

**A STUDY ON THE EFFECTIVENESS OF GREEN MARKETING
IN PROMOTING ECO- FRIENDLY PRODUCTS & CONSUMER
BEHAVIOR IN ERNAKULAM**

Project Report

Submitted by

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Under the guidance of

Ms. ELIZABETH RINI K.F

In partial fulfillment of requirements for award of the degree of

Bachelor of Commerce



ST.TERESA'S COLLEGE, (AUTONOMOUS) ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited At 'A ++' Level (Fourth Cycle)

Affiliated to

MAHATMA GANDHI UNIVERSITY

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CERTIFICATE

This is to certify that the project report titled "A STUDY ON THE EFFECTIVENESS OF GREEN MARKETING IN PROMOTING ECO-FRIENDLY PRODUCTS & CONSUMER BEHAVIOR IN ERNAKULAM" submitted by ANN MARY ADHEENA P.V, ARDHRA T.R, and ARYA SAJEEV towards partial fulfillment of the requirements for the award of the degree of **Bachelor of Commerce** is a record of bonafide work carried out by them during the academic year 2023-2024.

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DECLARATION

We, ANN MARY ADHEENA P.V, ARDHRA T.R, and ARYA SAJEEV, do hereby declare that this dissertation entitled, "A STUDY ON THE EFFECTIVENESS OF GREEN MARKETING IN PROMOTING ECO-FRIENDLY PRODUCTS & CONSUMER BEHAVIOR IN ERNAKULAM" has been prepared by us under the guidance of MS. ELIZABETH RINI K.F, Assistant Professor, Department of Commerce, St Teresa's College, Ernakulam.

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

Place: Ernakulam

Date: 25/04/2024


ANN MARY ADHEENA P.V


ARDHRA T.R


ARYA SAJEEV

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ANN MARY ADHEENA P.V

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

The evaluation of green marketing strategies in the e-commerce industry is pivotal in assessing how environmentally conscious initiatives are adopted and perceived within this digital marketplace. With a growing emphasis on sustainability, businesses are deploying various green marketing tactics to promote eco-friendly products. This evaluation seeks to analyze the efficiency of these strategies, shedding light on their impact on consumer behavior, market trends, and the overall sustainability landscape within the e-commerce sector.

The effectiveness of promoting eco-friendly products through green marketing strategies has become a focal point in shaping contemporary consumer behavior. As sustainability gains prominence, businesses are increasingly adopting environmentally conscious approaches to influence consumers' choices. This examination delves into the nuanced relationship between green marketing strategies in the e-commerce industry and their impact on promoting eco-friendly products, with a keen focus on understanding how these initiatives shape and guide consumer behavior towards more sustainable and environmentally responsible practices.

1.2 SIGNIFICANCE

The evaluation of green marketing strategies in the ecommerce industry is crucial as it sheds light on the effectiveness of promoting eco-friendly products and its impact on consumer behaviour. Understanding the success or challenges of these strategies provide valuable insights for businesses aiming to align with sustainable practices, fostering a more environmentally conscious marketplace.

1.3 STATEMENT OF THE PROBLEM

The e-commerce industry has seen significant growth and an increased focus on sustainability. Green marketing strategies have emerged as a critical factor in promoting green products within this sector. However, the effectiveness of these strategies in influencing consumer behaviour and the adoption of environmentally conscious practices remains of considerable concern.

Despite the implementation of green marketing strategies in the e-commerce industry, there is a lack of comprehensive evaluation of their impact on promoting eco-friendly products and influencing consumer behaviour. It is unclear which specific strategies are most effective, how consumers perceive and respond to these initiatives, and to what extent these strategies contribute to sustainable consumption patterns.

1.4 OBJECTIVES

- To assess the extent of consumer knowledge towards green marketing
- To examine the purchasing behaviour of customers
- To analyse the impact on brand perception of green products.
- To identify potential barriers or challenges hindering the success of green marketing.

1.5 RESEARCH METHODOLOGY

- ❖ **Research Design:** The study is both descriptive and analytical. It depicts the different characteristics that have been recognized by the investigate issue as well as the current circumstance. It is analytical in the sense that it analyses both consumer perception and preferences.
- ❖ **Collection of Data:** Data collected consists of both primary and secondary data.
- ❖ **Primary Data:** Primary data is collected with the response of helpfully chosen 150 individuals through questionnaires which were solely arranged for this study. The survey contains questions related to green marketing, green products along with questions that are significant for the study.
- ❖ **Secondary Data:** The secondary data was collected from the published journals, websites and articles.
- ❖ **Sampling Design / Sampling Technique:** The sampling technique which we have used is convenience sampling. Convenience sampling (also known as accidental sampling or opportunity sampling) is a type of non-probability sampling that includes the sample being drawn from the part of the population that's close to hand.

- ❖ **Sample Size:** A sample size of 150 consumers are considered under this study.
- ❖ **Population:** The population under this study was very limited as it is only analysing the consumers residing Ernakulam.
- ❖ **Tools of Analysis:** The tools which we have used to analyse the primary data are percentage analysis and ranking method.

1.6 SCOPE OF THE STUDY

In Ernakulam, evaluating green marketing strategies in the e-commerce industry and their impact on promoting eco-friendly products and consumer behaviour holds significant relevance. The scope encompasses assessing how local businesses and consumers engage with environmentally friendly practices within the e-commerce sector. This evaluation can guide businesses in Ernakulam to tailor their strategies based on regional preferences, contributing to a sustainable and eco-conscious market in the area.

1.7 LIMITATIONS

- ❖ This study took place in Ernakulam city, implying that responses for the same may differ across various regions of the country.
- ❖ The study is based on information collected from randomly selected respondents and hence, there might be sampling errors.
- ❖ The sample respondents are chosen based on convenience.

1.8 KEYWORDS

- ❖ **Perception-** Perception would likely depend on individual perspectives. Some may view it as a crucial analysis addressing environmental concerns and sustainable practices in business, while others might see it as a specific and niche areas of research within marketing. The effectiveness of the strategies in promoting eco-friendly products and influencing consumer behaviour would be

a key point of interest for various stakeholders, including businesses, consumer, and environmental advocates.

- ❖ **Customer Perception-** Customer Perception of green marketing strategies in the e-commerce industry plays a crucial role in Shaping their attitudes towards eco-friendly products. Evaluating the effectiveness of these strategies can provide valuable insights into how Consumer behaviour is influenced by environmental considerations, ultimately impacting purchasing decisions.
- ❖ **Brand Preference-** Determining the brand preference in the context of green marketing strategies in the e-commerce industry involves analysing consumer perceptions, trust in brand's, sustainability claims, and overall eco-friendly product effectiveness. Research could utilize survey, focus groups and data on consumer behaviour to evaluate which brands are perceived as genuinely committed to sustainability, influencing consumer choices.
- ❖ **Green Products-** These can be described as products that contain recycled materials, reduce waste, save energy or water, use less packaging, and reduce the amount of toxic or waste products used or disposed of.
- ❖ **Green Consumer-** Someone who is aware of his or her obligations to protect the environment by selectively purchasing green products or services.

1.5 CHAPTERISATION

1. Chapter 1 – INTRODUCTION

This chapter gives a brief introduction about the topic, its significance in the research area, problem statement, scope of study, methodology adopted, objectives to be achieved and limitations of the study.

2. Chapter 2 – LITERATURE REVIEW

This chapter deals with literature relating to the Green marketing and their effectiveness in promoting eco-friendly products and consumer behaviour.

3. Chapter 3 – THEORATICAL FRAMEWORK

This chapter introduces the theory of Consumer Buying Behaviour focusing more on Indian Consumer's attitude, Green Marketing, Advantages and Disadvantages of Green marketing, Sustainable Development, Green marketing mix, Green Consumerism, Green loyalty.

4. Chapter 4 - DATA ANALYSE AND INTERPRETATION

It includes analyse and interpretation of secondary and primary data collected based on variables related to the study.

5. Chapter 5- SUMMARY, FINDINGS, RECOMMENDATIONS AND CONCLUSION

It deals with a brief summary of what the researcher has found out from the study and the final conclusion and recommendations.

CHAPTER 2
REVIEW OF LITERATURE

2.1 INTRODUCTION

The literature surrounding the effectiveness of green marketing strategies in Ernakulam provides a nuanced understanding of how eco-friendly product promotion influences consumer behaviour in this specific region. Several studies highlight the increasing importance of sustainable practices in Ernakulam's market, driven by heightened environmental awareness among consumers. Research has shown that consumers in Ernakulam exhibit a growing preference for eco-friendly products, influenced by factors such as cultural values, environmental consciousness, and the desire for healthier living. Furthermore, the literature underscores the role of various green marketing strategies, including eco-labelling, cause-related marketing, and environmental communication, in shaping positive consumer attitudes and purchase decisions. However, certain gaps in the existing literature suggest a need for more in-depth exploration of Ernakulam's unique market dynamics and consumer preferences.

2.2 LITERATURE REVIEW

1. Martin Charter (1992) in their thesis on "Greener Marketing- A responsible approach to business"

He has done an examination of the progress of environmental marketing on a global scale. It considers how sustainability issues are increasingly becoming critical factors in how corporations meet the ever-growing demands and expectations of customers. The purpose of the book is to provide practitioners with best-practice examples and actionable recommendations on how to implement green marketing activities. It provides information and ideas for those involved in marketing on how to incorporate green considerations into the marketing mix, as well as providing perspectives on marketing for environmental managers. To achieve a comprehensive view point, the book is split into three sections. The first sets out the strategic issues and rationale for green marketing, the second addresses tactical issues in more detail, and the third provides detailed, international case studies. Topics addressed by the contributors include the growing debate around

products versus services, environmental communications, green consumers, eco-tourism and the problems associated with green marketing in developing countries.

2. Jacquelyn Ottman (2017) in their thesis on “The new rules of green marketing- Strategies, tools , and inspiration for sustainable branding”

The maturing of greening as a consumer phenomenon, and its decided shift from the fringe into mainstream, changes the rules of green marketing. A new green marketing paradigm now exists. It is characterised by a keen sensitivity for the total person who constitutes one's consumer and his or her new needs for brands that balance age-old benefits of performance, affordability, and convenience with minimal environmental and social impacts, and engage their consumers in meaningful dialogue. Manufacturers, retailers, and marketers looking to sustain their businesses long into the future must heed these new rules with communications that empower their consumers to act on pressing issues backed up by a proactive and demonstrated corporate commitment to conducting business in a sustainable way.

3. Kim, Hanna, Eun-Jung Lee, Won-Moo Hur (2012) in their thesis on “The mediating role of norms in the relationship between green identity and purchase intention of eco-friendly products”. Human Ecology Review, 125-135

Environmentally friendly consumption has become a widespread phenomenon, yet little research exists concerning normative social influence on eco-friendly behavioural intentions and their relationship with green identity. This study examines how consumers' intention to purchase eco-friendly products is influenced by green identity and by the mediating role of injunctive and descriptive social norms and of personal norms. An online survey was administered to a sample of active online shoppers. The results indicate that both types of social norms mediate the relationship between green identity and purchase intentions, whereas personal norms do not. Moreover, injunctive social norms have a greater effect on purchase intentions than descriptive social norms do. The theoretical and managerial

implications of the results and limitations are discussed and future research directions suggested.

4. Magali, Morel, and Francis Kwakye (2012) in their thesis on “Green marketing: consumers attitude towards eco-friendly products and purchase intention in the fast moving consumer Goods (FMCG) sector.

The growing concern about environmental pollution has led to a surge in green marketing, and this study examines how it influences consumers. Researchers have long studied this link between green marketing, consumer behaviour, and eco-friendly product purchases.

The researchers specifically aimed to understand how the traditional marketing mix (product, price, place, and promotion) along with customer satisfaction and word-of-mouth (WOM) influence consumer attitudes and buying intentions towards eco-friendly products. They were also interested in any differences between Swedish and non-Swedish consumers.

A survey was used to gather data from both Swedish and non-Swedish consumers at Umeå University and through online channels. The goal was to understand how these groups are influenced by marketing elements, satisfaction, and WOM regarding their eco-friendly preferences and purchase decisions.

5. Collins Marfo Agyeman (2014) in their thesis on The study “International Journal of Management Research and Business Strategy”.

Over the past few years, the demand for green products in Indian has been growing significantly due to the increased interest in the environment. Consumers today are increasingly “thinking green” and are willing to pay more for environmentally friendly products. The increasing numbers of consumers who prefer and are willing to buy these products are subjected to the buying process. Consumers have different buying behaviours and these behaviours are constantly changing as a result of the availability of best alternatives to choose from. Products are chosen for numerous reasons. Overall, the buying process is extremely fast-paced today. Hence, the present study is

conducted to explore the extent of the impact of consumer's buying behaviour towards the marketing of green products in Kancheepuram district. The study investigates the relationship between variables that affect consumer's buying behaviour for green products and identifies the price levels consumers prefer to pay for green products in the district. An attempt has also been made to examine the factors that affect the green product's buying behaviours of the consumers.

6. Doni Purnama Alamsyah, Didin Syarifuddin, Hayder Alhadey Ahmed Mohammed (2018) in their thesis on This aim of the “ JDM (Jurnal Dinamika Manajemen).

This aim of the study investigates the correlation of perceived innovation, service innovation and green perceived value on eco-friendly products, to improve customer decision of product with moderation of sex and educational background. The study of eco-friendly product has been common in the world. The study is conducted with focuses on eco-friendly products ; through experiment survey to customer who has bought eco-friendly products in Bandung city. The research found that perceived innovation, service innovation and green perceived value have correlation. However green perceived valued as based of purchase decision of customer can only be improved by perceived innovation of eco-friendly products. Furthermore, sex and customers educational background can truly support the correlation of perceived innovation with green perceived value of customer. This research finding explained how important perceived innovation supported by the characteristics (sex, educational background) of customers.

7. Hanna Olasiuk, and Udit Bhardwaj (2019) in their thesis “An exploration of issues affecting consumer purchase decisions towards eco-friendly brands”.

It studied the disconnection between Indian consumers' environmental awareness and their eco-friendly shopping habits. While Indian consumers express concern for the environment, they often don't translate that concern into frequent purchases of eco-friendly products. The study found that high prices, poor quality, and

limited availability of eco-friendly options hinder consumers' good intentions. Interestingly, friends and family have little influence on these eco-shopping habits. The research focused on eco-conscious consumers in Delhi and NCR, an area with higher education levels and access to eco-products. Their findings showed a link between strong environmental concern and more frequent eco-friendly purchases. However, simply wanting more information about eco-brands doesn't lead to more frequent purchases. The study concludes by suggesting that eco-friendly businesses need to improve their marketing strategies (price, quality, distribution, and communication) to be more competitive and attract these environmentally conscious consumers.

8. Nicholas G Paparoidamis, Huong Thi Thanh Tran (2019) in their thesis on “Making the world a better place by making better products: Eco-friendly consumer innovativeness and the adoption of eco-innovations”

This paper aims to examine whether consumers respond differently to different types of eco-innovations and to explore how and under what conditions eco-friendly consumer innovativeness impacts consumers' perception and adoption intentions. This study offers useful insights for strategic research and development investment and decision making processes in selecting the best-suited approaches to developing eco-innovations and maximising their success in the commercialisation phase. Specifically, firms should place greater emphasis on resource use elimination innovation, which could evoke more positive consumer responses than resource use efficiency innovations and resource use substitution innovations. Moreover, it is important to improve the segmentation of the early adopters in the eco-innovation market with respect to specific types of eco-innovations so that marketers can distinctively address eco-friendly innovative consumers that best fit potential user profile of their products.

9. Ajay Pal Sharma (2021) in their thesis on “Consumer Purchase Behaviour and Green marketing: A Synthesis, review and agenda”. International Journal of Consumer Studies 45(6), 1217-1238.

The Study presents an overview of green marketing and the gap between attitude and actual purchase behaviour of consumers towards green products. A total of 232 studies have been analysed using a systematic review to develop a green purchase decision-making model. A thematic analysis helped in the identification of three major themes namely; personal factors affecting green purchase ; green purchase; and green marketing mix. The concern for eco-environment, eco-labelling, past experiences and perceived usefulness have been identified as major influencers of green consumer behaviour. Lack of environmental knowledge, price, perceived associated risks, organizational image, trust, and willingness to pay has been identified as barriers, creating a gap between attitude and actual purchase behaviour of consumers towards green products. On the basis of analysis, a green purchase decision model has been proposed and also potential areas of future research have been suggested .

10. N.S Kripa, L Vinod (2021) in their thesis on “A Study on Consumer Behaviour towards Green Products and Barriers in Consumer Purchase Decision”.

The study investigated consumer attitudes towards eco-friendly products and the obstacles they face when deciding to purchase them. Its aim was to understand the extent to which consumers are inclined towards buying eco-friendly items and propose strategies to encourage their use. Additionally, it explored social barriers hindering the adoption of environmentally friendly products. The research primarily focused on understanding customer perceptions of green products and identifying factors limiting their utilization. The findings revealed that high costs associated with green products significantly deter consumers from purchasing them, along with the absence of convenient access to such products through dedicated stores or options in the market.

11. S Kalaiselvi, D Paul Dhinakaran (2021) in their thesis “Green Marketing: A study of consumers attitude towards eco-friendly products in

Thiruvallur District”. Annals of the Romanian Society for Cell Biology, 6026-6036,

The word green marketing refers to environmentally friendly or eco-friendly products that are no harm to our earth. This paper is explaining consumer attitude towards green marketing, and their buying behaviour about green products in the Tiruvallur District. To study the awareness of consumer, willingness of the consumers to pay more for green products, and analyse the relationship between gender, education, and income with an awareness of green products. 272 Data has been collected through online by distributing the structured questionnaire. The questionnaire was specifically structured for the aim of the present research and included three sections in total. The first part included 6 questions about the profile of the public, such as gender, age, educational qualification, occupation, annual income, marital status, and family pattern. Second section deals with the awareness of green marketing products. The third section addresses the buying behaviour based on green marketing products. The collected data have tested with SPSS. Demographic profiles and awareness about green marketing systems have been analysed through percentage analysis and chi-square tests. Also examines consumer's awareness, preference, buying behaviour about green products, and also perception about green marketing products.

12. Soo Yeong Ewe, Fandy Tjiptono (2023) in their thesis on “Green behaviour among Gen Z consumers in an emerging market: eco-friendly versus non-eco- friendly products”

This study aims to investigate the influence of brand familiarity, consumer green consciousness and chronic regulatory focus on consumer attitudes, buying intentions and willingness to pay more for eco-friendly products in comparison between eco-friendly and non-eco-friendly products among Generation Z consumers. They have found that awareness of how these factors influence consumer purchase behaviour can help retailers and marketers design and communicate specific messages to highlight their brand and product eco-friendliness in their marketing strategies. Doing so may increase familiarity with their brand and the demand for and purchase of their brands' eco-friendly products.

CHAPTER 3
THEORETICAL FRAMEWORK

3.1 CONSUMER BUYING BEHAVIOUR FOCUSING MORE ON INDIAN CONSUMERS' ATTITUDE

The study of consumer buying behaviour is a multifaceted exploration into the intricacies of individuals' decision-making processes when it comes to making purchases. In the context of the Indian consumer market, this becomes an even more fascinating and intricate endeavour. The diverse and culturally rich landscape of India gives rise to a unique set of consumer attitudes that are continually evolving. In recent times, there has been a noticeable shift in the mind set of Indian consumers, influenced by factors ranging from globalisation and technological advancements to socio-economic changes. This introduction aims to provide a comprehensive overview of the complex dynamics at play in understanding the attitudes of Indian consumers towards their buying behaviour. By examining cultural influences, socio-economic factors, and the impact of digitalisation, we seek to unravel the layers of consumer decision-making in the Indian context, offering valuable insights for businesses navigating this dynamic market.

Consumer attitudes in the Indian market are deeply rooted in cultural nuances, where traditions and values often play a pivotal role in shaping purchasing decisions. The rich tapestry of India's diverse communities contributes to a myriad of preferences and behaviours. Additionally, the socio-economic landscape is undergoing significant transformations, with a burgeoning middle class and increased urbanisation. This transition brings about changes in lifestyle and aspirations, influencing consumer choices.

The advent of digital technology has further accelerated shifts in consumer behaviour. With widespread internet access and the rise of e-commerce platforms, Indians now have unprecedented access to a global marketplace. This has not only expanded choices but also altered the way consumers gather information and make purchase decisions.

Moreover, the impact of branding and marketing strategies on consumer perceptions is substantial. As global and local brands compete for attention, understanding the resonance of messaging and branding with Indian consumers becomes imperative.

Trust, authenticity, and reliability are increasingly significant factors that influence consumer attitudes in this diverse and dynamic market.

In conclusion, delving into the realm of Indian consumer attitudes involves navigating a complex interplay of cultural, socio-economic, and technological factors. As businesses strive to connect with and understand the evolving mind set of Indian consumers, a nuanced approach that recognises the diversity and dynamism of the market is essential for success.

3.2 EVOLUTION OF GREEN MARKETING

The evolution of green marketing can be traced through distinct phases, reflecting the changing environmental landscape, consumer attitudes, and corporate priorities.

Emergence and Pioneering Phase (1970s-1980s): The roots of green marketing can be found in the 1970s when environmental concerns gained prominence. The inaugural Earth Day in 1970 marked a pivotal moment, prompting businesses to acknowledge the environmental impact of their operations. Early green marketing efforts were often characterised by companies emphasising their eco-friendly initiatives and commitment to sustainability.

Regulatory Compliance Phase (1980s-1990s): As environmental regulations began to tighten, companies faced increased pressure to comply with environmental standards. During this phase, green marketing became intertwined with regulatory compliance, with businesses adopting eco-friendly practices to adhere to legal requirements. Products were labelled as environmentally friendly, and companies sought ways to reduce their ecological footprint.

Market Differentiation Phase (1990s-2000s): The 1990s saw a shift towards using green marketing as a tool for market differentiation. Companies recognised the potential competitive advantage of offering environmentally conscious products and services. This led to the introduction of eco-labelling, third-party certification, and the promotion of sustainable practices to distinguish brands in a crowded marketplace.

Consumer Awareness and Activism Phase (2000s-2010s): The 21st century witnessed a significant increase in consumer awareness and activism related to environmental issues. Consumers became more discerning, seeking products aligned with their values. This phase saw a surge in green marketing campaigns focusing on transparency, corporate responsibility, and the communication of specific eco-friendly attributes to meet consumer expectations.

Integration and Holistic Sustainability Phase (2010s-Present): In recent years, there has been a notable shift towards a more holistic approach to sustainability. Green marketing has evolved beyond product-centric strategies to encompass comprehensive sustainability initiatives within companies. Businesses now emphasise sustainable sourcing, ethical practices, and the integration of environmental considerations throughout their operations. This phase also involves a greater emphasis on long-term environmental impact and the role of businesses in addressing global challenges such as climate change.

Throughout its evolution, green marketing has transformed from a niche concept to a mainstream business strategy. The increasing integration of sustainability into corporate DNA reflects a recognition of the interconnectedness between business success and environmental responsibility. As consumer expectations continue to evolve, green marketing is likely to play an even more central role in shaping the business landscape.

3.3 GREEN MARKETING

Green marketing, also known as sustainable marketing or environmental marketing, refers to the promotion and sale of products and services that are environmentally friendly and have minimal impact on the ecosystem. This marketing approach focuses on communicating a company's commitment to sustainable practices, emphasising the product's positive environmental attributes, and appealing to consumers who prioritise eco-conscious choices. Green marketing encompasses various strategies, such as highlighting recyclability, energy efficiency, sustainable sourcing, and reduced carbon

footprint, aiming to meet the growing demand for environmentally responsible products in the marketplace.

Green marketing has emerged as a pivotal strategy in response to the escalating global environmental challenges. It encompasses a range of activities aimed at promoting products and services that boast environmentally friendly attributes, fostering a sustainable and ecologically conscious consumer culture. In the Indian context,

consumer awareness and preference for green products have been steadily on the rise. The spokesperson from Hindustan Unilever, a consumer durables giant, attested to this shift in consumer behaviour, citing a substantial 69% growth in their sustainable living brands in 2018 compared to other products.

This surge in demand for green products aligns with a broader global trend where consumers are increasingly mindful of the ecological impact of their purchases. The Economics Times study, conducted across 12 major cities in India with 1,270 respondents, further emphasises this awareness. It revealed that nearly 63% of the Indian population is cognisant of green products and their associated benefits. This heightened awareness reflects a changing consumer mind set, indicating a willingness to make choices that are not only economically viable but also environmentally responsible.

However, despite these encouraging signs, India still lags behind developed nations like the United States and Canada in embracing a comprehensive green market structure. With a colossal population of 1.32 billion, the imperative for India to transition swiftly towards sustainability becomes more pronounced. The sheer scale of consumption in the country underscores the potential environmental impact and the significance of embracing green practices.

Green marketing, therefore, is not just a business strategy; it is a necessity for fostering a sustainable future. The convergence of consumer demand, corporate responsibility, and global environmental concerns calls for a concerted effort from businesses, policymakers, and consumers alike. By incorporating eco-friendly practices, promoting transparency in sourcing and manufacturing, and educating consumers

about the environmental benefits of green choices, India can not only catch up with developed nations but also set a precedent for responsible and sustainable consumption on a global scale. This paradigm shift towards green marketing represents a crucial step in harmonising economic progress with environmental preservation.

3.4 SIGNIFICANCE OF GREEN MARKETING

Green marketing holds profound significance in the contemporary business landscape, transcending mere corporate strategy to become a crucial driver of sustainable development. At its core, green marketing is a response to the escalating environmental challenges confronting the world. As consumers become increasingly conscious of ecological issues, there is a growing demand for products and services that embody environmental responsibility. The significance of green marketing lies in its ability to align business practices with evolving societal values, meeting the expectations of a discerning and environmentally aware consumer base.

From a consumer perspective, green marketing serves as a guidepost, allowing individuals to make choices that resonate with their ethical and environmental beliefs. Companies that prioritise green marketing not only cater to this demand but also establish themselves as responsible stewards of the environment. This, in turn, fosters brand loyalty and positive associations, creating a competitive edge in a marketplace where sustainability is becoming a key differentiator.

Furthermore, the significance of green marketing extends beyond the realm of consumer preferences. It represents a commitment to sustainable business practices, acknowledging the finite nature of natural resources and the imperative to reduce ecological footprints. By adopting eco-friendly measures in production, sourcing, and distribution, companies contribute to the broader goal of environmental preservation.

In the context of global challenges such as climate change and resource depletion, green marketing becomes a vital instrument for businesses to actively participate in environmental conservation. It aligns with international efforts to achieve sustainability goals and demonstrates a proactive approach to corporate social

responsibility. As regulatory frameworks increasingly emphasise environmental accountability, businesses engaging in green marketing not only comply with evolving standards but also position themselves as leaders in responsible corporate citizenship.

In essence, the significance of green marketing transcends short-term market trends. It embodies a paradigm shift towards sustainable and responsible business practices, acknowledging the interconnectedness of economic activities and environmental well-being. As businesses navigate an era of heightened environmental awareness, embracing green marketing is not just a strategic move but a fundamental commitment to shaping a more sustainable and resilient future.

3.5 CHARACTERISTICS OF GREEN MARKETING

Green marketing is distinguished by several key characteristics that underscore its commitment to environmental sustainability and social responsibility. At its core, green marketing places a strong emphasis on environmental considerations, with products and services designed and promoted to minimise their ecological impact. Transparency is a hallmark, as companies engaging in green marketing clearly communicate the environmental attributes of their offerings, such as recyclability, energy efficiency, and sustainable sourcing. Education plays a crucial role, as green marketing aims to inform consumers about the environmental benefits of their choices, fostering a sense of responsibility. The integration of third-party certifications and labels further substantiates environmental claims, providing consumers with tangible evidence of a product's adherence to specific standards. Beyond individual products, green marketing entails a comprehensive commitment to sustainability throughout the business, incorporating ethical practices, fair treatment of workers, and adherence to social and environmental regulations. With a long-term perspective on environmental stewardship, adaptability to changing standards, and a focus on continual improvement, green marketing embodies a holistic approach to responsible business practices in the context of a rapidly evolving and environmentally conscious marketplace.

3.6 ADVANTAGES OF GREEN MARKETING

1. Enter New Markets

Green marketing enables companies to enter new markets by catering to the growing demand for environmentally friendly products and services. As consumers become more conscious of their ecological impact, businesses can expand their product lines or introduce green alternatives to capture market segments focused on sustainability. This strategic approach not only broadens a company's customer base but also opens avenues for growth in emerging markets driven by environmentally conscious consumers.

2. Improved Earnings for the Green Company

Engaging in green marketing practices can lead to improved earnings for a company through various channels. Consumers are increasingly willing to pay a premium for eco-friendly products, contributing directly to increased revenue. Additionally, cost-saving measures associated with green practices, such as energy efficiency and waste reduction, positively impact the company's bottom line. Over time, the combination of higher revenues and reduced costs enhances the overall financial performance and profitability of the green company.

3. Competitive Advantage

Adopting green marketing strategies provides a competitive advantage by setting a company apart from its competitors. Companies that prioritise sustainability differentiate themselves in the marketplace, attracting environmentally conscious consumers. This distinctiveness can lead to increased market share, as consumers increasingly consider a company's environmental commitments when making purchasing decisions. A sustainable reputation becomes a valuable asset, strengthening the company's position against competitors.

4. Corporate Social Responsibility

Green marketing aligns with corporate social responsibility (CSR) by showcasing a company's commitment to environmental sustainability. This not only enhances the company's reputation but also contributes to building trust with consumers. Engaging

in CSR activities, such as reducing carbon emissions, responsibly sourcing materials, and supporting environmental initiatives, demonstrates a broader commitment to societal well-being. As consumers value socially responsible businesses, this alignment with CSR principles can positively influence the company's image and stakeholder relationships.

5. Bring Major Concerns to the Attention of the Public

Green marketing serves as a platform to bring major environmental concerns to the attention of the public. By highlighting eco-friendly practices, sustainable products, and environmental initiatives, companies can raise awareness about critical issues such as climate change, resource depletion, and pollution. This not only educates consumers but also fosters a sense of responsibility and activism. Companies engaging in green marketing contribute to broader environmental conversations, encouraging collective efforts to address pressing ecological challenges and create positive change.

3.7 DISADVANTAGES OF GREEN MARKETING

1. Green washing Risk

There is a significant risk of green washing, where companies may exaggerate or misrepresent their environmental initiatives to appear more eco-friendly than they actually are. This can lead to a loss of consumer trust and undermine the credibility of genuine green marketing efforts.

2. Higher Costs of Production

Implementing eco-friendly practices, sourcing sustainable materials, and adhering to environmentally responsible manufacturing processes may lead to higher production costs. These increased expenses can impact a company's profit margins, potentially making green products less economically competitive.

3. Limited Consumer Awareness

Despite the growing awareness of environmental issues, not all consumers are well-informed about green products or may not prioritise them in their purchasing

decisions. This limited awareness can hinder the market success of green marketing initiatives, as consumers may not fully appreciate or understand the value of eco-friendly products.

4. Perceived Quality Issues

Some consumers may associate green products with lower quality or efficacy. This perception, whether accurate or not, can be a disadvantage for companies engaged in green marketing, as potential customers may hesitate to choose environmentally friendly alternatives over traditional products.

5. Potential for Consumer Skepticism

Consumers may be skeptical about the authenticity of green marketing claims, especially if they have encountered instances of green washing in the past. Overcoming this skepticism and building trust can be challenging, requiring transparent communication and consistent environmental practices.

6. Short-Term Financial Impact

Implementing green initiatives often involves upfront costs and may not immediately translate into financial benefits. Companies may experience a short-term financial impact before realising the long-term advantages of green marketing, making it essential for businesses to consider sustainability as a strategic, long-term investment.

3.8 SUSTAINABLE DEVELOPMENT

Sustainable development is an organising principle that aims to meet human development goals while also enabling natural systems to provide necessary natural resources and ecosystem services to humans. The desired result is a society where living conditions and resources meet human needs without undermining the planetary integrity and stability of the natural system. Sustainable development tries to find a balance between economic development, environmental protection, and social well-being. The concept of sustainable development nowadays has a focus on economic development, social development and environmental protection for future generations.

In the globalization era, green marketing becomes a challenge to retain customers as well as to keep the environment safe because change is a very common circumstance which can be found anywhere as environmental pollution and global warming etc. are environmental issues and these can be eradicated by green marketing concept. Green marketing is a practice by which all marketing activities take place with eco-friendly features in goods or services and aim at a win-win situation for consumers as well as organizations. For the temporary benefit of human beings, humans are engaged in polluting the environment. So, the study on prospects of green marketing strategies for sustainable development is very important from the viewpoint of present and future generations. Hence, the effort of the corporate sector in attaining sustainable development is studied through green marketing strategies for consumer durables and non-durables. The study has been conducted to reveal the importance of green marketing in assisting the sustainability development of the economy through offering eco-friendly

3.9 FMCG

Fast moving consumer goods are products that are sold quickly and at a relatively low cost. Examples include non-durable household goods and other consumables. FMCG have a high inventory turnover and are contrasted with specialty items which have lower sales and higher carrying charges. Many retailers carry only FMCG's. Small convenience stores also stock fast moving goods. The limited shelf space is filled with turnover items.

FMCG companies are increasingly focusing on green in the globalization era, green marketing becomes a challenge to retain customers as well as to keep the environment safe because change is a very common circumstance which can be found anywhere as environmental pollution and global warming etc. are environmental issues and these can be eradicated by green marketing concept. Green marketing is a practice by which all marketing activities take place with eco-friendly features in goods or services and aim at a win-win situation for consumers as well as organizations. For the temporary benefit of human beings, humans are engaged in polluting the environment. So, the study on prospects of green marketing strategies for sustainable development is very

important from the viewpoint of present and future generations. Hence, the effort of the corporate sector in attaining sustainable development is studied through green marketing strategies for consumer durables and non-durables. The study has been conducted to reveal the importance of green marketing in assisting the sustainability development of the economy through offering eco-friendly.

Some of the key aspects of FMCG companies' approach to green products and green marketing are:

1. Product Innovation

FMCG companies are investing in research and development to create products that are eco-friendly and sustainable. This includes using renewable materials, reducing packaging waste and developing biodegradable or recyclable products.

2. Supply chain sustainability

Companies are increasingly looking at their entire supply chain to identify opportunities for reducing environmental impact. This may involve working with suppliers who adhere to sustainable practices, optimising transportation routes to reduce carbon emissions and implementing energy efficient manufacturing processes.

3. Labelling and certification

Green products are often labelled with eco-certifications or badges to signal their environmental credentials to consumers. Examples include certifications like USDA Organic, Green India Products, etc.

4. Consumer Education

FMCG companies engage in educational campaigns to raise awareness about environmental issues and the benefits of choosing green products. This may include providing information about recycling, carbon footprint reduction, and the importance of choosing sustainable options.

5. Marketing and branding

Green marketing involves incorporating messaging into advertising, packaging and branding strategies. This can include highlighting the use of eco-friendly materials, promoting energy efficiency, or showcasing the company's commitment to social responsibility.

3.10 GREEN PRODUCTS

A green product is a sustainable product designed to minimise its environmental impacts during its whole life-cycle and even after it's of no use. Green products are usually identified by having two basic goals- reducing waste and maximising resource efficiency. They are manufactured using toxic-free ingredients and environmental friendly procedures and are certified by recognised organisations.

3.11 GREEN MARKETING PRACTICES

Green marketing is not just about the products, but about the company as a whole. Sustainability marketing or sustainable marketing, as an evolvement of eco-marketing combines a company's economic success with environmental and social added values for employees, customers and all of society.

Green marketing practices involve strategies and tactics that promote products or services based on their environmental benefits or sustainable attributes. These practices aim to appeal to environmentally conscious consumers and differentiate brands in the market. Here are some common green marketing practices:

1. Product innovation

Develop eco-friendly products or modify existing ones to reduce their environmental impact. This could involve using recycled materials, incorporating renewable resources, reducing energy consumption, or creating biodegradable or compostable products.

2. Green packaging

Use environmentally friendly packaging materials such as recycled paper, biodegradable plastics, or compostable packaging. Minimize packaging waste and utilize packaging designs that are reusable or recyclable.

3. Sustainable sourcing

Source raw materials from suppliers who adhere to sustainable practices, such as organic farming, fair trade, or responsibly managed forests. Communicate the company's commitment to ethical sourcing and support for environmentally responsible supply chains.

4. Waste reduction and recycling

Implement waste reduction initiatives and promote recycling programs to minimize the environmental impact of production and consumption. Encourage consumers to recycle packaging materials and provide information on proper disposal methods.

5. Transparent communication

Be transparent about environmental practices, policies, and performance metrics. Communicate honestly and authentically with consumers about the company's environmental initiatives, challenges, and progress toward sustainability goals.

6. Lifestyle branding

Position the brand as a lifestyle choice for environmentally conscious consumers by aligning with values such as sustainability, conservation, and environmental stewardship. Create marketing campaigns that resonate with the target audience's environmental concerns and aspirations.

3.12 GREEN MARKETING MIX

The 4 P's of green marketing are the same as that of traditional marketing. The as it were distinction is the combination of eco-friendly green factors and is additionally known as “green product”, “green price”, “green place” and “green promotion”.

1. Product

The items are fabricated and concurring to the requests of the client. It is ordinarily made from natural materials or reused merchandise. Green Products save water and energy and minimise environmental harm. Entrepreneurs exploit emerging green markets in two different ways. They either distinguish customers' natural necessities and create items to satisfy these needs or develop environmentally responsible products to have more lasting impression than their competitors. Products that support sustainable developments are usually:

- Products that are made from recycled goods
- Products that can be recycled or reused
- Products that save water, energy, or gasoline, and reduce environmental degradation
- Products with environmentally responsible packaging
- Products with green labels
- Certified products which meet environmentally responsible criteria
- Organic products
- Services that rent or loan products

It is imperative to affirm that items meet the quality desires of clients and are completely tried some time recently open utilize.

2. Price

Organic products are a little expensive compared to conventional ones. Pricing is the most critical element of the marketing mix. Green pricing takes into consideration the people, profit, and the planet. Customers will pay a premium as it were in case they are beyond any doubt of any extra item esteem.. This may be improved performance,

aesthetic, design, or taste. Environmental benefits are also often the deciding factor between products of similar value or quality.

Be that as it may, within the long run, when we consider the complete life of strong items, ecologically capable items, are regularly less costly than their partners. For illustration, electric vehicles, sun powered boards, water-efficient printing, etc.

3. Place

As it were a modest bunch of customers will go out of their way to buy green products out of concern. And so, the choice of put to create items accessible will have a significant impact on the number of clients allured

Exercises relating to overseeing the firm's supply chain by observing and refining environmental performance are moreover included in “green place”. Companies have begun working beside their channel accomplices to secure either reusable or expendable crude materials to hone green showcasing

Marketers attempting to viably present reasonably new green items should strongly position them within the broader commercial centre so that they do not request fair to a little green niche market. The area must too be steady with the picture the marketers need to extend instead of being compromised by the picture of the put. The area must moreover separate green marketers from their competitors.

4. Promotion

Promotion incorporates promoting, deals advancements, coordinate showcasing, and field advancements. This is often a paid form of communication and is specially curated for the target audience. Smart green marketers will strengthen their natural integrity by utilising more sustainable marketing and communication practices. For illustration, giving special letters and electronic statements by mail. E-marketing is quickly supplanting more customary showcasing practices.

3.13 GREEN LOGISTICS

Green logistics includes any business practice that minimises the environmental impact of the logistics network and delivery. Sustainable logistics or green logistics secure a strong bottom line without sacrificing customer satisfaction, or the well-being of the planet. Intelligent businesses are rushing to understand and embrace sustainable logistics management, supported by powerful technologies such as artificial intelligence, machine learning and advanced analytics.

As enterprises make the shift toward greener logistics, they realize benefits across the business, including improved profitability and good corporate citizenship. But a primary driver is customer demand. As customer (both businesses and consumers) see the real-world results of climate change on newsfeeds and streaming channels daily, they are quickly shifting loyalties to companies that demonstrate significant, permanent steps toward a sustainable future. Customers and shareholders advocate for a circular supply chain that incorporates reverse logistics and are not content with or influenced by “greenwashing”.

3.14 APPROPRIATE USE OF A GREEN MARKETING STRATEGY

Appropriate use of green marketing strategies involves aligning these strategies with the company’s values, operations and the genuine environmental benefits of its products or services. Here’s how companies can ensure the appropriate use of green marketing strategies:

❖ Authenticity

Ensure that green marketing messages and claims accurately reflect the environmental attributes of products or services. Avoid greenwashing, which involves misleading or exaggerated environmental claims that may deceive consumers.

❖ Transparency

Be transparent about the company's environmental practices, policies, and performance. Provide evidence to support environmental claims and

communicate honestly about the company's sustainability efforts, including areas for improvement.

❖ **Relevancy**

Tailor green marketing messages to resonate with the target audience's values, preferences, and environmental concerns. Highlight how the company's products or services address specific environmental issues or contribute to sustainable lifestyles.

❖ **Innovation**

Innovate continuously to improve the environmental performance of products, processes, and supply chains. Invest in research and development to develop new technologies, materials, and solutions that minimize environmental impact and meet consumer demand for sustainable alternatives.

❖ **Long-term perspective**

Take a long-term view of sustainability and incorporate environmental considerations into strategic planning and decision-making. Set ambitious goals and targets for reducing environmental impact, enhancing resource efficiency, and promoting environmental stewardship.

❖ **Feedback and improvement**

Solicit feedback from consumers, stakeholders, and environmental experts to continuously improve green marketing strategies and sustainability initiatives. Monitor and evaluate the effectiveness of green marketing campaigns and adjust strategies as needed based on performance metrics and consumer insights.

3.15 GREEN CONSUMERISM

The idea of green consumerism is very important in this decade and is popular among many sections of society in an effort to save the planet Earth. The world over, economic development has come at the cost of the environment. Green consumerism is a movement, expanding rapidly, to encourage people to buy products that are

considered environmentally friendly. The needs of the consumers are evolving, and brand loyalty is being continuously redefined.

Nowadays, consumers are taking responsibility and doing the right thing as consumer awareness and motivation continue to drive change in the marketplace. Also, companies are integrating appropriate green strategies into their operational activities, product development processes, and marketing activities to achieve a competitive advantage in saturated markets. This helps companies gain market share and minimize their production cost.

Therefore, green consumerism has been increasingly promoting the practice of purchasing products and services produced in a way that minimizes social and or environmental damage. It also create a balance between the expectations of consumer behaviour and business profit motives. Accordingly, this book aims to understand the importance of promoting green products and then tries to explain consumer's buying intentions and decisions in respect to green or ecologically friendly products under the consumer behaviour theory.

Green Consumerism is acquisition of a product in a market in sustainable way and eco-friendly environment. Nowadays, our society is very much worried about our environment and the pollution caused by us. So, in order to protect our environment, we should follow green practice. Due to pollution and decomposition of industrial waste, the ozone layer is getting depleted. The organization has to step forward to protect the environment by producing and selling.

Moreover, because of this green product the sales of the organizations can also be increased and it protects our environment. Accordingly to 2016 the green packaging global market value is 135.15 billion U. S. dollar they are planning to reach 283.3 billion U. S. dollar by 2025.

3.16 GREEN LOYALTY

Developing a marketing strategy for “Green Loyalty” involves several key components aimed at fostering sustainable practices within a company's customer base. Firstly, it's essential to conduct through market research to understand consumer

attitudes towards environmental sustainability and loyalty programs. This involves analysing existing data, conducting surveys, and studying competitors strategies.

Next, the marketing strategy should emphasize the alignment of the loyalty program with eco-friendly values and initiatives. This could include offering rewards for environmentally responsible behaviour, such as recycling or purchasing sustainable products. Additionally, highlighting the company's own sustainability efforts and commitments can enhance brand credibility and appeal to environmentally conscious consumers.

Another crucial aspect of the strategy is communication. It's essential to effectively communicate the benefits of participating in the green loyalty program to customers through various channels, including social media, email campaigns and in-store promotions. This messaging should emphasize the positive impact of their actions on the environment.

Furthermore, the marketing strategy should prioritize transparency and accountability. This means providing clear information about the environmental impact of products and services, as well as the company's efforts to reduce its carbon footprint and promote sustainability throughout its operations.

Lastly, continuous evaluation and adaptation are essential for the success of the green loyalty marketing strategy. This involves monitoring customer feedback, tracking participation rates, and analysing the effectiveness of different promotional tactics. By regularly assessing performance and making adjustments as needed, the company can ensure that its green loyalty program remains relevant and impactful in the long term.

3.17 KINDS OF GREEN

The green gauge report divides consumers into five different segments. These are True Blues, Greenbacks, Sprouts, Grouzers, and Apathetics.

1. True Blues

This group is deeply dedicated to environmental issues and actively integrates eco-friendly practices into their lives. They staunchly believe in their ability to

make a meaningful differences in environmental preservation independently. Their strong influences extends through political and social engagement, motivating others to take action. True blues demonstrate remarkable support for environmental causes, being six times more inclined to donate to such organisations and four times more likely to boycott products from environmentally unaware companies. Moreover, they tend to possess higher levels of education and are more frequently found in executive or professional roles.

2. Greenbacks

Greenbacks are individuals who prioritise environmentally friendly products, even if it means paying a premium. They represent a small segment of consumers willing to invest up to 22% more on eco-conscious items. While they express concern for the environment and endorse environmental activism, they struggle to implement significant lifestyle changes due to busy schedules. Generally apolitical, they do, however, voice opinions on environmental issues. This group exhibits a strong inclination towards green purchasing habits, actively seeking out recyclable materials and eco-friendly products, while avoiding those from companies deemed environmentally unfriendly. Greenbacks are typically married, educated, and young, often employed in white-collar professions.

3. Sprouts

Sprouts are individuals who occasionally engage in environmental activities but prefer low-effort actions. Their primary eco-friendly practices in recycling, and they tend to check labels for green credentials while shopping. However, their environmental commitment often ends at the checkout counter, especially if green products are pricier. Despite their good education, they form a swing group in environmental matters, meaning they may sway either way on issues. Interestingly, they often serves as a bridge, introducing new members to environmental activism by influencing the transition of others to become Greenbacks or true-blues, thanks to their higher education levels.

4. Grouzers

Grouzers believe that individuals have a limited impact on environmental protection, placing the primary responsibility on government and large corporations. They often feel confused and ill-informed about environmental issues. Only a small fraction of grouzers consistently recycle bottles and cans, and they do it with reluctance. Compared to other groups, including the Basic Browns, Grouzers are significantly more likely to make excuses for their lack of environmentally friendly behaviour.

Grouzers often complain that they are too busy to get involved, find it challenging to engage with environmental issues, argue that green products are costly and ineffective, and ultimately believe that their individual actions will be insignificant in the broader context. They adopt a mindset where they perceive environmental issues as someone else's problem, questioning why they should bother to make any effort.

5. Apathetics

Also known as Basic Browns, referred to as Browns are individuals who are disconnected from and oblivious to their environment. They hold the belief that environmental problems are not as severe as they're portrayed. Unlike grouzers, Browns don't bother making excuses for their inaction ; they simply don't care. They prioritise other concerns over environmental issues, feeling overwhelmed by the multitude of worries in their lives.

People's responses to their environment differ across demographics. It's important for companies to recognise that consumers' environmental priorities don't affect all product categories or brands in the same way. True blues demonstrate a heightened commitment to environmental causes, potentially exerting a wider influence on other consumers in the future due to their significant social impact.

3.18 GREEN CONSUMER PROFILES

The green consumer is only a generic term, there are a variety of profiles that make up this term. The “American Genius” addresses the consumer profiles of three shades of green consumer: Eco-chic, Economizer, and Idealist.

1. The Eco-Chic

The eco-chic consumer prioritizes the fashionable and trendy aspects of sustainability over its environmental impact. Their interest lies in projecting a hip and stylish image, embracing green practices as a means of enhancing their coolness factor. They opt for green choices because it aligns with their desire to be perceived as fashion forward and socially conscious.

This customer uses social media extensively and informs their friends and followers that they are environmentally conscious.

These consumers are typically younger than the average population and view themselves as pioneers and influencers in adopting new technologies and trends. Their choice of driving a Prius isn't primarily motivated by financial savings or social societal norms; rather, they do so to signal their environmental awareness to others and enhance their social image.

The market revolves around crafting an identity tied to both the vehicle you drive (a hybrid) and the attire you wear (organic cotton clothes). To capture this audience, your products need to blend fashion and environmental sustainability seamlessly. When targeting the eco-chic demographic, emphasize the product's stylish appeal. The primary drivers behind their green purchases are the desire to stay trendy and the prestige associated with eco-friendly choices.

2. The Economiser

The shopper's primary motivation for going green is financial savings. This customer evaluates products and prices with the aim of maximising their potential earnings. They resemble an eco-chic shopper in that they prioritize financial gain over environmental concerns and ethical considerations. For them, the paramount focus is on saving money above all else.

The economizer prioritises, long-term savings over immediate costs, valuing investments that lead to future financial benefits. For example, they might choose to upgrade to a more efficient heating system despite the initial expense, knowing it will reduce fuel costs over time.

Marketing strategies targeting this demographic heavily rely on facts and data. The key message should emphasize the immediate and long-term cost savings of the product, along with highlighting the intelligence of choosing this option.

3. The Idealist

Idealist green consumers, priorities environmental responsibility above all else. Their commitment to sustainability extends to their belief in its benefits for the environment future generations, and the entire world. They willingly invest in green products despite higher costs, recognising the value beyond mere monetary consideration.

For many customers, embracing a green lifestyle is fundamental. They avidly recycle and actively strive to minimize their carbon footprint, demonstrating a dedication to enhancing global living standards. Often engaged volunteers, they connect with their community through their professions and are enthusiastic about sharing ideas to effect positive change. Additionally, they possess a strong command of online resources.

3.19 ROLE OF BRANDING IN GREEN MARKETING

The role of branding in marketing strategies is emerges as a pivotal factor in shaping consumer perceptions and driving sustainable consumption behaviours.

Branding in green marketing serves as the interface between the company's environmental initiatives and consumer awareness, effectively communicating the company's commitment to sustainability. A strong green brand not only distinguishes the company in a crowded marketplace but also fosters trust and loyalty among environmentally conscious consumers.

Through branding, companies can convey their environmental values, showcase their eco-friendly products or services, and demonstrate transparency in their sustainability practices.

Moreover, branding plays a crucial role in educating consumers about the environmental benefits of the products or services offered, thereby influencing purchase decisions and contributing to the adoption of more sustainable lifestyles. By leveraging branding effectively, companies can not only enhance their reputation as responsible corporate citizens but also create long term value by aligning their business objectives with the growing demands for eco-friendly solutions.

Ultimately, the evaluation of green marketing strategies must recognise the integral role of branding in shaping consumer perceptions, driving engagement, and fostering positive environmental outcomes.

3.20 GREEN WASHING

Green washing is the process of conveying a false impression or misleading information about how a company's products are environmentally sound. Green washing involves making an unsubstantiated claim to deceive consumers into believing that a company's products are environmentally friendly or have a greater positive environmental impact than they actually do.

In addition, green washing may occur when a company attempts to emphasise sustainable aspects of a product to overshadow the company's involvement in environmental imagery, misleading labels, and hiding tradeoffs, green washing is a play on the term “whitewashing”, which means using false information to intentionally hide wrongdoing, error, or an unpleasant situation in an attempt to make it seem less bad than it is.

Green washing in marketing refers to companies presenting products or services information in a way that makes consumers believe it is environmentally friendly. Today's consumers needed to be particularly aware of how this marketing techniques works to avoid being duped.

Key Takeaways..

- Green washing is an attempt to capitalize on the growing demand for environmentally sound products.
- Green washing can convey a false impression that a company or its products are environmentally conscious or friendly.
- Critics have accused some companies of green washing to capitalise on the socially responsible or environmental, social, and governance (ESG) investing movement.
- ❖ Genuinely green products or businesses backup their claims with facts and details.

3.21 BARRIERS TO GREEN BUYING BEHAVIOUR

Several factors stand in the way of practicing green marketing. This is what makes consumers and marketers hesitant about the idea of green marketing.

❖ Lack of Awareness

Many consumers and marketers acknowledge the current environmental crisis and their role in it, yet they lack direction on how to address it. Companies have an opportunity to educate and empower marketers about environmental issues, promote green products within their product offerings, and foster sustainable growth while satisfying customer needs.

❖ Negative Perceptions

Green companies frequently struggle with the negative reputation surrounding their products. Marketers often perceive green products as costly, underperforming, and lacking essential features. To dispel these misconceptions, it's crucial for companies to focus on creating authentic green products and invest in raising awareness by effectively communicating factual information about their benefits to the market.

❖ **Distrust**

Both marketers and consumers face uncertainty regarding the quality of green products, often hesitating because they're unsure if manufacture's claims about product sustainability are accurate.

To overcome this trust barrier, companies must priorities honesty in their communication and demonstrate the authenticity of their products and processes.

❖ **High Prices**

In simpler terms, many marketers believe that the cost of green products outweighs the benefits they offer compared to regular products, making prices the biggest obstacle in green marketing.

Marketers may struggle to assess the environmental impact or green credentials of a product, because they are no consistent standards in place. Terms like “organic”, “biodegradable”, and “recycled materials”, are often used but not always backed up with verifiable evidence. This uncertainty about the legitimacy of green products often leaves marketers unsure about their claims.

❖ **Low Availability**

Frequently, both customers and marketers express a preference for green products, but they're often difficult to find. This is particularly evident in countries like India, where examples such as clean energy, environmentally - friendly hospital services, and plastic -free packaging are in demand but not readily accessible. The lack of local infrastructure to support these green products makes it challenging to promote and adopt them.

3.22 STEPS TO REMOVE BARRIERS

- **Make Green Products Affordable:** Price is a significant barrier for many consumers when it comes to purchasing environmentally friendly products. Implement strategies such as subsidies, tax incentives, discounts, and bulk purchasing to make green products more financially accessible. Price is a

significant barrier for many consumers when it comes to purchasing environmentally friendly products. Implement strategies such as subsidies, tax incentives, discounts, and bulk purchasing to make green products more financially accessible.

- **Continuous improvement:** Regularly evaluate and improve strategies to remove barriers to green buying behaviour. Monitor consumer feedback, market trends, and emerging technologies to adapt and refine approaches over time.
- **Raise Awareness:** Educate consumers about the environmental impact of their purchasing decisions. Highlight the benefits of choosing green products, such as reduced carbon footprint, conservation of resources, and health benefits.
- **Provide Guarantees and Warranties:** Offer warranties and guarantees for green products to reassure consumers about their quality and durability. This can help overcome concerns about the longevity and performance of eco-friendly alternatives.
- **Offer Product Trials and Samples:** Allow consumers to try green products before making a purchase. Providing samples or trial periods can help alleviate uncertainty and encourage experimentation with eco-friendly options.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

INTRODUCTION

This chapter serves as a backbone of this study, providing a comprehensive examination of the collected data to derive insights into the effectiveness of promoting eco- friendly products through green marketing within the Ernakulam district. This chapter examines carefully the responses gathered from the questionnaire administered to a sample size of 150 participants, selected through convenience sampling. Through the utilization of tabular and graphical representation techniques, the chapter present a systematic analysis of the data, unraveling the complexities of consumer perceptions, brand satisfaction levels, and purchase decision influencers. By using statistical tools and techniques, this chapter aims to find patterns, trends, and correlations within the dataset and finds out factors that affect the relationship between green marketing strategies in the e-commerce industry and their impact on promoting green products. The findings derived from this analysis attempt to offer actionable awareness for industry to increase the Green product awareness among the consumers in the society.

DEMOGRAPHIC VARIABLES

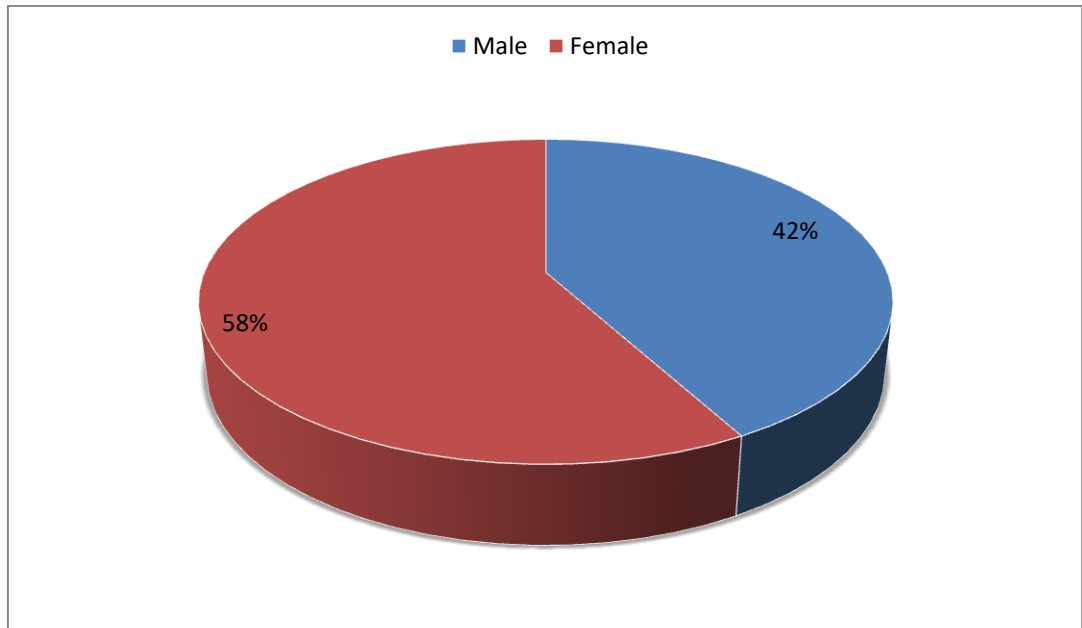
Demographic variables of the respondents surveyed and analysed include gender, age, and annual income. The following tables and graphs represent the same.

TABLE 4.1 GENDER

SL. NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1	Male	63	42%
2	Female	87	58%
	TOTAL	150	100%

Source: primary data

Fig. 4.1: GENDER



INFERENCE

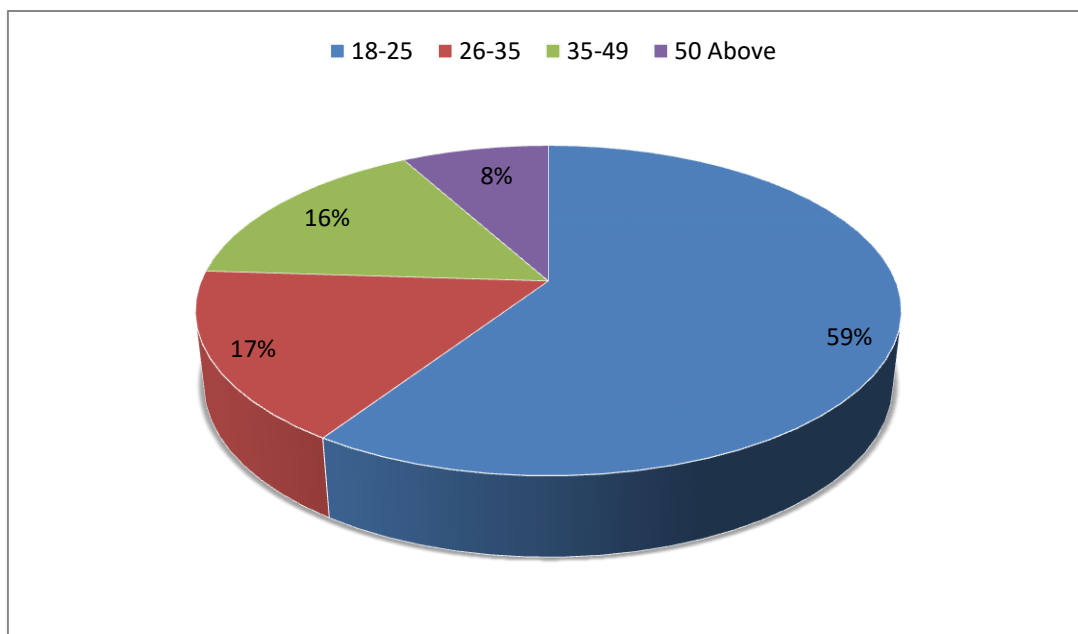
The table 4.1 shows the demographic data of respondents. 58% of the respondents are female while 42% are male. This indicates that the majority are female.

TABLE 4.2 AGE

SL.NO.	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	18-25	89	57.4%
2	26-35	25	16.6%
3	35-49	24	18.3%
4	50 Above	12	7.7%
	TOTAL	150	100%

Source: Primary Data

Fig. 4.2: AGE



INFERENCE

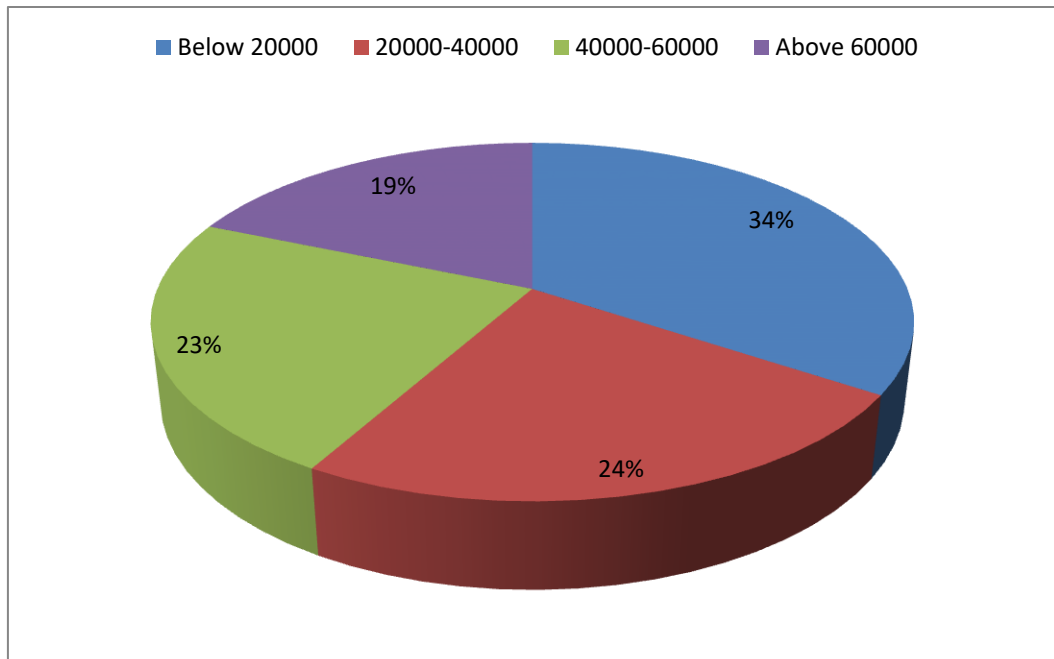
The table 4.2 shows the demographic data of the respondents. The majority of respondents [59.3%] belong to the 18-25 age groups. [16.7%] belongs to the 26-35 age groups. The minority [16%] belongs to the 35-49 age groups while the rest are above 50[8%].

TABLE 4.3: INCOME

SL.NO.	INCOME	NO.OF RESPONDENTS	PERCENTAGE
1	Below 20000	46	34.3%
2	20000-40000	32	23.9%
3	40000-60000	31	23.1%
4	Above 60000	25	18.7%
	TOTAL	134	100%

Source: Primary Data

Fig 4.3: INCOME



INFERENCE

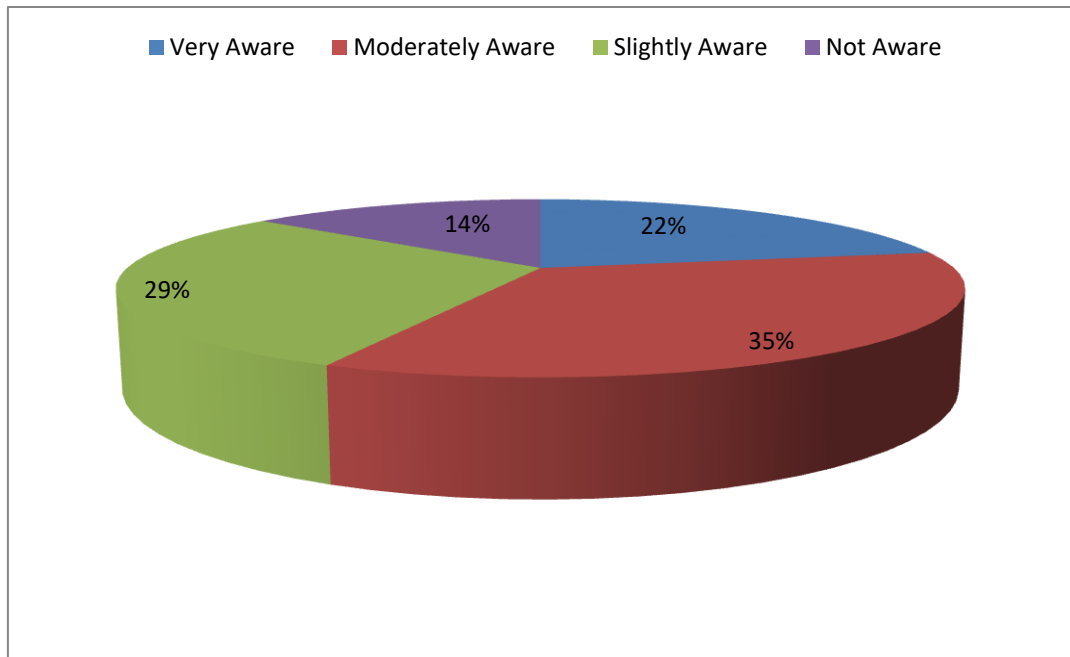
The table 4.3 shows the data regarding the income of the respondents. The majority (34.3%) earns below 20000. This could be respondents in the 18-25 category as they might be studying currently and hence might not have a regular income. 23.9% of the respondents have an income of 20000-40000 per month. This may include some students. The others (18.7%) have an income above 60000 per month.

TABLE 4.4 Awareness about green products

SL.NO.	RESPONSE	NO.OF RESONDENTS	PERCENTAGE
1	Very Aware	33	22%
2	Moderately Aware	52	34.7%
3	Slightly Aware	44	29.3%
4	Not Aware	21	14%
	TOTAL	150	100%

Source: Primary Data

Fig 4.4: Awareness about green products



INFERENCE

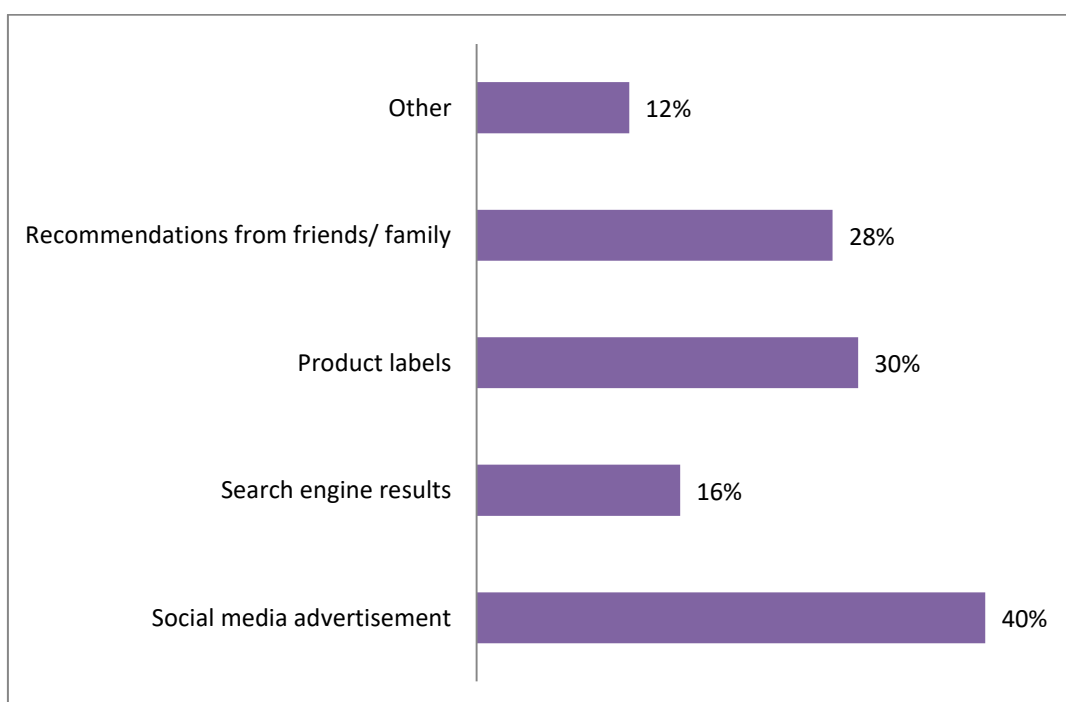
The table 4.4 shows the awareness of green products among the respondents. We can see that the majority of them are aware of green products. Among them, 22 and 34.7% are very aware and moderately aware. 29.3% are somewhat aware of the existence of the green products. Only 14% of the respondents are not at all aware of these products. This shows that more than 86% of the focus group is aware of green products to an extent. Nevertheless, measures may be taken for increasing the awareness of green products among customers.

TABLE 4.5 Eco-friendly products awareness in e-commerce

SL.NO.	RESPONSE	NO.OF RESPONDENTS	PERCENTAGE
1	Social media advertisement	60	40%
2	Search engine results	24	16%
3	Product labels	45	30%
4	Recommendations from friends/ family	42	28%
5	Other	18	12%
	TOTAL	150	100%

Source: Primary Data

Fig 4.5 Eco-friendly products awareness in e-commerce



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The table 4.5 shows that majority of the focus group becomes aware of green products through Social media advertisements play a crucial role, (40%) influence, possibly

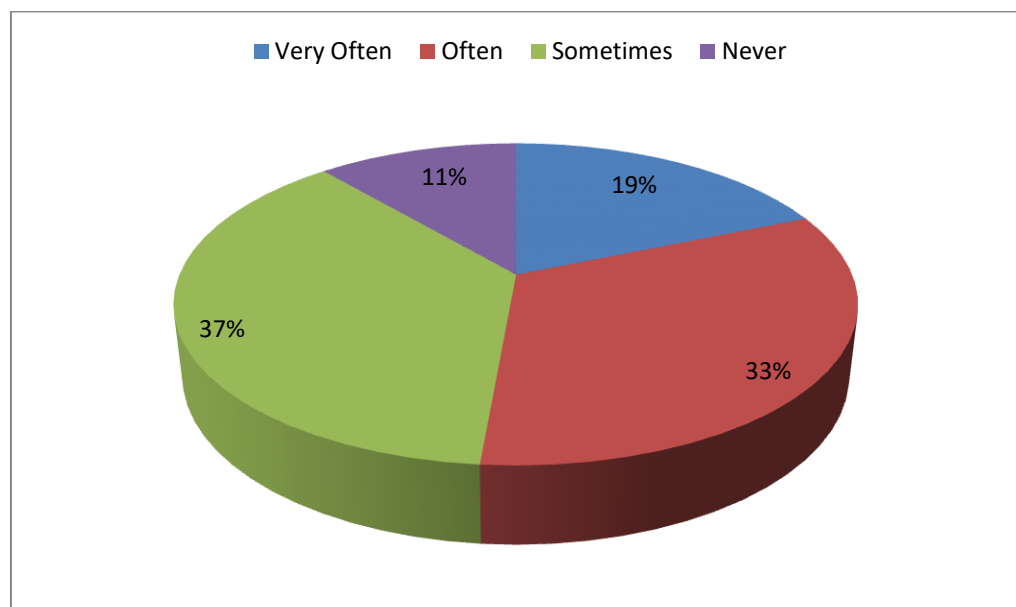
indicating the effectiveness of eco-friendly campaigns on platforms. Product labels (30%) implying that consumers are attentive to environmental information presented on packaging. and Recommendations from friends/family (28%). However search engine results do influence people’s eco-friendly purchases, their impact seems fairly low at (16%). Besides the ones mentioned, considering “Other” reasons account for (18%) of decisions.

TABLE 4.6: Frequency of green product purchase /usage

SL.NO	RESPONSE	NO.OF RESPONDENTS	PERCENTAGE
1	Very Often	28	18.7%
2	Often	49	32.7%
3	Sometimes	56	37.3%
4	Never	17	11.3%
	TOTAL	150	100%

Source: Primary Data

Fig 4.6: Frequency of green product purchase/ usage



INFERENCE

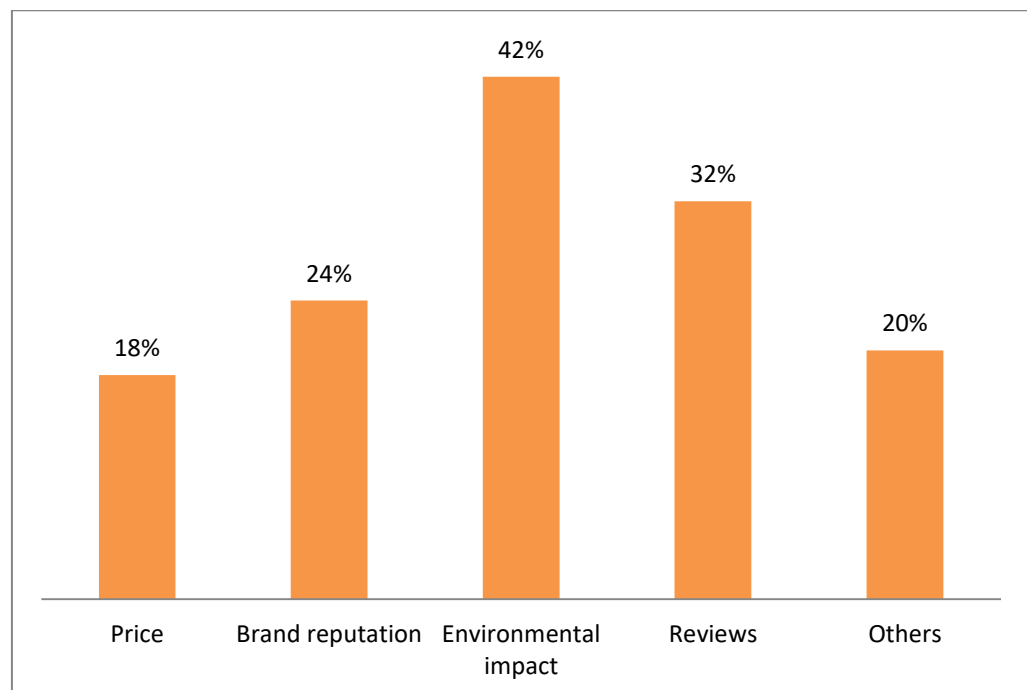
The table 4.6 shows the frequency of green product usage by the respondents. It is seen that (37.3%) respondents use green products only occasionally. (32.7%) often use green products. A smaller percentage (18.7%) purchase/ use green products very often. (11.3%) have never used green products. This chart suggests that measures must be taken to appeal to the consumers about the benefits of using green products in order to increase their demand.

TABLE 4.7: Factors which strongly influences buying behaviour

SL.NO.	RESPONSE	NO.OF RESPONDENTS	PERCENTAGE
1	Price	27	18%
2	Brand reputation	36	24%
3	Environmental impact	63	42%
4	Reviews	48	32%
5	Others	30	20%
	TOTAL	150	100%

Source: Primary Data

Fig 4.7: Factors which strongly influences buying behaviour



INFERENCE

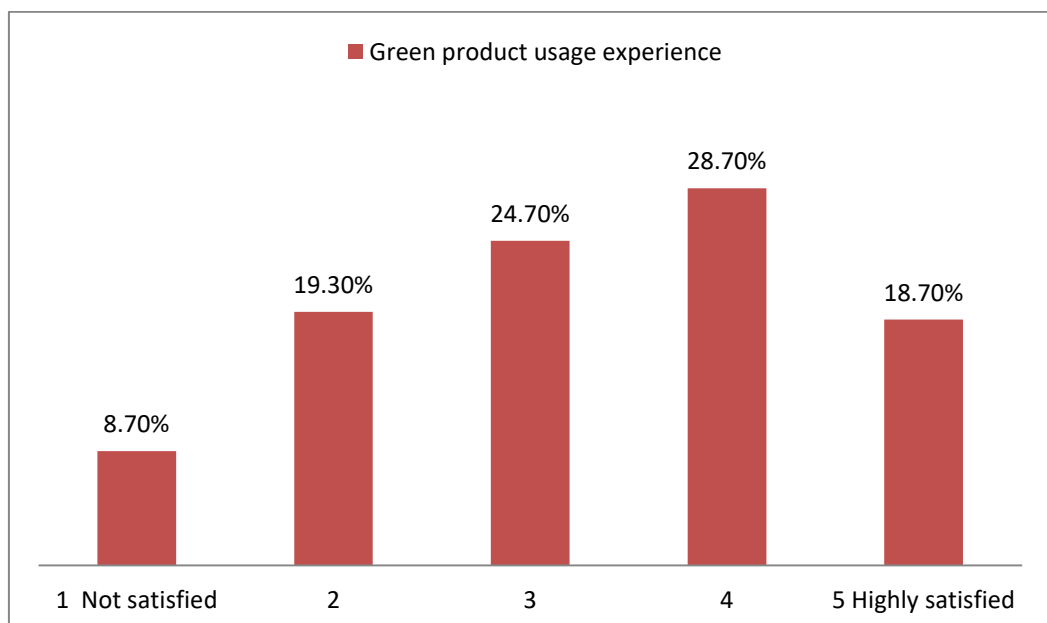
The above diagram 4.7 shows which marketing element strongly influences the respondents green buying behaviour. The element that strongly influenced (42%) their purchasing behaviour is “Environmental impact”. Right behind we have “Reviews”, “Brand reputation”, and “Others” which influenced the purchase decision to some extent (20-32%). “Price” did not seem to have much of an influence (18%). Hence, marketers should make the products more efficient to take advantage of their impact on buying decisions.

TABLE 4.8 Level of satisfaction with green product experience

SL.NO.	RESPONSE	NO.OF RESPONDENTS	PERCENTAGE
1	1	13	8.7%
2	2	29	19.3%
3	3	37	24.7%
4	4	43	28.7%
5	5	28	18.7%
	TOTAL	150	100%

Source: Primary Data

Fig 4.8: Level of satisfaction with green product experience



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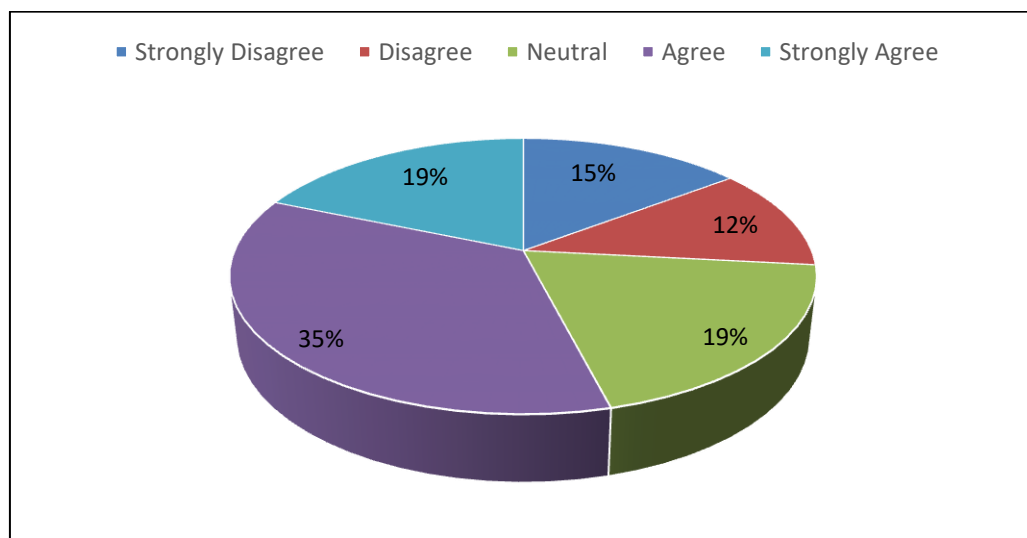
The table 4.8 shows the Green product usage experience. We asked the respondents to rate their experience with green products on a scale of 0-5 and found that (28.7%) of them gave a rating of 4 out of 5, showing the majority are fairly satisfied with their experience. 18.7% are strongly satisfied as they've rated 5 on their experience with green products. 24.7% have marked 3 and 19.3% have marked 2. Only 8.7% are highly dissatisfied with their experience and have marked 1. Even though the majority are satisfied with their experience, companies must modify green products and include more attractive and efficient features in them.

TABLE 4.9: Green products are better than non -green products.

SL. NO	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Disagree	22	14.7%
2	Disagree	18	12%
3	Neutral	29	19.3%
4	Agree	53	35.3%
5	Strongly agree	28	18.7%
	TOTAL	150	100%

Source: Primary Data

Fig 4.9: Green products are better than non-green products.



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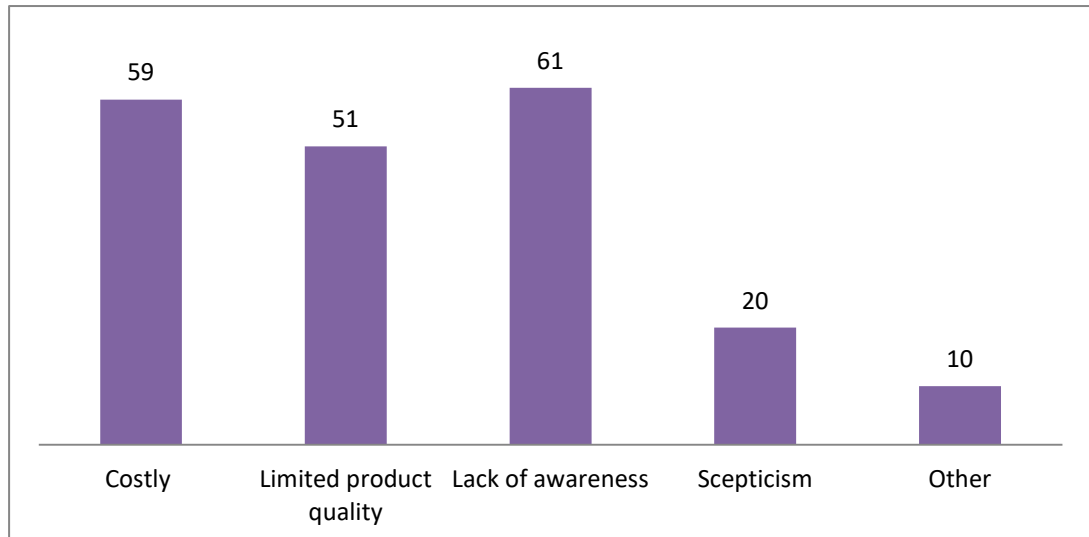
The table 4.9 shows the preference of respondents for green products over non-green products. More than half of the respondents agree that green products are better than non-green products. 18.7% strongly agree and 35.3% agree. But 12% disagree and 14.7% strongly disagree and state that non-green products are superior. This could be because of other utilities. 19.3% of the respondents preference remain neutral. It may be suggested that brands should put in more effort to manufacture superior products that are environmentally safe.

TABLE 4.10: Challenges faced when considering or adopting eco – friendly products.

SL. NO	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
1	Costly	59	39.3%
2	Limited product availability	51	34%
3	Lack of awareness	61	40.7%
4	Scepticism	20	13.3%
5	Other	10	6.7%
	TOTAL	150	100%

Source: Primary data

Fig 4.10: Challenges faced when considering or adopting eco-friendly products



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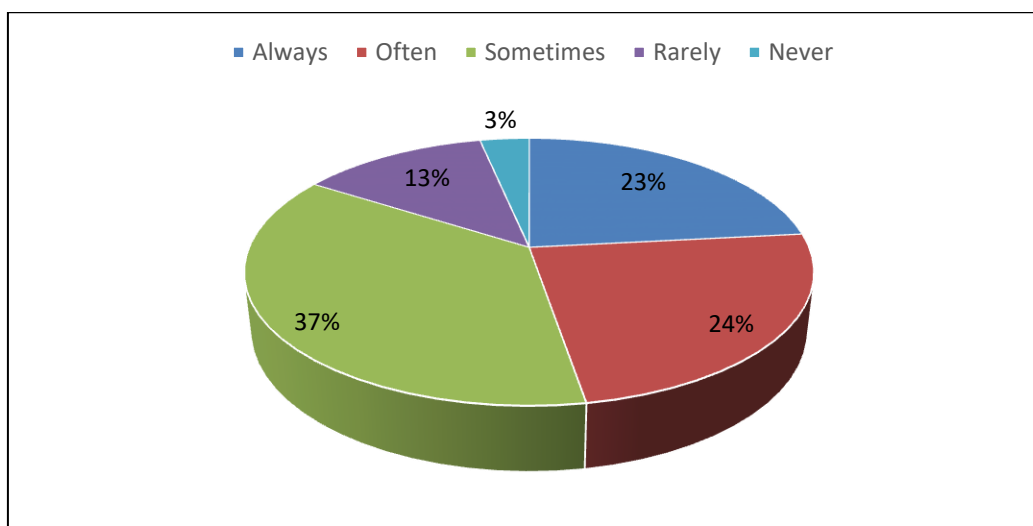
The above diagram 4,10 shows the consumers face the challenges when considering or adopting the eco-friendly products. 40.7% of respondents are stated the lack of awareness. 39.3% stated very costly. 34% lack of availability. 13.3% of respondents stated scepticism. The chart shows the consumers are facing challenge adopting the product is lack of awareness. The companies and marketers should make more promotion or advertisement about the product.

TABLE 4.11: Consideration of environmental friendliness in purchase decisions

SL. No	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
1	Always	35	23.3%
2	Often	36	24%
3	Sometimes	55	36.7%
4	Rarely	19	12.7%
5	Never	5	3.3%
	TOTAL	150	100%

Source: Primary Data

Fig 4.11: Consideration of environmental friendliness in purchase decisions



INFERENCE

The table 4.11 shows the frequency of green product usage by the respondents. It is seen that the majority of the respondents 36.7% use green products only occasionally. 23.3% purchase or always use green products. 12.7% rarely use this products. 24% of the respondents use these products often. 3.3% of respondents never use these

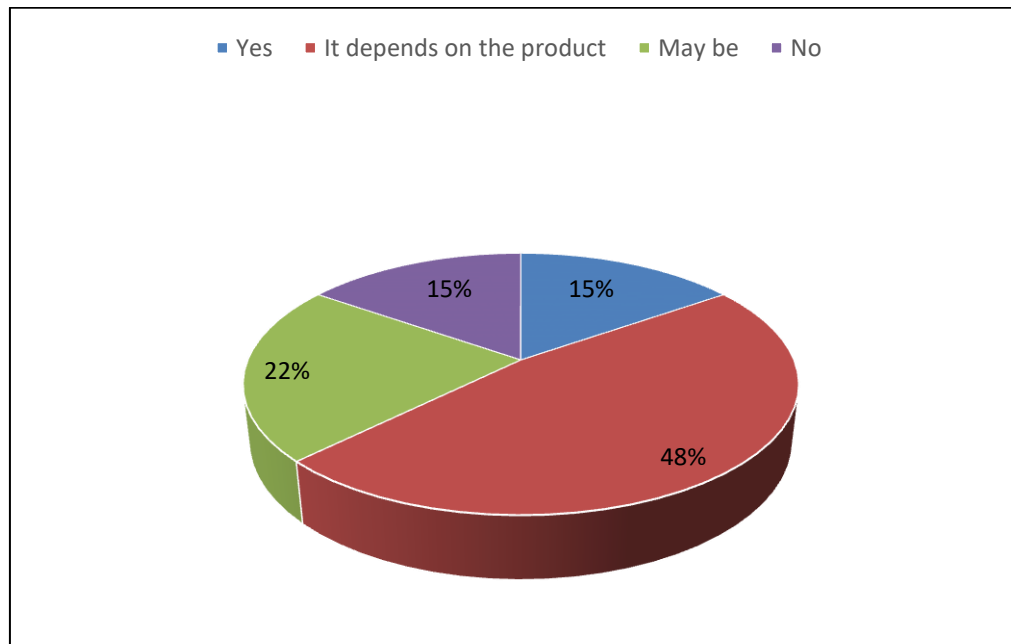
products. This chart suggests that measure must be taken to appeal to the consumers about the benefits of using green products in order to increase their demand.

TABLE 4.12 Willingness to pay more for green products.

SL. NO	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	23	15.3%
2	It depends on the product	71	47.4%
3	May be	33	22%
4	No	23	15.3%
	TOTAL	150	100%

Source: Primary data

Fig 4.12 Willingness to pay more for green products.



INFERENCE

The diagram 4,12 shows the willingness of the respondents to pay a premium for green products. 15.3% of them agree with this and the majority 47.4% are it depends on the product. 22% of the respondents are may be and 15.3% of respondents are

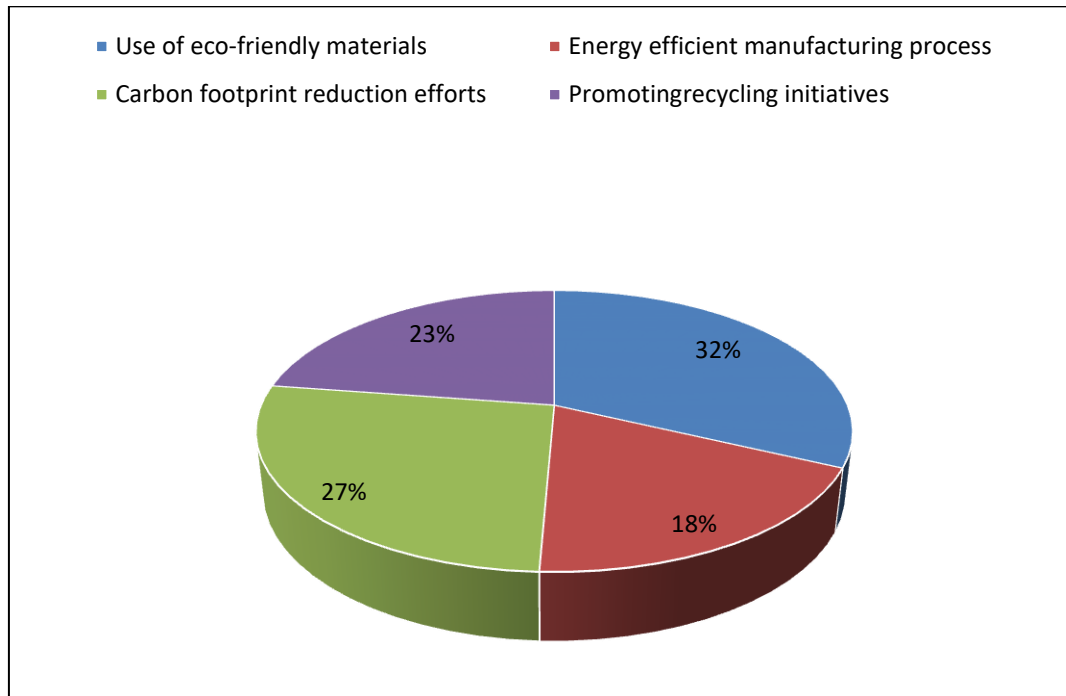
disagree with this. We can see that the consumer is willing to pay for it depends on the product. The green features and companies must make these products available to them. Companies can also benefit from the premium received as it enhances their profits.

TABLE 4.13: Influential green marketing strategies on purchase decisions.

SL. NO	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
1	Use of eco-friendly materials	48	32%
2	Energy efficient manufacturing process	28	18.6%
3	Carbon footprint reduction efforts	40	26.7%
4	Promoting recycling initiatives	34	22.7%
	TOTAL	150	100%

Source: Primary Data

Fig 4.13 : Influential green marketing strategies on purchase decisions.



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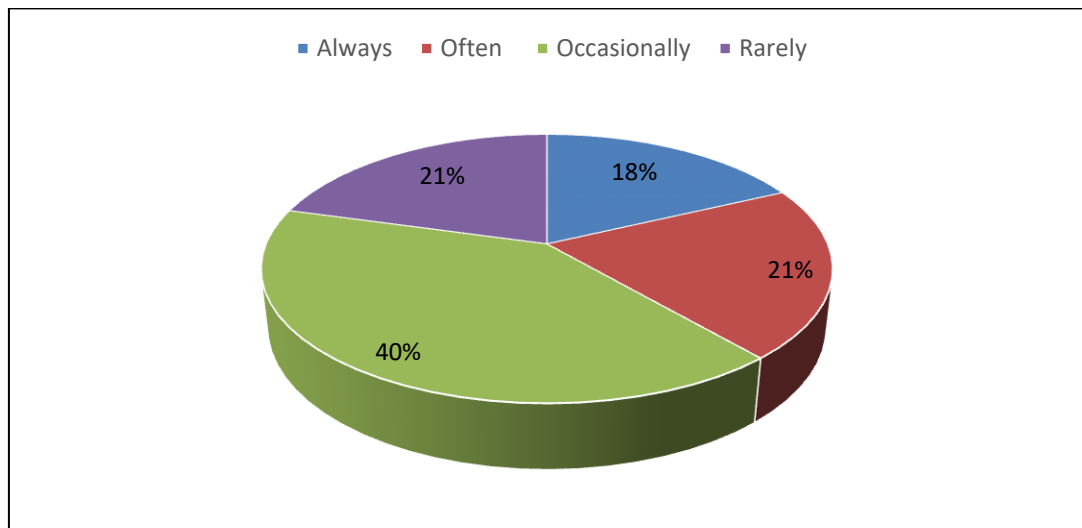
The above diagram 4.13 shows which marketing strategy most influential the respondents purchasing decision. 32% of respondents are influenced in the use of eco-friendly materials. 26.7% are stated in carbon footprint reduction efforts. 22.7% are promoting recycling initiatives. 18.6 % of respondents are Energy efficient manufacturing process. Hence, marketers should make the product more eco-friendly for their buying decision.

TABLE 4.14: Preference for eco-friendly over a conventional alternative.

SL. NO	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
1	Always	27	18%
2	Often	31	20.7%
3	Occasionally	61	40.6%
4	Rarely	31	20.7%
	TOTAL	150	100%

Source: Primary Data

Fig 4.14 Preference for eco-friendly over a conventional alternative



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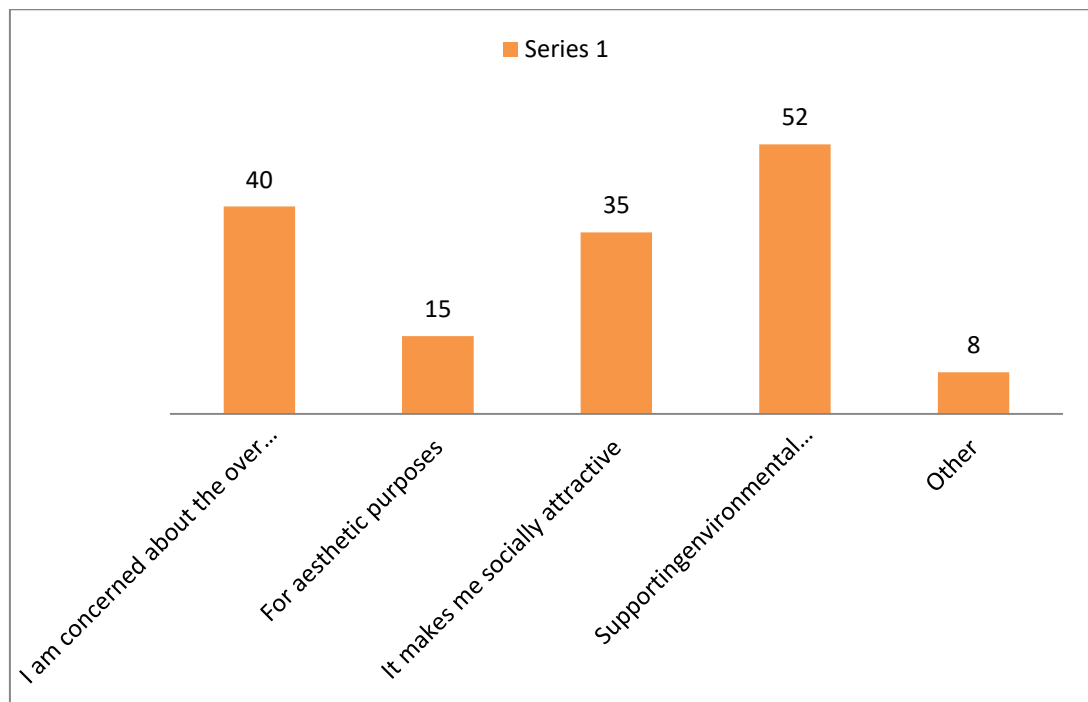
The above diagram 4.14 shows the consumers prefer to buy organic or eco-friendly over a conventional alternative. 40.6% of respondents are prefer occasionally. 20.7% of respondents are often prefer the eco-friendly product. 18% stated always prefer the eco-friendly product. We can see the consumers are more prefer the organic or eco-friendly products. Hence, the company and marketers should improve more organic the product.

TABLE 4.15: Primary reason for preferring Green products.

SL. NO	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
1	I am concerned about the over exploitation of resources	40	23.7%
2	For aesthetic purposes	15	12%
3	It makes me socially attractive	35	20.3%
4	Supporting environmental protection makes me feel special	52	34%
5	Other	8	10%
	TOTAL	150	100%

Source: Primary Data

Fig 4.15: Primary reason for preferring Green products



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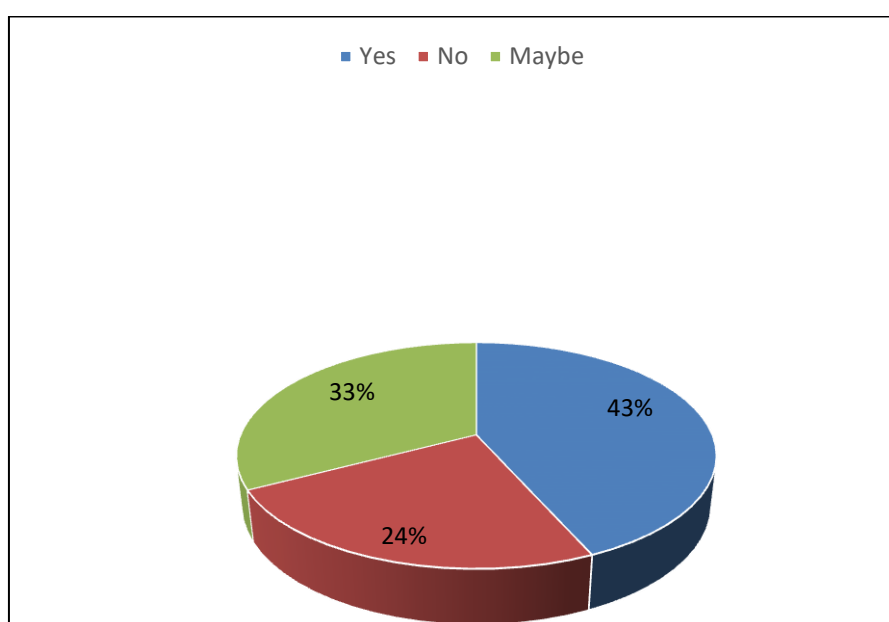
The diagram 4.15 shows the major reasons for purchasing green products. 34% of the respondents are supporting environmental protection makes their feel special. 23.7% stated their concern about the over-exploitation of resources. 20.3% do it because it makes them socially attractive. 12% of respondents are for aesthetic purposes and 10% of respondents are some other reasons while the rest consider it their duty as socially responsible citizens.

TABLE 4.16: Preference for products with eco-friendly packaging

SL.NO:	RESPONSE	NO: RESPONDENTS	OF PERCENTAGE
1	Yes	65	43%
2	No	36	24%
3	Maybe	49	33%
	TOTAL	150	100%

Source: Primary Data

Fig 4.16: Preference for products with eco-friendly packaging



INFERENCE

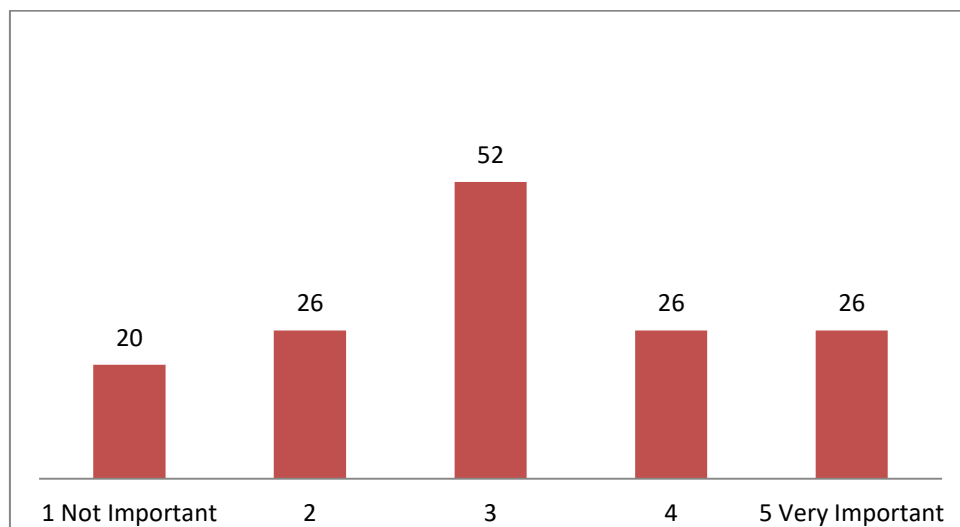
The above diagram 4.16 shows whether the consumers prefer eco-friendly packaged products. 43% of the respondents prefer eco-friendly packaged products. 24% of the respondents don't prefer them. The rest of the 33% respondents prefer occasionally to buy eco-friendly packaged products.

TABLE 4.17: Rating the importance of eco-friendly products on brand perception.

SL.NO:	RESPONSE	NO:OF RESPONDENTS	PERCENTAGE
1	1 Not Important	20	13.3%
2	2	26	17.3%
3	3	52	34.8%
4	4	26	17.3%
5	5 Very Important	26	17.3%
	TOTAL	150	100%

Source: Primary Data

Fig 4.17: Rating the importance of eco-friendly products on brand perception.



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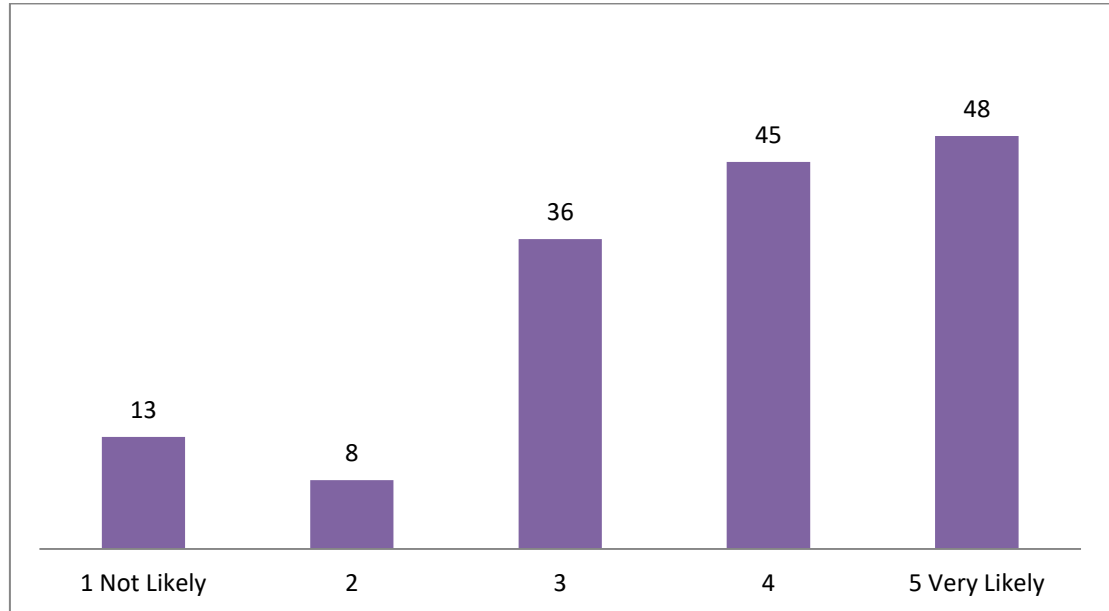
The above diagram 4.17 shows that 34.7% people gives a moderate importance to eco-friendly practices in influencing their brand perception. Also, three sets of people have equal importance of 17.3% that they gives much importance, little important and very important to the importance of eco-friendly practices in influencing their brand perception.

TABLE 4.18: Likelihood of supporting brands engaging in green marketing.

SL.NO:	RESPONSE	NO: OF RESPONDENTS	PERCENTAGE
1	1 Not Likely	13	8.7%
2	2	8	5.3%
3	3	36	24%
4	4	45	30%
5	5 Very Likely	48	32%
	TOTAL	150	100%

Source: Primary Data

Fig 4.18: Likelihood of supporting brands engaging in green marketing.



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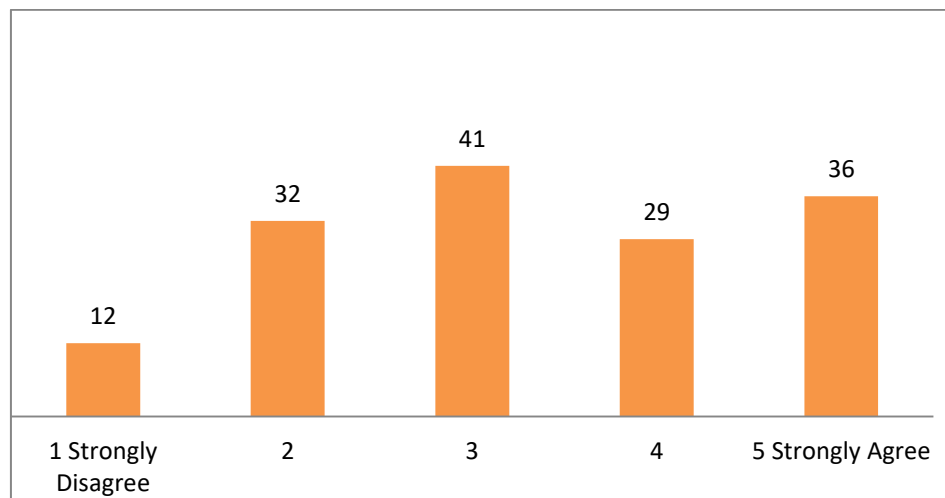
The table 4.18 shows the consumer willingness to support brands with green marketing initiatives, The study says that the majority supports a brand that actively engages in green marketing in which 30% of the people likes and 32% of the people says they more likely supports them. 24% of the people gave a neutral answer. The remaining of 5.3% and 8.7% says they much likes and not likely to support a brand that actively engages in green marketing.

TABLE 4.19: Belief in prioritizing sustainability in their business practices

SL.NO:	RESPONSE	NO: OF RESPONDENTS	PERCENTAGE
1	1 Strongly Disagree	12	8%
2	2	32	21.3%
3	3	41	27.4%
4	4	29	19.3%
5	5 Strongly Agree	36	24%
	TOTAL	150	100%

Source: Primary Data

Fig 4.19 Belief in prioritizing sustainability in their business practices



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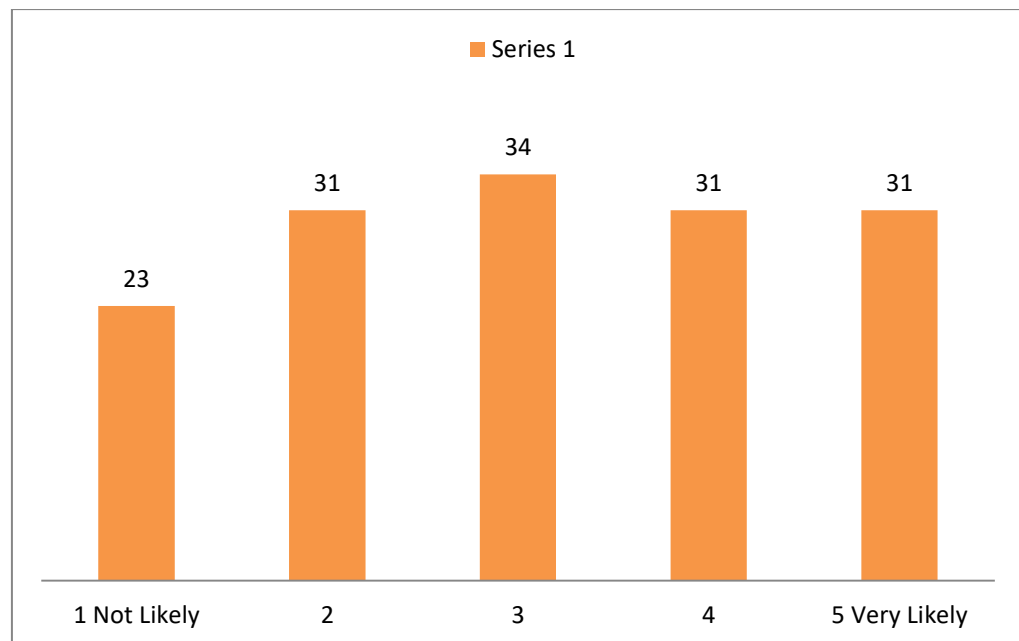
The table 4.19 shows that the majority people of 27.4% have a neutral believe that the company to prioritise sustainability in their business practices. Also, two sets of people with 19.3% and 24% states that they believe and strongly believe in such companies. Only people of 21.3% and 8% says that they believe a little and not believing at all to those companies.

TABLE 4.20: Likelihood of recommending brands with strong green marketing strategies

SL.NO:	RESPONSE	NO: OF RESPONDENTS	PERCENTAGE
1	1 Not Likely	23	15.3%
2	2	31	20.7%
3	3	34	22.6%
4	4	31	20.7%
5	5 Very Likely	31	20.7%
	TOTAL	150	100%

Source: Primary Data

Fig 4.20: Likelihood of recommending brands with strong green marketing strategies



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The above diagram 4.20 shows that how likely people recommend a brand with strong green marketing strategies to others. A majority of 22.6% of people just gave neutral

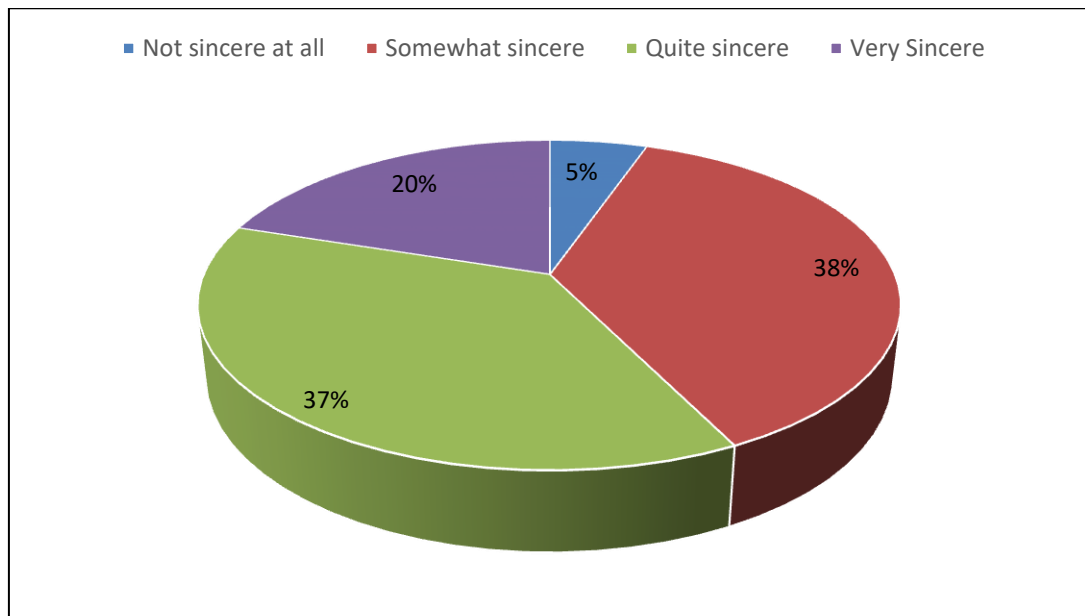
answer. But a three sets of people with same percentage of 20.7% states that they much likely, likely and very likely they recommend the brand if they have a strong marketing strategies. Only a people 15.3% not likely to share with others.

TABLE 4.21: Perceived reliability of Green branded products

SL.NO:	RESPONSE	NO: OF RESPONDENTS	PERCENTAGE
1	Not sincere at all	8	5%
2	Somewhat sincere	56	37.5%
3	Quite sincere	56	37.5%
4	Very sincere	30	20%
	TOTAL	150	100%

Source: Primary Data

Fig 4.21 Perceived reliability of Green branded products



INFERENCE

The table 4.21 states that a two set of people with equal percentage of 37.3% says that the are somewhat sincere and quite sincere about the reliability on green products.

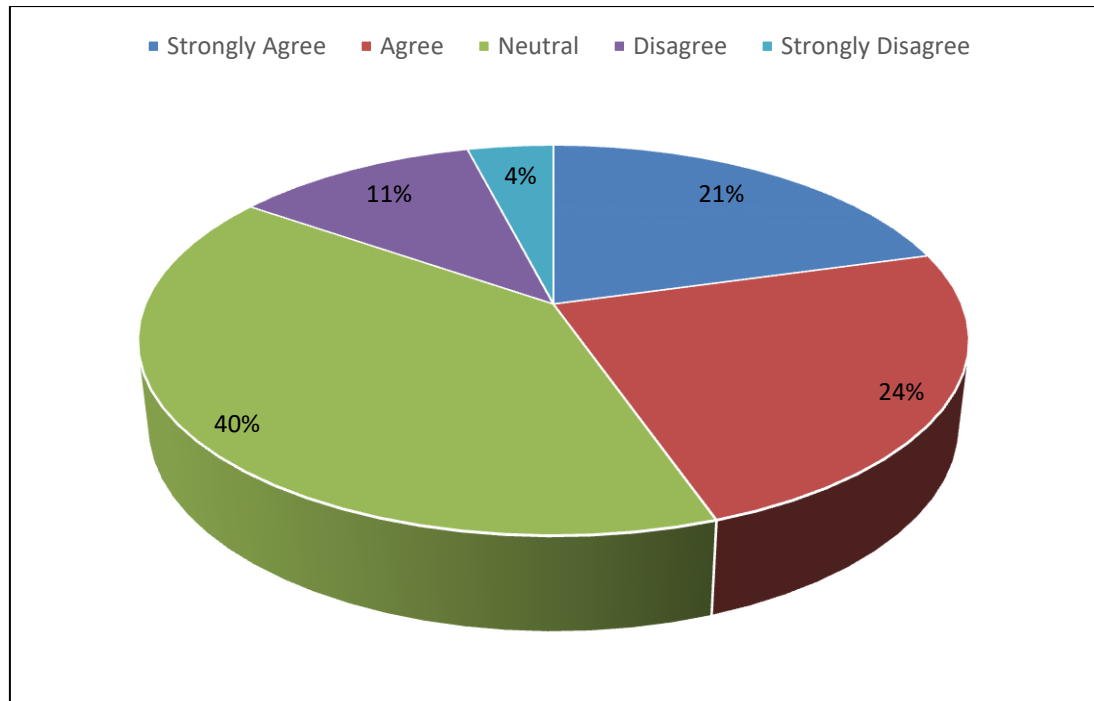
Also, a people of 20% says that the green products are very sincere. But 5.3% of people believes that the green products are not sincere at all.

TABLE 4.22: Influence of Green marketing strategies on shopping behaviour

SL.NO:	RESPONSE	NO: OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	31	21%
2	Agree	36	24%
3	Neutral	60	40%
4	Disagree	17	11%
5	Strongly disagree	6	4%
	TOTAL	150	100%

Source: Primary Data

Fig 4.22: Influence of Green marketing strategies on shopping behaviour



INFERENCE

The table 4.22 states that the majority of the people with 40% have a neutral mind set on the green marketing strategies on whether they influence their overall online shopping behaviour. 21% and 24% of people says that they strongly agree and agree that it will influence their online shopping behaviour. But 11% and 4% of people disagree and strongly disagrees that it will not influence their shopping behaviour.

CHAPTER 5

SUMMARY, FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

5.1 SUMMARY

Green consciousness is gaining ground in India, with consumers increasingly factoring environmental impact into their buying choices. This shift is prompting companies to adopt green marketing strategies, which encompass everything from developing eco-friendly products and using recycled materials in packaging to minimizing waste in production processes.

Green marketing isn't just about slapping a "green" label on a product. It's a holistic approach that requires transparency throughout the supply chain. Indian companies are employing various green marketing tactics, like highlighting energy efficiency ratings on appliances or showcasing sustainable sourcing practices for organic clothing.

However, the path to sustainable marketing isn't without hurdles. Price can be a sticking point, as eco-friendly products often come with a premium. Additionally, some consumers harbor skepticism about "greenwashing" where companies make exaggerated or misleading claims about their environmental efforts.

Building trust and educating consumers about the long-term benefits of green products are crucial steps for Indian businesses to navigate these challenges. By fostering environmental awareness and ensuring genuine green practices, companies can tap into this growing market segment and contribute to a more sustainable future for India.

Overall, the study found that green marketing is a growing trend in India and that consumers are becoming more receptive to green products and marketing messages. However, there is still a need for marketers to educate consumers about the benefits of green products and to overcome some of the barriers to green marketing.

5.2 FINDINGS

1. We can see that Females constitute 58% of the group, exceeding the Male representation of 42%.
2. It is clear that majority of the respondents belong to the 18-25 year category. Most of them are university students.

3. Most of the respondents have an income less than 40000 per month. This can be linked to most of them being university students. They may not have a regular income yet.
4. According to this survey, the majority of the respondents are familiar with green products.
5. As per the study, it's found that most of the respondents become aware of green products through Social media advertisements, Product label and also recommendations from friends/family.
6. A good majority of people use green products, periodically, which proves that the demand for green product is comparatively low. Stronger advertisement and sales promotion is needed to bring this demand up.
7. A huge majority of respondents claimed that the Environmental impact factor strongly influences their buying behaviour. And also the reviews from the online articles effect their buying decisions. The consumers keep buying a same brand when the companies and marketers focus on ensuring the products are manufactured using good ingredients and efficient energy-saving processes. The products should be of superior quality.
8. Most of the people gave a high user experience, 42 of the rated below 3. This shows there is still room for improvement.
9. It's clear from the study that green products are better than non-green products and more than half of the respondents agree with the same.
10. The majority of peoples are facing challenges when considering or adopting eco-friendly product is lack of awareness. The companies and marketers should make more promotions and advertisement about the product. That will help the consumers to make their purchasing behaviour.

11. As per the study, its found that the respondents use green products occasionally. That states the demand of green product is low. More promotions and stronger advertisement is needed to bring demand the product.
12. Though the majority of respondents stated that they are willing to pay it depends on the product. Companies must be able to prove that the products are worth the premium.
13. The majority of responders claimed that the use of eco -friendly product factor most influenced their buying decision. Companies and marketers should hence focus on ensuring the product are manufactured eco-friendly and efficient energy-saving processes.
14. Most of the peoples are prefer to buy organic or eco-friendly product over a conventional alternative. The companies and marketers should focus on manufacturing the product more organic.
15. The majority of respondents stated that the main reason why they prefer green products is that is supporting environmental protection makes them feel special.
16. The majority stated that they prefer to buy products that has eco-friendly packaging.
17. The majority states that they gives only a moderate importance to eco-friendly practices in influencing their brand perception.
18. They says that hey strongly support a brand that actively engages in green marketing.
19. The majority(27.3%) of the people says they only believe halfway that the companies should prioritise sustainability in their business practices. Also a 24% people strongly agree with it.

20. The majority(22.7%) states that they would recommend in a normal way that a brand with strong green marketing strategies to others
21. Here, the people have equally said that the green branded products are somewhat sincere and quite sincere.
22. The majority says that the green marketing strategies influence their overall online shopping behaviour in a neutral manner.

5.3 RECOMMENDATIONS

Based on the information obtained from the respondents, some recommendations have been put forward to help achieve the environmental objectives of the evaluation of green marketing strategies in the e-commerce industry and their effectiveness in promoting eco-friendly products and consumer behaviour.

1. Majority of the consumers claims that they are aware of eco-friendly products but by looking into the responds it is clear that there any many consumers that are not aware of it. The majority claimed to purchase green products but only occasionally. Therefore, the company should focus on branding, promotions, campaigns, advertising on their eco-friendly products.
2. Companies and marketers ought to be able to persuade buyers that the items are of great quality and are prevalent to their non-green partners. The quality viewpoint ought to not be delicately within the title of eco-friendliness.
3. Consumers must feel that the item is worth the premium. Appropriate cost separation ought to be input. Consumers having a place to the target showcase ought to discover the premium sensible. From the responses, we can see that the product factor is the most important to consumers in the marketing mix. But in the data we can see that the consumer says the items are costly. So, the quality fixings and the effective energy-saving forms must be utilized within the fabricate and this has to be communicated to the consumers.

4. Accessibility of green choices is still an issue in numerous places. Indeed on the off chance that the consumers have a desire to buy green items, they basically cannot do so due to need of accessibility. Depending on different areas, green items may not be as promptly accessible as ordinary ones. This may make it troublesome for consumers to get to these items, particularly in ranges with restricted foundation for economical merchandise. Marketers must in this manner guarantee that a great dissemination channel must be in a put which the shoppers have simple get to green items.
5. Eventually, it is up to the makers to switch to more eco-friendly strategies of fabricate. They might need to join benefit and natural obligation into their strategies generation and showcasing. Buyers ought to be given a choice to buy. And for that, green items must be made more and made accessible within the advertise.
6. In conclusion, whereas green items offer various focal points in terms of natural maintainability, they moreover show a few challenges and contemplations. In spite of potential drawbacks such as higher introductory costs, constrained accessibility, and execution issues, the by and large benefits of green items exceed these drawbacks and the company should make appropriate initiatives.

5.4 CONCLUSION

This study examine the “Evaluating the effectiveness of green marketing strategies in promoting eco-friendly products and influencing consumer behaviour in Ernakulam.

Green marketing is a relatively new strategy that is gaining popularity as consumers and business become more aware of the importance of reducing negative environmental impact. Green marketing is rapidly gaining popularity. Marketers and consumers are slowly but steadily recognising it.

The use of eco-friendly materials is being promoted as a means of conserving the environment. Green marketing is becoming increasingly popular worldwide, including in India. However, green marketing has yet to reach its full potential.

The environment in India is rapidly deteriorating as a result of its growing population, necessitating the implementation of a green marketing initiative that benefits both marketers and customers. Businesses are recognizing the issue and coming up with numerous solutions.

Consumers are concerned about the current and future environment. They have a positive attitude toward green products, but are concerned about their availability and price. Marketers make green products available to consumers because they have expressed a willingness to purchase them if they are available.

Effective green marketing necessitates the application of sound marketing principles to make green products appealing to consumers. It was discovered that the marketing element 'product' has a significant influence on consumer purchasing behaviour. Efficient products should be manufactured to capitalize on their influence on purchasing decisions.

Until green marketing becomes commonplace, large-scale promotions of such products must be encouraged in order to reach more people and achieve environmental goals.

This study provides a solid understanding of consumer behaviour toward green products and green marketing. More research can be conducted on a large scale to learn more about consumer behaviour and the green phenomenon.

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APPENDIX

QUESTIONNAIRE

A STUDY ON THE EFFECTIVENESS OF GREEN MARKETING IN PROMOTING ECO- FRIENDLY PRODUCTS & CONSUMER BEHAVIOR IN ERNAKULAM

1. Gender

- ☐ Male
- ☐ Female

2. Age

- ☐ 18-25
- ☐ 26-35
- ☐ 36-49
- ☐ 50 Above

3. Monthly income

- ☐ Below 20000
- ☐ 20000-40000
- ☐ 40000-60000
- ☐ Above 60000

4. Are you aware of green products

- ☐ Very Aware
- ☐ Moderately aware
- ☐ Slightly aware
- ☐ Not aware

5. How do you become aware of eco-friendly products in e-commerce?

- ☐ Social media advertisements
- ☐ Search engine results
- ☐ Product label
- ☐ Recommendations from friends/family
- ☐ Other

6. How often do you purchase /use green products

- ☐ Very often
- ☐ Often
- ☐ Sometimes
- ☐ Never

7. Factors influencing your decision to purchase eco-friendly products

- ☐ Price
- ☐ Brand reputation
- ☐ Environmental Impact
- ☐ Reviews
- ☐ Other

8. On a scale of 0-5, rate your experience in using green products.

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

9. Do you think green products are better than non-green products?

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

10. What are the challenges you face when considering or adopting eco-friendly products?

- ☐ Costly
- ☐ Limited product availability
- ☐ Lack of awareness
- ☐ Scepticism
- ☐ Other

11. How often do you consider a product's environmental friendliness before making a purchase?

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

12. Are you willing to pay more for green products?

- ☐ Yes
- ☐ It depends on the products
- ☐ May be
- ☐ No

13. Which green marketing strategy do you find most influential in your purchasing decisions?

- ☐ Use of eco-friendly materials
- ☐ Energy efficient manufacturing processes
- ☐ Carbon footprint reduction efforts
- ☐ Promoting recycling initiatives

14. Do you prefer to buy organic or eco-friendly over a conventional alternative ?

- ☐ Always
- ☐ Often
- ☐ Occasionally
- ☐ Rarely

15. The main reason as to why you prefer green products?

- ☐ I am concerned about the over exploitation of resources
- ☐ For aesthetic purposes
- ☐ It makes me socially attractive
- ☐ Supporting environmental protection makes me feel special
- ☐ Other

16. Do you prefer to buy product that has eco-friendly packaging?

- ☐ Yes
- ☐ No
- ☐ Maybe

17. How would you rate the importance of eco-friendly practices in influencing your brand?

- ☐ 1 Not Important
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ Very Important

18. How likely are you to support a brand that actively engages in green marketing?

- ☐ 1 Not Likely

- ☐ 2
- ☐ 3
- ☐ 4
- ☐ Very Likely

19. Do you believe companies should prioritise sustainability in their business practices?

- ☐ 1 Strongly Disagree
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ Strongly Agree

20. How likely are you to recommend a brand with strong green marketing strategies to others?

- ☐ 1 Not Likely
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 Very Likely

21. Do you find that green branded products are reliable?

- ☐ Not sincere at all
- ☐ Somewhat sincere
- ☐ Quite sincere
- ☐ Very sincere

22. Do you think that green marketing strategies influence your overall online shopping behaviour?

- ☐ Agree
- ☐ Strongly agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree