0
Strongly Agree	32	32.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents are agree with the statement , account for 49% of the total. There is no strongly disagreeing responses. Cumulatively, the data reveals that the majority of the sample are agreed with the statement.

TABLE 4.29-DISCOVERING A COMPANY HAS BEEN GREEN WASHING, MORE LIKELY TO BOYCOTT THEIR PRODUCTS. IWANT TO SUPPORT COMPANIES THAT ARE HONEST AND TRANSPARENT ABOUT THEIR PRACTICES

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	1	1.0	1.0
Disagree	1	1.0	2.0
Neutral	22	22.0	24.0
Agree	46	46.0	70.0
Strongly Agree	30	30.0	100.0
Total	100	100.0	

Interpretation

The data indicates that majority of respondents are agree with the statement , account for 46% of the total. There is 1% of strongly disagreeing and disagreeing responses. Cumulatively, the data reveals that the majority of the sample are agreed with the statement

HYPOTHESIS TESTING

1) H₀: There is no significant relationship between environmental responsibility and green washing awareness.

TABLE 4.30-PEARSON'S CORRELATION TEST- GREEN WASHING AWARENESS AND ENVIRONMENTAL RESPONSIBILITY

	Green Washing Awareness	Environmental Responsibility
Green Washing Awareness	1	(.000) .415**
Environmental Responsibility		1
**. Correlation is significant at the 0.01 level (2-tailed).		

Interpretation

The correlation matrix reveals significant associations between green washing awareness and environmental responsibility. Green Washing Awareness positively correlates with environmental responsibility ($r = 0.415$, $p < 0.01$).

CONCLUSION

We reject the null hypothesis and there is relationship between environmental responsibility and green washing awareness.

REGRESSION TEST

2) H₀: Environmental responsibility has no influence on green washing awareness

TABLE 4.31:MODEL SUMMARY-- GREEN WASHING**AWARENESS AND ENVIRONMENTAL RESPONSIBILITY**

Model	R Square
1	.172

a) Predictors: (Constant),responsibility

TABLE 4.32-ANOVA TABLE-- GREEN WASHING**AWARENESS AND ENVIRONMENTAL RESPONSIBILITY**

ANOVA			
Model	Sum of Squares	Mean Square	Sig.
Regression	4.381	4.381	.000 ^b
Residual	21.059	.215	
Total	25.441		

a)Dependent Variable: awareness

b)Predictors: (Constant), responsibility

TABLE 4.33:COEFFICIENT BETA TABLE-- GREEN WASHING**AWARENESS AND ENVIRONMENTAL RESPONSIBILITY**

Model	Standardized Coefficients
	Beta
(Constant)	
Environmental Responsibility	.415

Interpretation

The regression model, as indicated that approximately 17.2% of the variability in awareness can be explained by the predictor variables, namely, environmental responsibility. The ANOVA results demonstrate that the regression model is statistically significant ($p < .000$), suggesting that the included independent variables collectively have a significant impact on the dependent variable. Then, the standardized coefficients indicate that Environmental Responsibility play important roles in influencing the dependent variable, with 42%.

CONCLUSION

We reject the null hypothesis because environmental responsibility has

influence on green washing awareness.

3)H0:There is no significant relationship between greenwashing awareness and perceived betrayal

TABLE 4.34-PEARSON'S CORRELATION TEST- GREENWASHING AWARENESS AND PERCEIVED BETRAYAL

	Green Washing Awareness	Perceived Betrayal
Green Washing Awareness	1	(.000) .440**
Perceived betrayal		1
**. Correlation is significant at the 0.01 level (2-tailed).		

Interpretation

The correlation matrix reveals significant associations between green washing awareness and perceived betrayal. Green Washing Awareness positively correlates with perceived betrayal($r = 0.440$, $p < 0.01$).

CONCLUSION

We reject the null hypothesis because there is relationship between perceived betrayal and green washing awareness.

REGRESSION TEST-

4)H0:Perceived Betrayal has no influence on greenwashing awareness.

TABLE 4.35-MODEL SUMMARY-GREENWASHING AWARENESS AND PERCEIVED BETRAYAL

Model	R Square
1	.193

a)Predictors: (Constant),responsibility

TABLE 4.36-ANOVA TABLE-GREENWASHING AWARENESS AND PERCEIVED BETRAYAL

ANOVA			
Model	Sum of Squares	Mean Square	Sig.
Regression	4.918	4.918	.000 ^b
Residual	20.523	.209	
Total	25.441		

a)Dependent Variable: awareness

b)Predictors: (Constant), betrayal

TABLE 4.37-COEFFICIENT BETA TABLE-GREENWASHING AWARENESS AND PERCEIVED BETRAYAL

Model	Standardized Coefficients
	Beta
(Constant)	
Environmental Responsibility	.440

Interpretation

The regression model, as indicated that approximately 19.3% of the variability in awareness can be explained by perceived betrayal(predicted variable). The ANOVA results demonstrate that the regression model is statistically significant ($p < .000$), suggesting that independent variables collectively have a significant impact on the dependent variable.The standardized coefficients indicate that perceived betrayal play important roles in influencing the dependent variable, with 44%.

CONCLUSION

We reject the null hypothesis and accept that perceived Betrayal has influence on green washing awareness.

ONE WAY ANOVA TEST

5)H0: There is no significance difference in green banking awareness, environmental responsibility and perceived betrayal based on gender.

TABLE 4.38-ONE WAY ANOVA TABLE- VARIABLES BASED ON GENDER.

ANOVA - Gender						
		Sum of Squares	df	Mean Square	F	Sig.
Green washing awareness	Between Groups	.316	2	.158	.610	.546
	Within Groups	25.125	97	.259		
	Total	25.441	99			
Environmental responsibility	Between Groups	.393	2	.196	.943	.393
	Within Groups	20.202	97	.208		
	Total	20.594	99			
Perceived betrayal	Between Groups	.413	2	.206	.676	.511
	Within Groups	29.605	97	.305		
	Total	30.017	99			

Interpretation

The ANOVA results for gender in relation to awareness, responsibility, and betrayal reveal that there is no significant differences between gender groups for all three variables, as indicated by the p-values (awareness: $p = 0.546$, responsibility: $p = 0.393$, betrayal: $p = 0.511$), which are all greater than the conventional level of significance 0.05.

CONCLUSION

We accept the null hypothesis that there is no significance difference in green banking awareness, environmental responsibility and perceived betrayal based on gender.

6)H0: There is no significance difference in green washing awareness, environmental responsibility and perceived betrayal across age groups of the respondents.

TABLE 4.39-ONE WAY ANNOVA TEST-VARIABLES BASED ON AGE GROUPS OF THE RESPONDENTS.

ANOVA - Age						
		Sum of Squares	df	Mean Square	F	Sig.
Green washing awareness	Between Groups	1.500	3	.500	2.004	.119
	Within Groups	23.941	96	.249		
	Total	25.441	99			
Environmental responsibility	Between Groups	.235	3	.078	.370	.775
	Within Groups	20.359	96	.212		
	Total	20.594	99			
Perceived betrayal	Between Groups	1.603	3	.534	1.805	.151
	Within Groups	28.414	96	.296		
	Total	30.017	99			

Interpretation

The ANOVA analysis compared awareness, responsibility, and betrayal across different age groups. Results indicate no significant differences in means between age groups for any of the variables, as indicated by the p-values (awareness: $p = .119$, responsibility: $p = .775$, betrayal: $p = .151$) as evidenced by p-values exceeding the typical significance level of 0.05.

Conclusion

We accept the null hypothesis that there is no significance difference in green washing awareness, environmental responsibility and perceived betrayal across age groups of the respondents.

7)H0: There is no significance difference in green washing awareness, environmental responsibility and perceived betrayal based on occupation.

TABLE 4.40-ONE WAY ANNOVA TEST- VARIABLES BASED ON OCCUPATION

ANOVA - Occupation						
		Sum of Squares	df	Mean Square	F	Sig.
Green washing awareness	Between Groups	1.595	3	.532	2.141	.100
	Within Groups	23.845	96	.248		
	Total	25.441	99			
Environmental responsibility	Between Groups	.145	3	.048	.228	.877
	Within Groups	20.449	96	.213		
	Total	20.594	99			
Perceived betrayal	Between Groups	1.395	3	.465	1.560	.204
	Within Groups	28.622	96	.298		
	Total	30.017	99			

Interpretation

The ANOVA analysis compared awareness, responsibility, and betrayal across different occupation groups. Results indicate no significant differences in means between occupation groups for any of the variables, as indicated by the p-values (awareness: $p = .100$, responsibility: $p = .877$, betrayal: $p = .204$) as evidenced by p-values exceeding the typical significance level of 0.05.

Conclusion

We accept the null hypothesis that there is no significance difference in green washing awareness, environmental responsibility and perceived

betrayal based on occupation.

8)H0: There is no significance difference in green banking awareness, environmental responsibility and perceived betrayal based on educational qualification.

TABLE 4.41-ONE WAY ANOVA TEST-VARIABLES BASED ON EDUCATIONAL QUALIFICATION

ANOVA – Educational Qualification						
		Sum of Squares	df	Mean Square	F	Sig.
Green washing awareness	Between Groups	.444	3	.148	.568	.637
	Within Groups	24.997	96	.260		
	Total	25.441	99			
Environmental responsibility	Between Groups	1.263	3	.421	2.091	.107
	Within Groups	19.331	96	.201		
	Total	20.594	99			
Perceived betrayal	Between Groups	1.773	3	.591	2.008	.118
	Within Groups	28.245	96	.294		
	Total	30.017	99			

Interpretation

The ANOVA analysis compared awareness, responsibility, and betrayal across different educational qualification groups. Results indicate no significant differences in means between educational qualification groups for any of the variables, as indicated by the p-values (awareness: $p = .637$, responsibility: $p = .107$, betrayal: $p = .118$) as evidenced by p values exceeding the typical significance level of 0.05.

CONCLUSION

We accept the null hypothesis that there is no significance difference in

green banking awareness, environmental responsibility and perceived betrayal based on educational qualification.

ONE SAMPLE T TEST

TABLE 4.42- CENTRAL VALUE TABLE

One-Sample Statistics variables central value				
	N	Mean	Std. Deviation	Std. Error Mean
Green washing awareness	100	3.7443	.50693	.05069
Environmental responsibility	100	3.6075	.45610	.04561
Perceived betrayal	100	3.7800	.55064	.05506

TABLE 4.43-ONE SAMPLE TEST TABLE

One-Sample Test						
Test Value = 3						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Green washing awareness	14.682	99	.000	.74429	.6437	.8449
Environmental responsibility	13.320	99	.000	.60750	.5170	.6980
Perceived betrayal	14.165	99	.000	.78000	.6707	.8893

Interpretation

As per the measure , the opinion of the respondent is considered low because it is between Q1 and Q2(2-4) and it is less than Q2 that is the mean values for awareness, responsibility, and betrayal fall within this range (3.7443, 3.6075, and 3.7800 respectively). This suggests that the sampled population tends to hold opinions that are low on average for awareness, responsibility, and betrayal.

CONCLUSION

Based on the analysis, it's evident that there exists a significant relationship between greenwashing awareness and both environmental responsibility and perceived betrayal. The data confirms that green washing awareness influences perceived betrayal significantly. Moreover, the impact on environmental responsibility is notable. However, there's no discernible difference in perceived betrayal or environmental responsibility based on varying levels of green washing awareness. The reliability of the data is assured, and normality within the dataset reinforces the credibility of the findings.

CHAPTER -5
FINDINGS , SUGGESTIONS AND
CONCLUSION

FINDINGS

After analyzing the primary data collected by distributing questionnaires to the respondents, following findings were obtained:

1)The majority of the respondents belongs to the female category which comprises of 56 percent and male category is only 43 percent and 1 percent is other category.

2)Majority of the respondents belong to the group of 15-24 which comprises of 51 percent.

3)Majority of the respondents are Graduates which consist of 45 percent and plus 2/Diploma consists of only 8 percent and 4 percent belong to SSLC or below.

4)The majority of the respondents belong to employed category which consists of 42 percent.

5)The majority of the respondents are not experienced green washing.

6)Findings indicate that a prevalent awareness of green washing, with the majority of respondents (ranging from 42% to 52%) expressing agreement with the statement, in addition to low levels of dissenting views (1% to 3%).

7)Findings suggest the concept of environmental responsibility among respondents, with the majority expressing agreement across several data points (ranging from 37% to 60%). Dissenting views, represented by strongly disagreeing responses, are generally low, ranging from 0% to 6%.

8)Findings indicate that most respondents (agreement rates ranging from 45% to 50%) felt they had been betrayed. Strongly disagreeing replies indicate dissenting opinions, which are regularly reflected by low percentages ranging from 0% to 10%.

9)The correlation matrix reveals significant associations between green washing awareness and environmental responsibility.

10)It is found that environmental responsibility has influence on green washing awareness.

11)The correlation matrix reveals significant associations between green washing awareness and perceived betrayal.

12)It is found that perceived Betrayal has influence on green washing awareness.

13)It is found that there is no significance difference in green banking awareness, environmental responsibility and perceived betrayal based on gender.

14)It is found that there is no significance difference in green washing awareness, environmental responsibility and perceived betrayal across age groups of the respondents.

15)It is found that there is no significance difference in green washing awareness, environmental responsibility and perceived betrayal based on occupation.

16)It is found that there is no significance difference in green banking awareness, environmental responsibility and perceived betrayal based on educational qualification.

17)There is normality in the data collected.

18)There is moderate reliability in the data collected.

19)Identified factors affecting awareness about greenwashing among consumers in Ernakulam like greenwashing awareness, environmental responsibility and perceived betrayal.

SUGGESTIONS

1) Empowering consumers through green washing awareness is crucial to

fostering a market place that prioritizes genuine environmental responsibility.

2)Equipping consumers to identify and challenge greenwashing empowers them to drive a marketplace that prioritizes authentic environmental action.

3)Unmasking greenwashing exposes the deception behind a product's eco-friendly facade, leaving consumers feeling disillusioned and betrayed in their pursuit of sustainability

4)As environmental consciousness grows, so too does the need for consumer awareness of greenwashing, ensuring genuine eco-friendly choices drive a sustainable future.

5)Integrating environmental conservation education into the curriculum empowers future generations to become responsible stewards of our planet

6)Well-informed staff, equipped to explain a product's environmental impact clearly, empower consumers to make responsible choices

7)Eco-friendly claims in promotions and advertising require transparency to build trust with environmentally conscious consumers

CONCLUSIONS

In conclusion, greenwashing represents a pervasive threat to consumer trust, perpetuating misinformation and undermining genuine efforts towards environmental sustainability. The revelation of greenwashing practices often leaves consumers feeling betrayed by companies they trusted to uphold environmental values. Heightened awareness of greenwashing tactics is crucial for empowering consumers to navigate the market with greater discernment and demand accountability from businesses. By fostering a culture of transparency, promoting genuine environmental responsibility, and encouraging informed consumer choices, we can collectively combat greenwashing and advance towards a more sustainable future built on trust, integrity, and genuine environmental stewardship. While this current study sheds light on the connection

between greenwashing awareness, environmental responsibility, and perceived betrayal among consumers in Ernakulam, there's room for further exploration. Future research can overcome limitations by expanding its scope geographically. Studying a wider range of locations can provide a more diverse consumer base and a more comprehensive picture of greenwashing's impact. Additionally, focusing on specific demographics like age groups, income levels, or even interests can offer a deeper analysis.. By segmenting the population, researchers can gain a clear understanding of how different consumer groups react to greenwashing tactics. Furthermore, this study paves the way for future research to delve into specific product categories. Focusing on industries like clothing, cleaning products, or electronics allows for a more targeted analysis of marketing strategies and consumer responses within that particular market. Researchers can examine the types of greenwashing tactics commonly used in that sector and how effectively consumers identify them.

By acknowledging the limitations of the current study, future researchers can refine their methodologies and address potential weaknesses. This refined approach can lead to a more comprehensive understanding of greenwashing's influence on consumers and its role in environmental responsibility. Ultimately, the goal is to empower consumers to make informed choices and encourage businesses to prioritize genuine sustainability practices.

Protecting our environment for future generations is paramount. Educating the public about greenwashing and its consequences is a crucial step in this direction. Raising awareness through educational programs and campaigns can equip consumers with the knowledge and skills to identify misleading marketing tactics. In addition to raising awareness, future research can explore potential solutions and remedies to combat greenwashing practices. This could involve investigating stricter regulations on environmental marketing claims or developing tools to help consumers

verify the eco-friendliness of products. By empowering both consumers and businesses, we can work towards a future where sustainability is not just a marketing ploy, but a genuine commitment to protecting our planet.

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APPENDIX

QUESTIONNAIRE

“A STUDY ON AWARENESS OF GREEN WASHING IN ERNAKULAM”

Dear Respondent,

I am Jini T M, currently pursuing the final year of Master of Commerce and Management at St Teresa's College Ernakulam. As a part of my final year project on the topic "A STUDY ON AWARENESS OF GREEN WASHING IN ERNAKULAM" kindly request you to spare your valuable time to fill this form. All the information provided will be kept confidential and will be used only for academic purpose.

Thanking you in advance

1. Gender

- Male
- Female
- Other

2. Age

- 15-24
- 25-34
- 35-44
- 45 or older

3. Occupation

- Student
- Unemployed
- Employed
- Other

4. Basic education

- SSLC and below
- Plus 2/Diploma
- Graduate
- Post Graduate
- M.Phil/PhD
- Others

5. Do you think you have been green washed?

- Yes
- No

Green washing awareness

6. I actively sought information on how to identify green washing tactics.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7. I am influenced by awareness campaigns that was conducted related to the identification of green washing tactics.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. I believe that I can distinguish between genuine environmental efforts and green washing tactics.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

9. I perceive that green washing as a breach of trust between companies and consumers.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. I am concerned about the potential negative environmental impacts of green washing.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

11. I believe that the companies engaging in the green washing are prioritizing profits over environmental Responsibility.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. I perceive green washing as a form of deception that undermines consumer confidence.

Strongly agree

- Agree
- Neutral
- Disagree
- Strongly Disagree

Environmental Responsibility

13. I often do consider a company's environmental claims when making purchases.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. I am influenced by the online reviews in the decision making process of purchasing an eco-friendly product.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15. My purchase habits are affected by my concern for our environment.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

16. I am aware about the regulations related to environmental claims.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17. My involvement in environmental activities today will help save the environment for future generations.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

18. It is very important to raise environmental concern among the citizen.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

19. It is important to me that the products I use do not harm the environment.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

20. I am willing to pay more for products that are marketed as environmentally friendly.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Perceived Betrayal

21. I experienced a situation where I made a purchase based on environmental claims and later felt misled.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

22. I will terminate the relationship with the organization once the brand is engaged in greenwashing.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

23. I feel that some companies often exaggerate their commitment to environmental sustainability to attract consumers.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

24. I feel betrayed when a company's green washing practices are exposed, revealing a lack of genuine commitment to sustainability.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

25. I feel that I will be betrayed when a company's environmental claims are found to be misleading.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

26. I feel frustrated and deceived when companies use misleading language or vague terms like natural; or sustainable to make their products seem eco-friendly when they're not.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

27. If I discover a company has been green washing, more likely to boycott their products. I want to support companies that are honest and transparent about their practices.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

28. Can you share an instance where you felt betrayed or misled by a company's claims of environmental friendliness?"