

CONSUMER AWARENESS AND PERCEPTION TOWARDS GREEN MARKETING

Project Report

Submitted by

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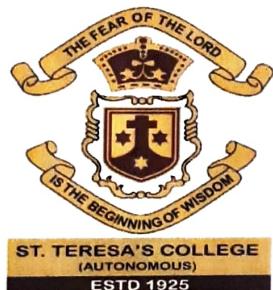
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Under the guidance of

DR. MARY SRUTHY MELBIN

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

Bachelor of Commerce



ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Re-accredited by NAAC with A++ Grade & CGPA 3.57(4th Cycle)

Ranked 46th in NIRF 2024 | 3rd Rank in KIRF Ranking 2024

Affiliated to

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March 2025

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CERTIFICATE

This is to certify that the project report titled '**CONSUMER AWARENESS AND PERCEPTION TOWARDS GREEN MARKETING**' submitted by **Adithya Sunil, Aishwarya C M and Aleena T P** 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 2022 – 2025.

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Date: 28/03/2025

Signature of the External Examiner

DECLARATION

We, **ADITHYA SUNIL, AISHWARYA C M** and **ALEENA T P** do hereby declare that this dissertation entitled, '**CONSUMER AWARENESS AND PERCEPTION TOWARDS GREEN MARKETING**', has been prepared by us under the guidance of **DR. MARY SRUTHY MELBIN**, Associate Professor, Department of Commerce Regular, 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: 28/03/2025



ADITHYA SUNIL



AISHWARYA C M



ALEENA T P

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We wish to acknowledge all those persons who helped us in completing our project on the topic, '**CONSUMER AWARENESS AND PERCEPTION TOWARDS GREEN MARKETING**'.

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ADITHYA SUNIL

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**CONSUMER AWARENESS AND PERCEPTION
TOWARDS GREEN MARKETING**

CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION

Green Marketing refers to the practice of developing and advertising products based on their environmental benefits. This includes making sustainable products, using eco-friendly packaging and adopting practices that minimize environmental impact. In recent years, the concept of green marketing has gained substantial attention due to growing environmental concerns and an increasing emphasis on sustainability. In the modern business landscape, environmental sustainability has become a key concern, leading to the rise of green marketing. Green marketing involves promoting products or services based on their eco-friendly attributes, emphasizing reduced environmental impact, and promoting sustainable business practices. As consumers become more conscious of environmental issues, the demand for green products has risen, prompting companies to adopt eco-friendly marketing strategies.

However, while businesses are actively engaging in green marketing strategies, the level of consumer awareness and perception towards these practices remains a critical factor in the success of such initiatives. There is a growing need to understand how well consumers grasp the concept of green marketing, their attitudes towards green products, and how these perceptions influence their purchasing behavior. This study will explore the level of consumer awareness and their perception of green marketing in the context of evolving global environmental priorities.

1.2 SIGNIFICANCE OF THE STUDY

The significance of this study lies in its exploration of consumer awareness and perception regarding green marketing. It seeks to explore how consumer awareness of environmental issues translates into demand for green products and how well businesses communicate their green marketing efforts. Understanding consumer attitudes and the effectiveness of green marketing will provide businesses with the insights needed to craft strategies that not only boost sales but also contribute positively to environmental sustainability.

In the context of increasing environmental degradation, climate change, and the need for sustainable development, understanding consumer behavior in relation to eco-friendly products is vital. Additionally, the study will provide insights into how consumers in the local market respond to green marketing efforts. This is especially important as businesses shift towards greener alternatives, not only for economic gains but also to contribute to environmental sustainability.

1.3 STATEMENT OF THE PROBLEM

Despite the increased focus on sustainability and green marketing, there remains a significant gap in consumer understanding of green products and the motivations behind their purchase. Many consumers are either unaware of what constitutes a green product or are skeptical about the authenticity of companies' green claims, often leading to confusion and mistrust. This problem is exacerbated by the presence of "greenwashing," where companies falsely advertise their products as eco-friendly.

This study aims to investigate:

1. The extent of consumer awareness about green marketing.
2. The factors influencing consumer perceptions of eco-friendly products.
3. Whether consumer trust is affected by greenwashing or misinformation.

1.4 OBJECTIVES

- To identify various green marketing strategies.
- To evaluate the effectiveness of green marketing strategies.
- To assess consumer awareness and the extent of consumer knowledge towards green marketing.
- To examine the purchasing benefits perceived by consumers.
- To identify potential barriers and challenges hindering the success of green marketing.

1.5 RESEARCH METHODOLOGY

- ❖ **Research Design:** The study is descriptive in nature as it aims to analyse consumer awareness and perception towards green marketing. It helps in understanding the attitudes, opinions and behaviours of consumers regarding environmentally friendly marketing practices. Statistical tools shall be applied on the data obtained from primary and secondary sources to analyse averages, frequencies, patterns and correlations between variables. The data analysis will help to draw inferences and findings and arrive at conclusions.

- ❖ **Collection of Data:** To address the key research objectives, this study incorporates a combination of primary and secondary sources.
 - **Primary Data** has been collected directly from respondents through a well-structured questionnaire.
 - **Secondary Data** has been collected from existing literature, research papers, journals and online sources to support the findings.

- ❖ **Sampling Design:**
 - **Universe:** The study focuses on individuals who are potential consumers of environment friendly products and services.
 - **Sample size:** The sample size for this study is 115.
 - **Sampling Technique:** For this study convenient sampling was adopted for selecting the samples.

- ❖ **Tools used for Analysis:** The statistical tools used for the purpose of analysis include data percentages and averages using Tables and Bar Diagrams.

1.6 SCOPE OF THE STUDY

The scope of studying consumer awareness and perception towards green marketing encompasses understanding how consumers recognize and interpret environment friendly products and practices. It involves analyzing factors influencing their purchasing decisions, such as knowledge of sustainability, ethical considerations, and the impact of marketing strategies. This research can reveal gaps in awareness and highlight the effectiveness of green marketing campaigns, ultimately guiding businesses in developing strategies that resonate with eco-conscious consumers while fostering sustainable practices.

The scope of this study focuses on analyzing consumer awareness and perception of green marketing, examining how individuals recognize, understand, and respond to environmentally friendly business practices. It explores factors influencing consumer awareness, such as education, advertising, and social influence, while also assessing their perception of green products in terms of trust, benefits, and effectiveness. Additionally, the study evaluates how marketing strategies, such as eco-labeling and sustainability claims, impact consumer purchasing behavior.

This research also considers the challenges consumers face in adopting green products, including price sensitivity and availability. It investigates the psychological and behavioral factors that drive consumer preference for green products, including personal values, environmental concerns, and social responsibility motivations. The study aims to provide insights into improving green marketing strategies and encouraging sustainable consumption patterns.

1.7 LIMITATIONS OF THE STUDY

1. The study is limited to a specific geographic area, reducing generalizability.
2. The sample size is small, potentially affecting the accuracy of the results.
3. Time constraints limited the depth of data collection and analysis.
4. The study relies on self-reported data, which may introduce respondent bias.

5. The focus is restricted to consumer awareness, excluding other aspects like greenwashing.

1.8 KEYWORDS

1. Consumer Awareness: Consumer awareness is the understanding one possesses about products, services, and what impact they present to the environment. It is the awareness that explains the broad concept of how people perceive greener products at making relevant decisions towards such according to their eco-wise knowledge. Awareness enables rational consumers to upsurge the demand of products that promote sustainability.

2. Green Marketing: Green marketing is the process of marketing of products that are presumed to be environmentally safe. This can also entail making products from environment friendly raw materials.

3. Perception: Perception defines how particular members of society examine and understand the green marketing activities in question. This includes whether consumers view the marketing attempts as an honest representation of the corporations or if they believe any of this marketing representation and if so, how such beliefs affect their purchasing behavior.

4. Sustainability: Sustainability is the ability to live in a society presently while shielding the future generation from the shortage of resources. It stresses the concept of long-term goals whether they are environmental, economic, or social welfare in respect to the marketing.

5. Green Consumerism: Green consumption is a type of consumption, which is orientation of consumers to acquisition the ecological clean products and services. These people make such purchases because they want to lower the impact, they leave on environment with the products they purchase.

1.9 CHAPTERISATION

1. Chapter 1 - Introduction

The first chapter aims at providing a comprehensive background of the entire research with regards to the concept of green marketing and the research problem. Furthermore, it presents its significance in the research area, problem statement, scope of the study, methodology adopted, objectives to be achieved and limitations of the study.

2. Chapter 2 - Literature Review

This chapter explores works and research concerning green marketing, awareness, and perception. It deals with literature relating to the Green Marketing and their effectiveness in promoting consumer behavior and eco-friendly products.

3. Chapter 3 - Theoretical Framework

In this part, theories and models contributing to the understanding of individuals' behaviors as consumers, green marketing and environmental sustainability are covered. It makes clear what the guiding framework of the current research is and what are the relationships between the factors determining the perceptions of the consumers.

4. Chapter 4 - Data Analysis and Interpretation

In this chapter, collected data from questionnaire respondents is usually subjected to quantitative analysis using any statistical tool. Results are reported in charts, tables, and graphs and followed by the interpretation of what the findings are.

5. Chapter 5 - Summary, Findings, Recommendations and Conclusion

The last chapter recaps the major findings of the research work, outlines conclusions which have been formed from the research, and provides suggestions to the entrepreneurs and people responsible for marketing strategies. There is also a section on future avenues of research and the relevance of research outcomes.

CHAPTER - 2
LITERATURE REVIEW

2.1 INTRODUCTION

Green marketing is a subset of marketing that focuses on promoting environmentally friendly products, services, and practices. It involves considering the environmental impacts of a company's operations, products, and services at all stages, from design to disposal. Consumer awareness and perception towards green marketing have become increasingly important in recent years. As consumers become more environmentally conscious, they are seeking products and services that align with their values. Companies that adopt green marketing strategies can gain a competitive advantage, enhance their brand reputation, and contribute to a more sustainable future. However, the effectiveness of green marketing depends on how well companies communicate their environmental efforts and benefits to consumers.

2.2 LITERATURE REVIEW

1. Gandhi Ankit, Rao Mayur (2013) in their thesis on “Green marketing: Impact of green advertising on consumer purchase intention”.

Indian advertising industry has dramatically developed as consumers concern over the impact of environmental degradation on their lives and interests which result in a significant sale of green products. This study aims to explore how green advertising affects consumers purchase intention of green products. The data were collected from students studying in Management Institute. The research findings reveal that consumer attitude toward green advertising significantly influences consumer purchase intention of green products.

2. Waseem Akbar, Saud Hassan, Shahroz Khurshid, Muhammad Niaz, Muhammad Rizwan (2014) in their thesis on “Antecedents affecting customer’s purchase intentions towards green products”.

Green marketing is a process of producing environment friendly product. Such type of products that are safe from different hazards. Now a days green marketing is exploring day by day. The eco-friendly products are making by many companies in Globe. Our Purpose of this study is basically to identify that what kind of factors influence the green purchase intentions of consumer of Pakistan. Four preceding

factors influence the consumer's purchase intentions based green marketing. By using self-administered questionnaires, we collected data from our 160 respondents. For regression analysis we entered all that data into SPSS and do analysis also. Results of our study show significant relationship of green purchase attitude.

3. Shruti P Maheshwari (2014) in their thesis on “Awareness of green marketing and its influence on buying behavior of consumer”.

Customer's attitudes are changing towards the environment to encourage innovation for conservation and the benefits from this source of innovation are certain to outlive our current generation. This paper investigates consumer beliefs and attitude on environment protection and their purchasing behavior of eco-friendly products. This paper also focuses on the success of efforts put by marketers in bringing green brands awareness in consumer's mind. It further reviews consumer behavior and impact of marketing communication to identify how consumers are persuaded to opt for greener products. It reports the results of a consumer product survey using a questionnaire based on the Dunlap and Van Liere HEP-NEP environmental survey and the Roper Starch Worldwide environmental behavior survey. This paper identifies that consumers are not exposed enough to green product marketing communication and suggests the greater use of marketing and brands to promote and sell products that are environmentally friendly and function effectively. The paper suggests that the Indian market for greener products could be exploited more within consumer groups that have pro environmental values.

4. Meenu Shahi (2015) in their thesis on “Green Marketing and its implementation in Indian organization for eco-friendly products”.

There has been a wide change in consumer attitudes towards a green lifestyle. Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. People are actively trying to reduce their impact on the environment. This study aims to give information about the effect of green marketing on customers purchasing behaviors. Green marketing is a tool used by many companies in various industries to follow this trend. However, this is not widespread and is still evolving. The current study introduces the concept of green

marketing and looks into the various ways in which the different consumer attributes are related to the concept of green marketing. Green marketing subsumes greening products as well as greening firms. In addition to manipulating the 4Ps (product, price, place and promotion) of the traditional marketing mix, it requires a careful understanding of public policy processes.

5. Pooja Jain, Praveen Mehta (2016) in their thesis on “Consumer perception about green marketing”.

The modern era is dedicated to sustainable environment. The need of green marketing is being realized in the whole world. The consumers throughout the globe are aware of the bad impact of non- ecofriendly products on the health and environment. Environmentalism has emerged out as very important aspect. As a consumer is more aware with high expectations, it has become the important duty of the corporate firms to go for those products and procedures which are not harmful for environment and health of the consumers. The concern of consumers towards environment and family is considerably increased. Consumers have started demanding a green product. The Government of India has also taken several measures to initiate such moves. The FMCG sector is one of growing industry that concern about the green marketing issues. The objective of the study is-To study the perception of consumers about Green Marketing with special reference to FMCGs.

6. V N Parthiban (2016) in their thesis on “Consumer perception towards green marketing”.

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. The present paper reviews the green marketing literature in various aspects, which include customer awareness, relationship between the customer awareness and usage of green products, effect of green products and benefits of the green products. The main purpose of this study is to investigate the factors which enhance the green products attractiveness to consumers. A well-structured and close-ended questionnaire was

used to collect the data from 188 respondents. The data was analyzed using percentage analysis, chi-square test and Friedman test. The results of the study show a bright future for green products in the present-day situations and the factors which enhancing the green products.

7. TS Sujith (2017) in their thesis on “Awareness of green marketing and its influence on buying behavior of consumer in Kerala”.

The green movement has been expanding rapidly in the world. With regards to this consumer are taking responsibility and doing the correct things. Consumer awareness and motivation continue to drive change in the marketplace, notably through the introduction of more eco-friendly products. Compared to consumers in the developed countries, the Indian consumer has much less aware of environmental issues like global warming. Successful marketing has always been about recognizing trends and positioning products, services and brand in a manner that supports buyer intentions. Today, many companies have accepted their responsibility to protect our environment. So, products and production process become cleaner. More companies introduce green products and it helps to change the polluted world. “Go green”, because they realize that they can reduce pollution and increase profits at the same time. Green marketing is a creative opportunity to innovate in ways that make a difference and at the same time achieve business success. This paper investigates consumer perception and attitude of purchasing eco-friendly products.

8. P Asha, R Rathiha (2017) in their thesis on “consumer awareness towards green product”.

Consumer’s awareness about green products is important in guiding the green consumer purchasing behavior. The study brings out green product awareness among the consumers. The main objective of this study is to know the consumer awareness about green products. The data was collected from 123 respondents. Secondary data was collected from the available literature sources. The core idea of green marketing is to create awareness among people on the environmental issues and how consumers would be helping.

9. R Fouziya, J Gracious (2018) in their thesis on “Awareness of green marketing and its influence on consumer perception”.

The green and environment friendly marketing has gained more importance in India because our country has been facing environmental problems of increased pollution due to industrial growth and development. To prevent environmental degradation, corporate have been identified green marketing as a good marketing philosophy. Nowadays consumers 'perception and attitudes have been changed from grey products to green products. Their awareness towards ecofriendly marketing influences their buying behavior. Thus, the companies have started making use of environment friendly marketing strategies and techniques through the introduction of more ecofriendly products. The increased consumer awareness about the environmental crisis forced the marketers to adopt green marketing strategies. The present study is an attempt to analyze the influence of consumers 'awareness of green and environment friendly marketing on their buying behavior. The data were collected from 100 consumers of personal care products and cosmetics. Sample respondents include 50 men and 50 women. Convenient sampling technique was adopted to select the respondents. A structured questionnaire has been used to collect primary data from the sample respondents. The findings of the study indicate that the awareness of consumers on green marketing has a significant impact on consumer's buying behavior.

10. Dhanya C Mathai, P Jegan (2020) in their thesis on “Consumer perception toward green marketing”.

Manufacturers and consumers have expressed concerns about the environmental impact of products in recent decades. Consumers and manufacturers have focused their efforts on environmentally friendly products such as low-power consuming (energy efficient) electrical appliances, organic foods, lead-free paints, recyclable paper, and phosphate-free detergents. Indian marketers are beginning to recognize the significance of the Green Marketing Concept. perception and preferences of consumers towards green marketing practices and products with the help of a structured questionnaire distributed to 406 respondents. Consumers had a moderate level of awareness about green marketing practices and products. Green values were

also found to be prevalent among respondents and Consumers were only moderately aware of green marketing practices and products. Green values were also discovered to be common among respondents.

11. Ajai Pal Sharma (2021) in their thesis on “Consumer purchase behavior and green marketing”.

The study presents an overview of green marketing and the gap between attitude and actual purchase behavior of consumers towards green products. A total of 232 studies have been analyzed 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 behavior. 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 behavior 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.

12. Fazil Haq Khalil, Adil Adnan (2021) in their thesis on “Influence of green marketing practice on consumer buying behavior: moderating persuasion of environment awareness”.

Global warming is indeed one of the significant problems the planet is currently facing. In order to cope with global warming concerns the green practices are introduced around the globe that is associated with waste reduction, resource conservation and healthy living are considered to be important. Therefore, consumers are more intended to purchase the green-products. Researchers reported that the principles of green marketing and environmental, consumer behavior have not been explored in a collaborative way. Therefore, the objectives of the study are a) to analyze the effect of green marketing practices, i.e. (green ads, eco-labelling, green-branding) on environmental awareness and consumer buying behavior (CBB)

and b) to investigate the mediating effect of environmental awareness on green marketing and CBB. The targeted population is the consumers of the shopping malls of urban areas of Pakistan. The data were collected via questionnaire and collected data was analyzed through hierachal regression. The findings exhibited that the green marketing practices, i.e. (green ads, eco-labelling, green-branding) has positive, substantial effect on environmental awareness and CBB, and Environmental awareness partially intermediates in an association between green-marketing facets i.e. (green-ads, eco-labelling, green-branding) and CBB. The study concluded that the creation of an efficient green product and marketing strategy is extremely essential for marketers, which can contribute to higher profits and customer patronage. The business will gain the consumers respect and loyalty in exchange

13. Saritha Rana (2022) in their thesis on “consumer awareness and perception towards green marketing”.

Green marketing refers to the process of selling the products and services based on their interest and environmental benefits to the society. Green marketing is typically practiced by many environmental companies that are committed to environmental and social responsibility. Green marketing is a new strategy to protect society and environment. The main thrust of the study is to measure the relationship among consumer awareness and perception toward green marketing with reference to Indian Tobacco Company (ITC) Limited. Study finds that there is positive association between gender and annual income of ITC consumers in Bangalore city and concluded that there is relationship between consumer awareness, consumer perception, environmental concerns, and consumer buying decision of green marketing products of ITC customers.

14. MS M Padmaja Vani (2022) in their thesis on “A study on consumer perception towards green marketing”.

Dates back to 1980's where Green Marketing was first coined. Climate change, increasing globalization, Industrialization has given more focus towards green marketing among Industrialists as well as consumers. The recent study says that

firms are becoming more concerned about their social responsibility. They have taken social responsibility as a good strategic move to build up an image in the heart of consumers. Change in customers attitude with increasing concern about environment, consumers attitude towards firms having green policies or green products like low power consuming (energy efficient), organic food, lead free paints, recyclable papers, phosphate free detergents, electrical appliances are becoming motivating factors.

15. M Brinda, V Murali, S Chandra, Rajesh Vemula, Sarita Rana (2022) in their thesis on “consumer awareness and perception towards green marketing”.

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CHAPTER - 3

THEORETICAL FRAMEWORK

3.1 INTRODUCTION

Green marketing refers to the promotion of products and services that are environmentally friendly. It includes sustainable production, eco-friendly packaging, and ethical marketing practices that aim to reduce harm to the environment. In today's world, consumers are becoming more aware of environmental issues, and businesses are adopting green marketing strategies to attract eco-conscious buyers.

In today's world, environmental issues like pollution, climate change, and resource depletion have become major concerns. As a result, both businesses and consumers are shifting towards sustainable practices. Green marketing is a strategy where companies promote eco-friendly products and services, focusing on reducing environmental harm. It includes sustainable production, biodegradable packaging, and ethical advertising.

However, the success of green marketing depends on consumer awareness and perception. Awareness refers to how well consumers understand green products, their benefits, and their impact on the environment. Perception, on the other hand, is how consumers view green marketing efforts—whether they trust the claims made by companies or see them as a marketing tactic.

Many companies are now focusing on green innovations to meet consumer demand and government regulations. Consumer behavior is also shifting, with more people preferring products that are safe for both health and the environment. Understanding these factors helps businesses create better marketing strategies and promote sustainable consumption.

If consumers are well-informed and have a positive perception of green marketing, they are more likely to support sustainable products. But challenges like greenwashing, high prices, and lack of awareness can affect consumer trust. This chapter explores the concept of green marketing, consumer awareness, perception, advantages, disadvantages, challenges, and ways to improve green marketing strategies.

3.2 CONCEPT OF GREEN MARKETING

Green marketing refers to the process of developing and promoting products and services that are environmentally friendly. It focuses on reducing environmental harm while meeting consumer needs and business profitability. Companies that adopt green marketing aim to create sustainable products, minimize waste, and reduce pollution. Green marketing involves creating, promoting, and selling products that are safe for the environment. It focuses on:

- Eco-friendly product development – Using sustainable and biodegradable materials.
- Green packaging – Reducing plastic waste and using recyclable materials.
- Energy-efficient production – Using renewable energy sources and minimizing carbon emissions.
- Ethical advertising – Providing truthful information about environmental benefits.

Green marketing is not just a trend but a necessary step toward a sustainable future. Companies that integrate green marketing into their strategies contribute to environmental protection while ensuring business growth. The purpose of green marketing is to balance profitability and sustainability, ensuring long-term environmental protection.

3.3 CONSUMER AWARENESS IN GREEN MARKETING

Consumer awareness in green marketing refers to how much people understand and recognize eco-friendly products and sustainable practices. Awareness plays a crucial role in influencing consumer purchasing decisions, as people are more likely to buy green products when they are well-informed about their benefits.

3.3.1 Factors Influencing Consumer Awareness:

1. Media and Advertising – social media, television, and digital marketing campaigns play a major role in educating consumers about green products and sustainability.
2. Government Policies and Regulations – Strict environmental laws, bans on plastic, and sustainability guidelines encourage people to be more conscious of green alternatives.
3. Educational Initiatives – Schools, colleges, and NGOs promote environmental awareness and educate students about sustainability.
4. Eco-labels and Certifications – Certifications like Energy Star, USDA Organic, and FSC (Forest Stewardship Council) help consumers differentiate between genuine and misleading green products.
5. Social Influence – Friends, family, and social media influencers can affect consumer awareness by promoting eco-friendly habits and brands.
6. Public Awareness Campaigns – Governments and organizations conduct awareness drives, such as ‘Say No to Plastic’ and ‘Save Water’ initiatives, to educate people on environmental responsibility.
7. Corporate Social Responsibility (CSR) Initiatives – Companies that actively participate in environmental conservation create awareness and inspire consumers to support green products.

3.3.2 Levels of Consumer Awareness in Green Marketing:

1. High Awareness Consumers – These consumers actively seek eco-friendly products and prefer brands committed to sustainability.

2. Moderate Awareness Consumers – They recognize green products but may not fully understand their environmental impact.
3. Low Awareness Consumers – They have little knowledge about green marketing and may choose products based only on price or convenience.

3.3.3 Impact of Consumer Awareness on Green Marketing:

1. Encourages Sustainable Purchases – When consumers understand the importance of eco-friendly products, they prefer sustainable alternatives over conventional ones.
2. Increases Brand Loyalty – Consumers are more likely to stay loyal to brands that prioritize sustainability and transparency.
3. Reduces Greenwashing Risks – Educated consumers can differentiate between real green products and misleading environmental claims.
4. Drives Market Demand – Increased awareness pushes companies to produce more green products and improve their sustainability efforts.
5. Promotes Environmental Responsibility – When more people understand green marketing, they contribute to reducing waste, pollution, and carbon emissions.

Consumer awareness is a critical factor in the success of green marketing. Companies, governments, and educational institutions must work together to spread awareness and encourage environmentally responsible consumption.

3.4 CONSUMER PERCEPTION TOWARDS GREEN MARKETING

Consumer perception is how individuals view and trust green marketing. Some consumers have a positive perception, believing that eco-friendly products benefit health and the environment. Others are skeptical due to concerns like high prices or misleading claims. A positive perception leads to higher adoption of green products, while doubts can limit their acceptance. The key Factors Affecting Consumer Perception:

1. Trust in Green Claims – Some companies engage in greenwashing, misleading consumers with false environmental claims.
2. Price Sensitivity – Green products are often more expensive, discouraging price-conscious buyers.
3. Product Quality Concerns – Some believe green products are less effective than conventional ones.
4. Social Influence – Family, friends, and social media shape opinions on green consumption.
5. Personal Environmental Concern – People who care about nature are more likely to buy eco-friendly products.

3.5 ADVANTAGES OF GREEN MARKETING

1. Enhances Brand Reputation and Customer Trust – Companies that adopt green marketing build a positive image and gain consumer trust. Customers are more likely to support brands that show genuine commitment to sustainability.
2. Competitive Advantage in the Market – Green marketing helps businesses stand out from competitors. As demand for eco-friendly products grows, companies that adopt sustainable practices attract more customers and gain a strong market position.
3. Long-Term Cost Savings – Although the initial investment in sustainable

practices may be high, companies benefit in the long run. Energy-efficient production, waste reduction, and renewable resources help reduce operational costs over time.

4. Compliance with Government Regulations – Many governments enforce strict environmental policies. Businesses that follow green marketing strategies ensure compliance, avoiding fines and legal issues while gaining government support.

5. Environmental Protection and Sustainability – Green marketing reduces pollution, conserves natural resources, and promotes the use of biodegradable materials. By adopting sustainable practices, businesses contribute to a healthier environment for future generations.

3.6 DISADVANTAGES OF GREEN MARKETING

1. High Initial Costs and Investment – Switching to sustainable raw materials, eco-friendly production, and green packaging requires significant investment. Many businesses, especially small ones, struggle with the financial burden of implementing green practices.

2. Higher Prices for Consumers – Green products often cost more than conventional alternatives due to higher production costs. This can make them less attractive to price-sensitive customers, limiting their market reach.

3. Risk of Greenwashing – Some companies falsely claim to be environmentally friendly to attract customers. This practice, known as greenwashing, damages consumer trust and makes people skeptical about genuine green products.

4. Limited Consumer Awareness and Demand – Many consumers are still unaware of the benefits of green products, leading to lower demand. Businesses need to invest in marketing and education to increase awareness, which adds to operational costs.

5. Infrastructure and Supply Chain Challenges – The availability of sustainable raw materials and eco-friendly alternatives is often limited. In many regions, there is also a lack of proper recycling and waste management facilities, making it difficult to implement green marketing effectively.

Despite these challenges, businesses can overcome them through innovation, transparency, and consumer education, ensuring the long-term success of green marketing.

3.7 CHALLENGES IN GREEN MARKETING

1. High Production and Operational Costs

- Implementing sustainable practices requires significant investment in eco-friendly production, renewable energy, and biodegradable materials.
- Small and medium businesses often struggle with the financial burden of adopting green marketing.

2. Consumer Skepticism and Greenwashing

- Many companies make false environmental claims to attract customers, leading to distrust.
- Consumers find it difficult to differentiate genuine green products from misleading marketing.

3. Limited Consumer Awareness and Knowledge

- Many consumers do not fully understand the benefits of green products.
- Additional education and awareness campaigns are needed, increasing costs for businesses.

4. Price Sensitivity and Market Demand

- Green products are often more expensive, making them less affordable for price-sensitive consumers.

- Many people still prioritize cost and convenience over sustainability.

5. Lack of Infrastructure and Recycling Facilities

- Proper recycling and waste management systems are not available in many regions.
- Businesses face challenges in sourcing sustainable materials due to limited supply chains.

Despite these challenges, businesses and governments can work together to increase awareness, improve infrastructure, and reduce costs, making green marketing more accessible and effective.

3.8 STRATEGIES TO IMPROVE GREEN MARKETING

To increase consumer trust and encourage green product adoption, businesses can adopt certain strategies. By adopting these strategies, businesses can build trust, attract more customers, and contribute to a sustainable future.

1. Ensure Transparency – Provide honest and accurate information about sustainability efforts.
2. Use Certified Eco-labels – Help consumers identify authentic green products.
3. Offer Competitive Pricing – Make green products more affordable through discounts and incentives.
4. Increase Awareness Through Education – Conduct campaigns and workshops on sustainability.
5. Encourage Corporate Social Responsibility (CSR) – Companies should invest in environmental initiatives like tree planting and recycling programs.

3.9 CONCLUSION

Consumer awareness and perception are key factors in the growth of green marketing. When consumers are well-informed and trust the authenticity of green products, they are more likely to make sustainable choices. However, challenges such as high costs, skepticism, limited awareness, and greenwashing still exist.

For green marketing to be truly successful, businesses must focus on honest advertising, affordability, education, and transparent communication. Governments, organizations, and companies must work together to spread awareness and encourage sustainable practices.

By overcoming these challenges, green marketing can become a powerful tool in promoting eco-friendly products, protecting the environment, and ensuring a more sustainable future for future generations.

CHAPTER - 4
DATA ANALYSIS AND INTERPRETATION

INTRODUCTION

This chapter presents the analysis and interpretation of the data collected to assess consumer awareness and perception towards green marketing. The primary objective of this study is to understand how well consumers recognize green marketing efforts and how their attitudes influence purchasing decisions. By analyzing survey responses, we will identify patterns, correlations, and insights that reflect the current state of consumer awareness regarding eco-friendly products and services.

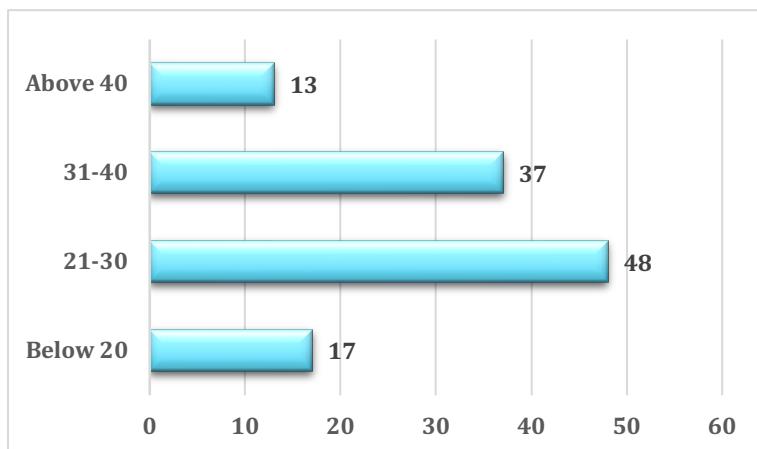
Through various statistical tools and methods, we will examine key aspects such as the level of knowledge about green marketing practices, consumer preferences for environmentally friendly products, and the factors that drive or hinder these choices. This chapter aims to provide a comprehensive understanding of the data, offering a clear picture of consumer perceptions in today's market. The findings here will form the foundation for the discussion and conclusions in the subsequent chapters, contributing to a deeper understanding of how green marketing is influencing consumer behavior.

The interpretation of the data is based on primary responses collected from 115 participants, ensuring a reliable representation of consumer perspectives. The results of this chapter will contribute to understanding the effectiveness of green marketing strategies and potential areas for improvement. The data interpretation serves as the foundation for further discussions, offering a detailed understanding of the effectiveness of green marketing strategies and identifying potential challenges that may hinder consumer adoption of sustainable products.

TABLE 4.1 AGE GROUP

SL.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1.	Below 20	17	14.8%
2.	21-30	48	41.7%
3.	31-40	37	32.2%
4.	Above 40	13	11.3%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.1: AGE GROUP**INTERPRETATION:**

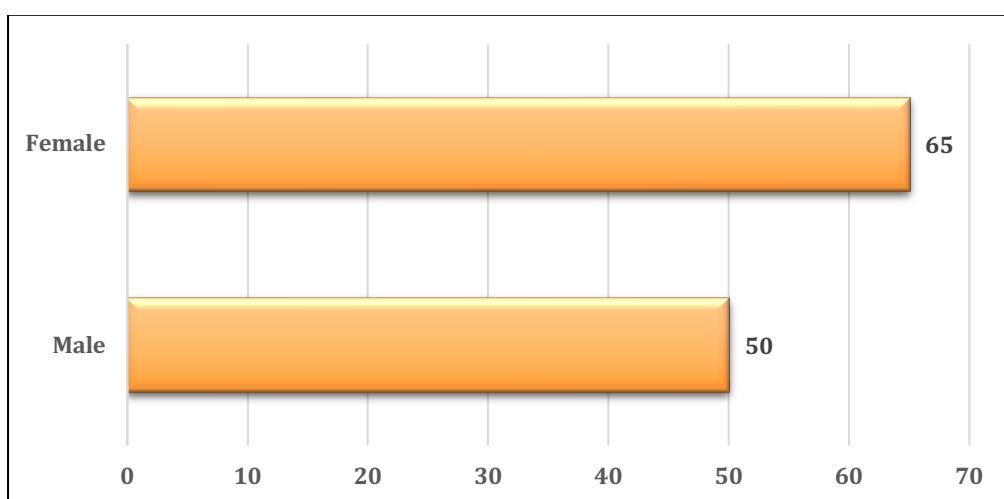
The data indicates that the majority of respondents fall within the 21-30 age group (41.7%), followed by the 31-40 age group (32.3%). The lowest representation is from individuals above 40 (11.2%), while those below 20 account for 14.8%.

Most of the participants are young adults, who are likely in the early stages of their careers or higher education. As per the sample collected the lower representation of respondents above 40 implies that green marketing awareness and purchasing decisions may be more prominent among younger generations.

TABLE 4.2: GENDER

SL.NO.	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1.	Male	50	43.5%
2.	Female	65	56.5%
	TOTAL	115	100

Source: Primary data

FIGURE 4.2: GENDER

INTERPRETATION:

The majority of respondents are female (56.5%), indicating that more women participated in the study than men. Male respondents make up 43.5% of the total, showing a fairly balanced but female-dominant representation.

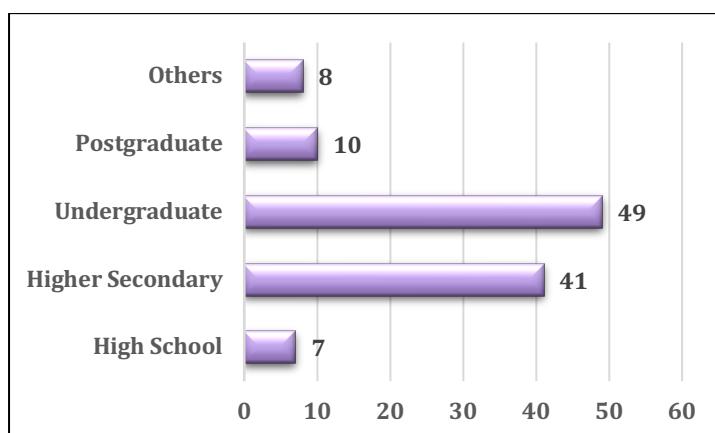
This may highlight that women are more engaged or interested in the topic being studied, possibly indicating higher awareness or concern about green marketing and environmental issues. The gender distribution ensures a diverse range of perspectives, contributing to a well-rounded analysis of consumer behavior.

TABLE 4.3: EDUCATIONAL QUALIFICATION

SL.NO	RESPONSES	NO OF RESPONDENTS	PERCENTAGE
1.	High School	7	6.1%
2.	Higher Secondary	41	35.7%
3.	Undergraduate	49	42.6%
4.	Postgraduate	10	8.6%
5.	Others	8	7.0%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.3: EDUCATIONAL QUALIFICATION



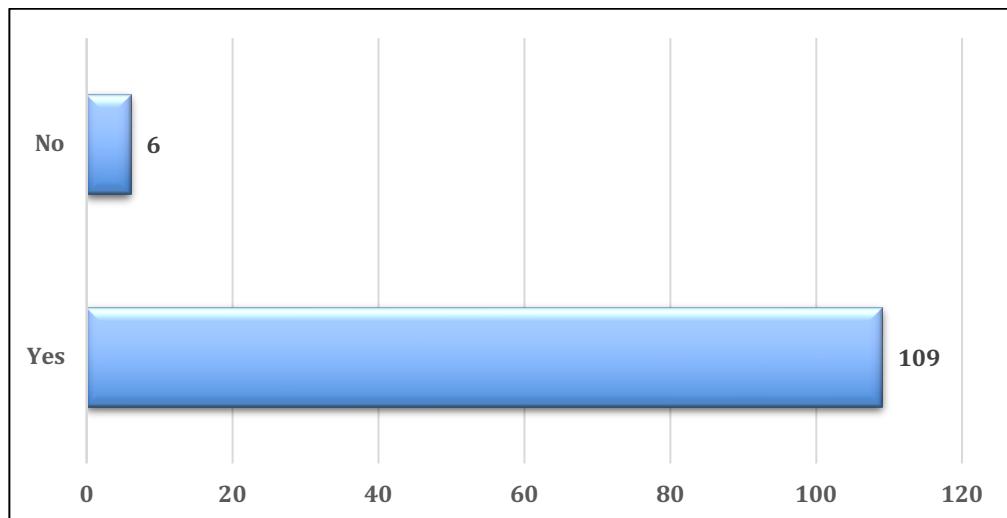
INTERPRETATION:

The majority of respondents fall under the Undergraduate category (42.6%), followed by those with Higher Secondary education (35.7%). A smaller proportion has Postgraduate (8.6%) and other qualifications (7.0%), while only 6.1% have completed High School. This may highlight that most respondents have at least an undergraduate-level education, indicating a well-educated sample population.

TABLE 4.4: Heard about Green Marketing

SL. NO	RESPONSE	NO. OF RESPONDENTS	PERCENTAGES
1.	Yes	109	94.8%
2.	No	6	5.2%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.4: Heard about Green Marketing**INTERPRETATION:**

The data reveals that a significant majority (94.8%) of respondents have heard about Green Marketing, indicating a high level of awareness. Only a small percentage (5.2%) of respondents are unaware of the concept.

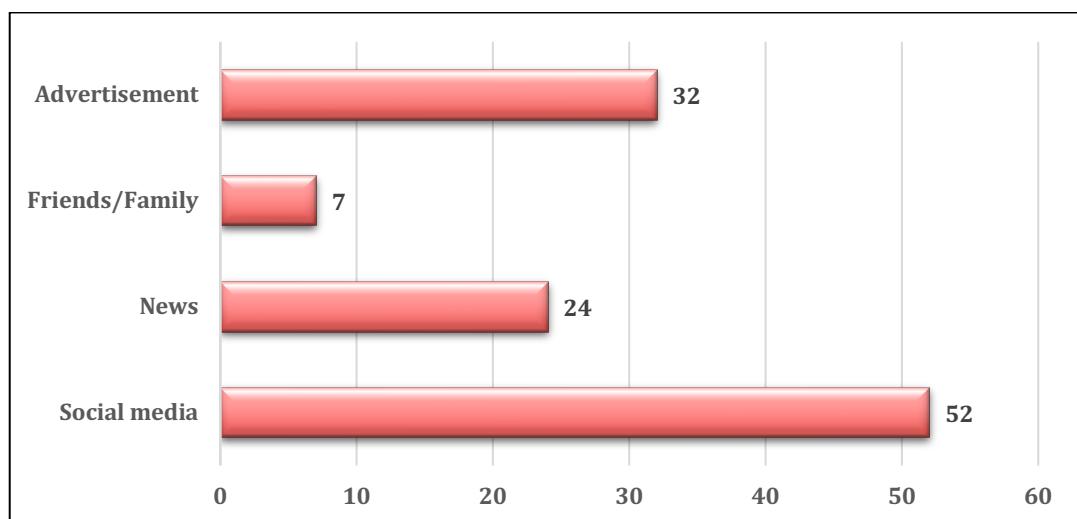
This may indicate that Green Marketing is a well-known concept among the surveyed group, possibly due to increased environmental consciousness and marketing efforts promoting sustainable practices.

TABLE 4.5: Source of Awareness about Green Marketing

SL. NO	RESPONSES	NO. OF RESPONDENTS	PERCENT AGE
1.	Social media	52	45.2%
2.	News	24	20.9%
3.	Friends/Family	7	6.1%
4.	Advertisement	32	27.8%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.5: Source of Awareness about Green Marketing



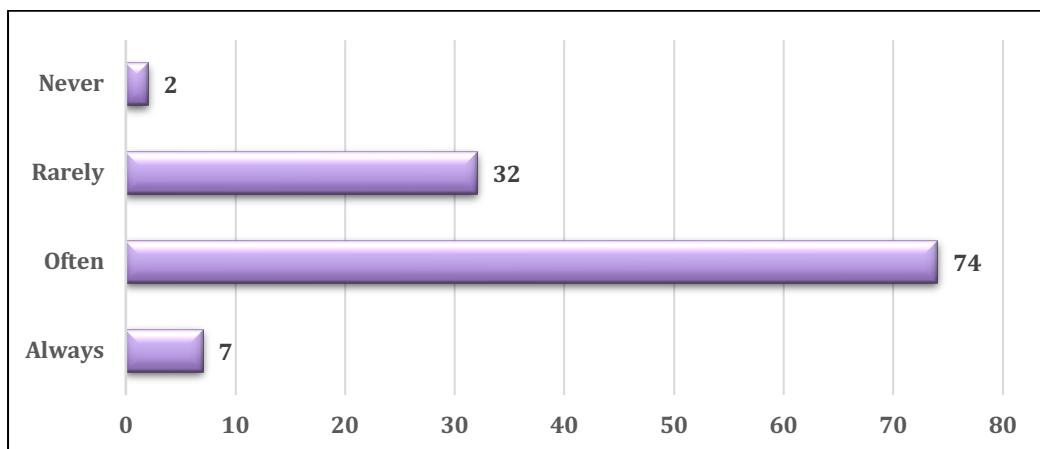
INTERPRETATION:

The data shows that social media is the most significant source of awareness about green marketing, with 45.2% learning about it through platforms like Facebook, Instagram, and LinkedIn. Advertisements contributing to 27.8% of awareness. News sources, such as newspapers and online articles, account for 20.9%. Only 6.1% learned about green marketing through friends or family. This indicates that digital platforms, particularly social media and advertisements, are the primary drivers of green marketing awareness among respondents.

TABLE 4.6: Frequency of noticing Eco-Friendly Labels on Products

SL.NO	RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
1.	Always	7	6.2%
2.	Often	74	64.3%
3.	Rarely	32	27.8%
4.	Never	2	1.7%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.6: Frequency of noticing Eco-Friendly Labels on Products

INTERPRETATION:

The data indicates that the majority of respondents (64.3%) often notice eco-friendly labels on products, showing a high level of awareness regarding sustainable branding. A smaller percentage (6.2%) always pay attention to these labels, while 27.8% rarely notice them. Only 1.7% stated that they never notice such labels.

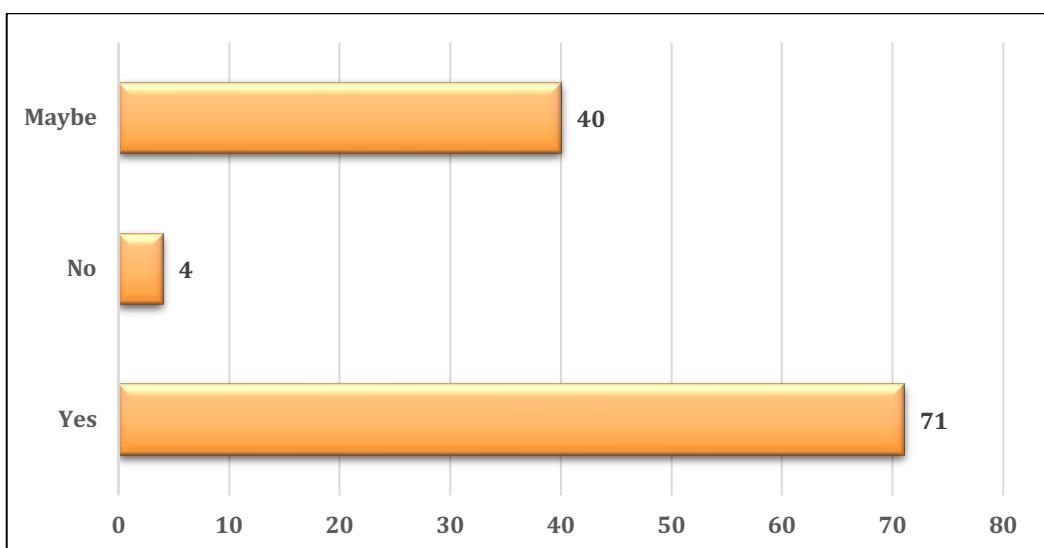
This may mean that eco-friendly labelling is relatively effective in catching consumer attention, with most individuals noticing them at least occasionally. However, a significant portion still fails to recognize these labels consistently, highlighting the need for better marketing strategies to enhance visibility and consumer engagement with eco-friendly products.

TABLE 4.7: Does Green Marketing influence your purchases?

SL. NO	RESPONSES	NO OF RESPONDENTS	PERCENTAGE
1.	Yes	71	61.7%
2.	No	4	3.5%
3.	Maybe	40	34.8%
TOTAL		115	100

Source: Primary Data

FIGURE 4.7: Does Green Marketing influence your purchases?



INTERPRETATION:

The data indicates that 61.7% agree that green marketing influences their purchase decisions, showing that a majority of consumers are conscious of environmentally friendly products and consider sustainability when making purchases.

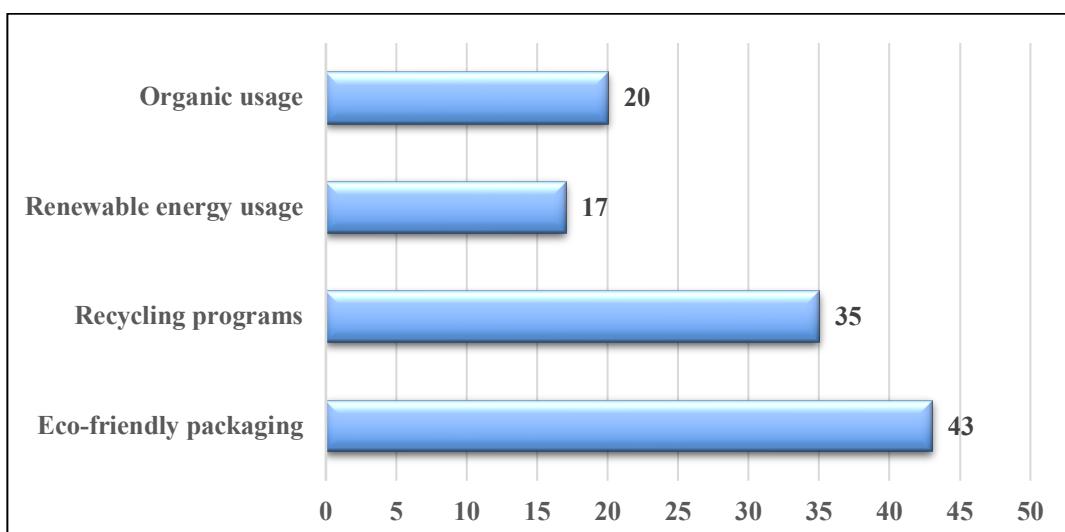
Meanwhile, 34.8% are unsure about its impact, which may mean that while they are aware of green marketing, other factors might play a significant role in their buying decisions. Only 3.5% stated that green marketing does not influence their purchases at all, which may imply that almost all consumers acknowledge its presence in some way.

TABLE 4.8: Most Appealing Green Marketing Strategies

SL. NO	RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
1.	Eco-friendly packaging	43	37.4%
2.	Recycling programs	35	30.4%
3.	Renewable energy usage	17	14.8%
4.	Organic usage	20	17.4%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.8: Most Appealing Green Marketing Strategies



INTERPRETATION:

The data reveals that the most appealing green marketing strategy among respondents is eco-friendly packaging (37.4%), followed by Recycling programs (30.4%) showing a strong preference for sustainable packaging and waste reduction.

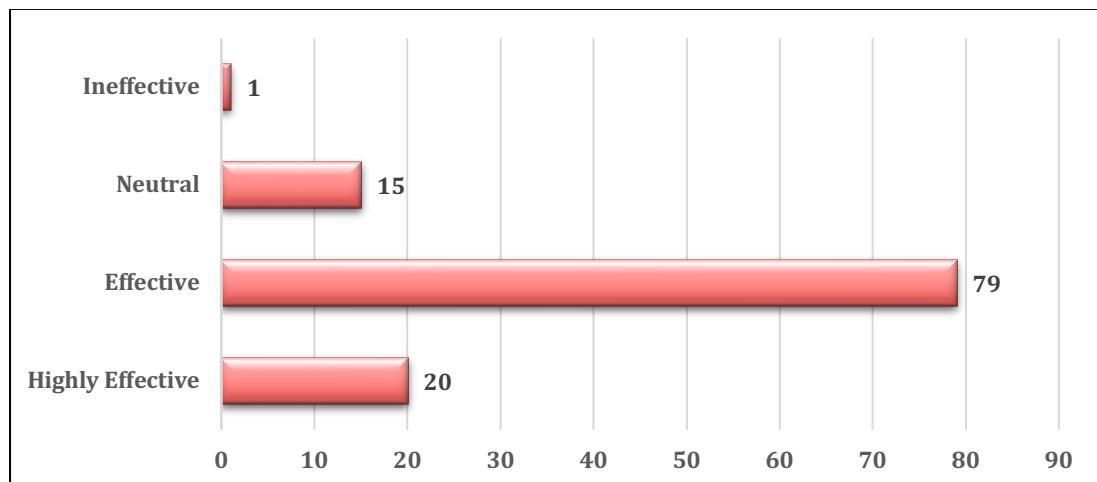
However, organic usage (17.4%) and renewable energy usage (14.8%) are less favored which may indicate that consumers do not fully understand or prioritize these aspects in their purchasing decisions.

TABLE 4.9: Effectiveness of Eco-Friendly Packaging in Purchase Decisions

SL.NO	RESPONSES	NO OF RESPONDENTS	PERCENTAGE
1.	Highly Effective	20	17.4%
2.	Effective	79	68.7%
3.	Neutral	15	13%
4.	Ineffective	1	0.9%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.9: Effectiveness of Eco-Friendly Packaging in Purchase Decisions



INTERPRETATION:

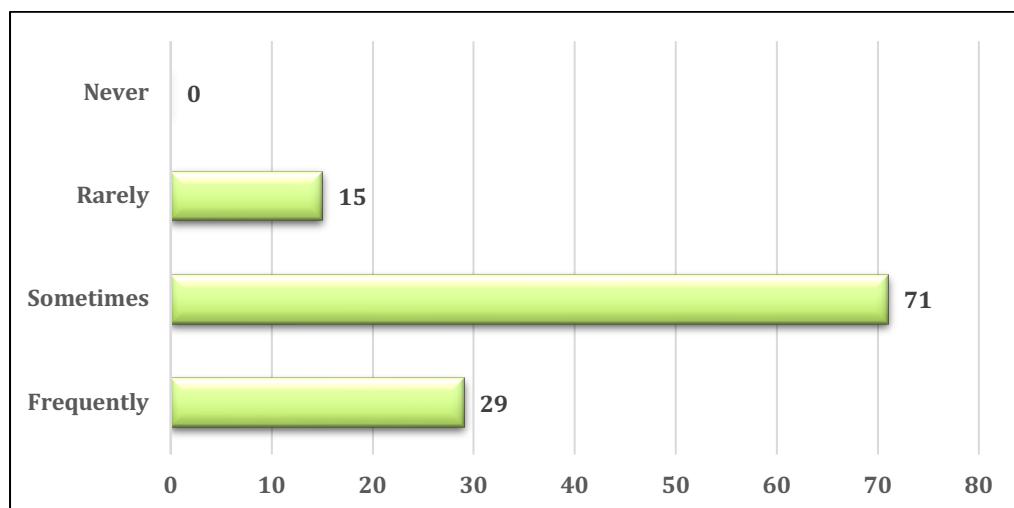
The data may show that eco-friendly packaging has a significant impact on consumer purchase decisions. A majority of respondents (68.7%) consider it effective, while 17.4% find it highly effective highlighting its crucial role in influencing buying behavior.

However, 13% remain neutral, meaning they do not have a strong opinion about its effectiveness. Only 0.9% consider it ineffective, showing that nearly all respondents acknowledge its importance to some extent.

TABLE 4.10: Frequency of recommending Eco-Friendly Products

SL NO	RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
1.	Frequently	29	25.2%
2.	Sometimes	71	61.7%
3.	Rarely	15	13.1%
4.	Never	0	0
	TOTAL	115	100

Source: Primary Data

FIGURE 4.10: Frequency of recommending Eco-Friendly Products

INTERPRETATION:

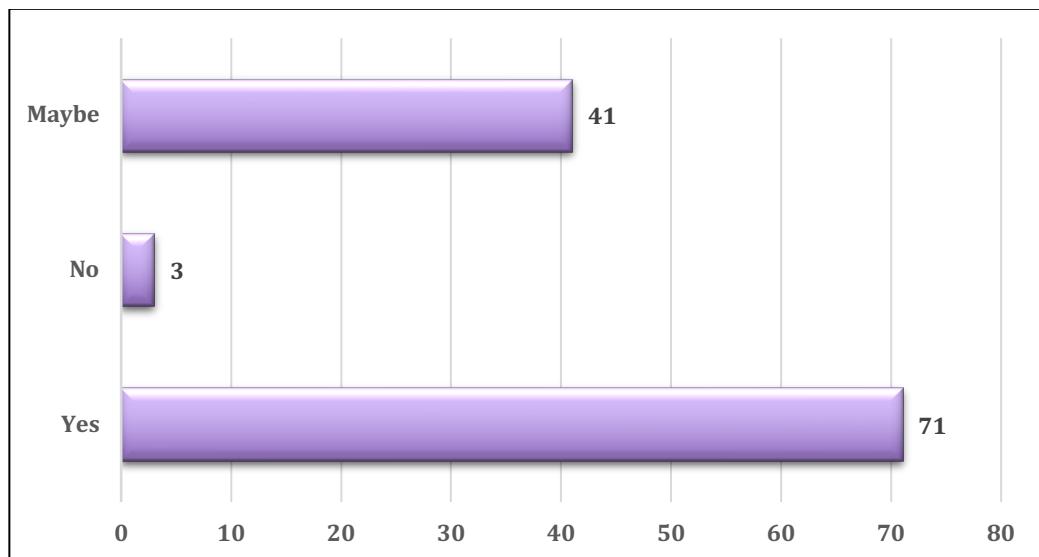
The data shows that most respondents are open to recommending eco-friendly products. 61.7% of respondents recommend them sometimes, while 25.2% frequently recommend them. This indicates that a significant portion of consumers are willing to promote sustainable products within their social circles.

However, 13.1% rarely recommend eco-friendly products, and no respondents selected "Never." This shows that while some may not actively promote such products, there is no outright rejection of eco-friendly recommendations.

TABLE 4.11: Willingness to pay more for Eco-Friendly Products

SL.NO	RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	71	61.7%
2	No	3	2.6%
3	Maybe	41	35.7%
	TOTAL		115
			100

Source: Primary Data

FIGURE 4.11: Willingness to pay more for Eco-Friendly Products

INTERPRETATION:

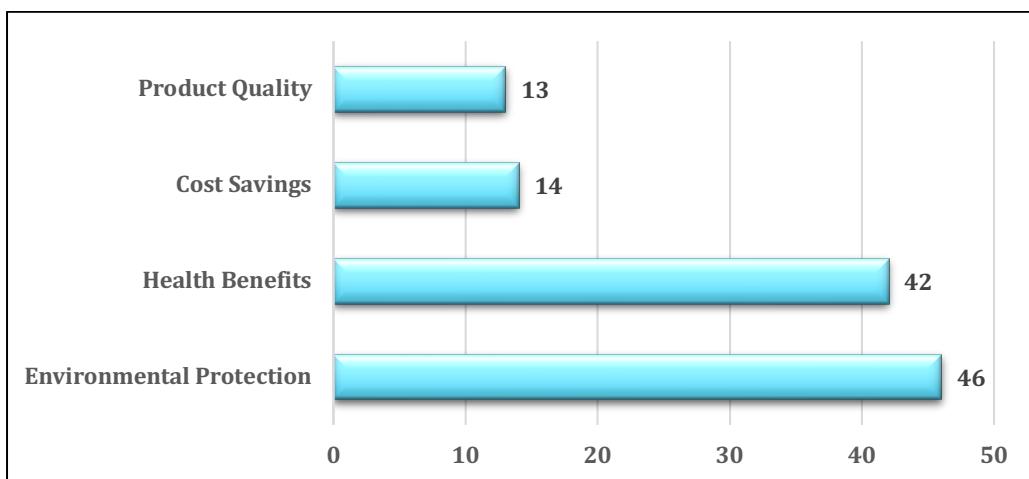
The data shows that a majority of respondents (61.7%) are willing to pay a premium for eco-friendly products, indicating a strong consumer preference for sustainability. This may mean that many consumers recognize the value of environmentally friendly products and are ready to invest in them.

Meanwhile, 35.7% of respondents selected "Maybe," meaning they might consider paying more depending on factors like price difference, product benefits, and affordability. Only 2.6% of respondents said "No," indicating that cost is not a major barrier for most consumers when it comes to eco-friendly products.

TABLE 4.12: Key Benefits of Green Marketing for consumers

SL.NO	RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
1	Environmental Protection	46	40.0%
2	Health Benefits	42	36.5%
3	Cost Savings	14	12.2%
4	Product Quality	13	11.3%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.12: Key Benefits of Green Marketing for consumers

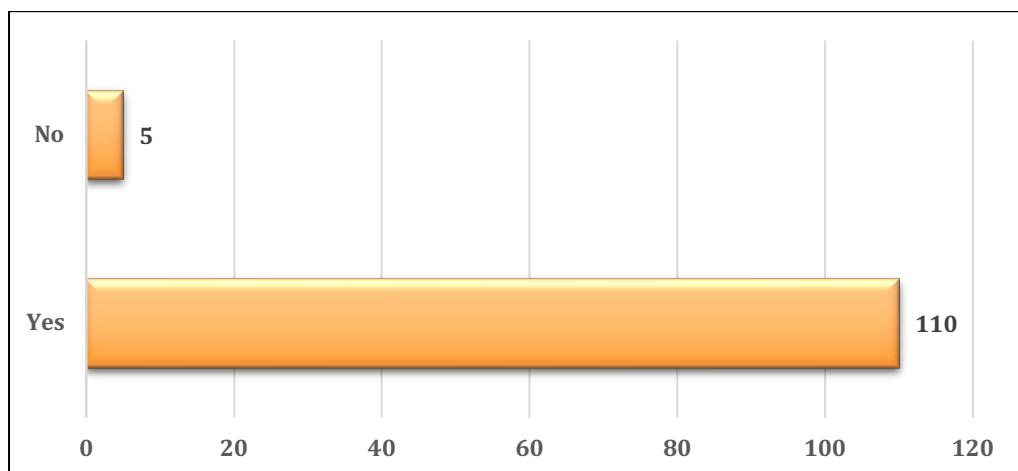
INTERPRETATION:

The data indicates that consumers perceive multiple benefits from green marketing, with the most significant advantage being environmental protection (40%). This shows that a large portion of respondents recognize and prioritize sustainability and eco-friendly initiatives. 36.5% of respondents identified health benefits as a key reason for supporting green marketing. Cost savings (12.2%) were considered a lesser benefit, indicating that many consumers do not associate green marketing with financial savings, possibly due to the perception that eco-friendly products are more expensive. Product quality (11.3%) was rated the lowest, indicating that while eco-friendly products are valued for sustainability and health reasons.

TABLE 4.13: Are you aware of Green Products?

SL NO.	RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	110	95.7%
2	No	5	4.3%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.13: Are you aware of Green Products?

INTERPRETATION:

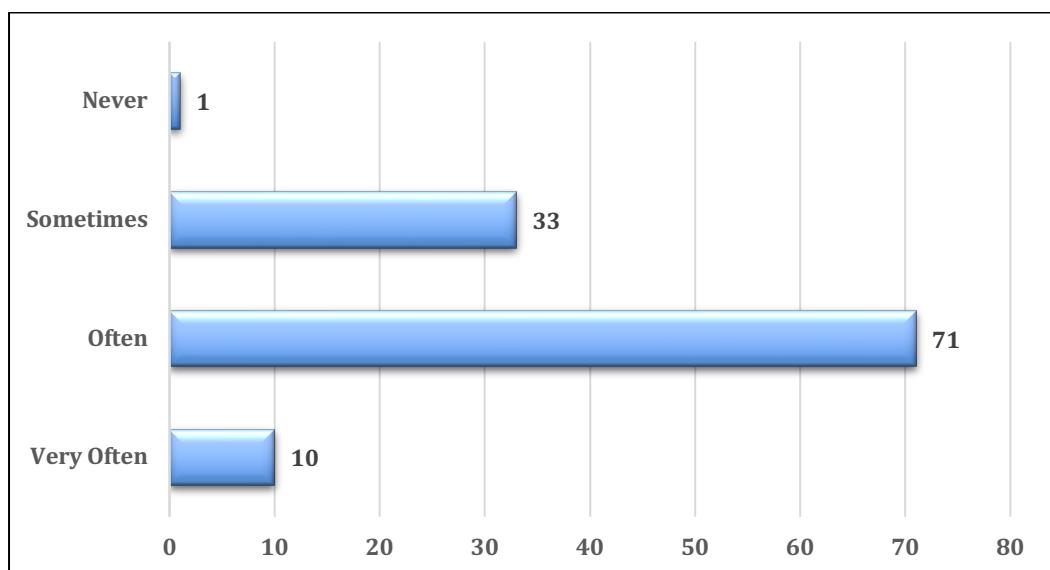
The data reveals that an overwhelming 95.7% of respondents are aware of green products, while only 4.3% are unaware.

This high level of awareness indicates that green marketing initiatives and environmental consciousness have successfully reached most consumers. It indicates that consumers are familiar with eco-friendly products, possibly due to increased discussions on sustainability, advertising, or education on environmental issues.

TABLE 4.14: Frequency of using/purchasing Green Products

SL NO.	RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
1	Very Often	10	8.7%
2	Often	71	61.7%
3	Sometimes	33	28.7%
4	Never	1	0.9%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.14: Frequency of using/purchasing Green Products**INTERPRETATION:**

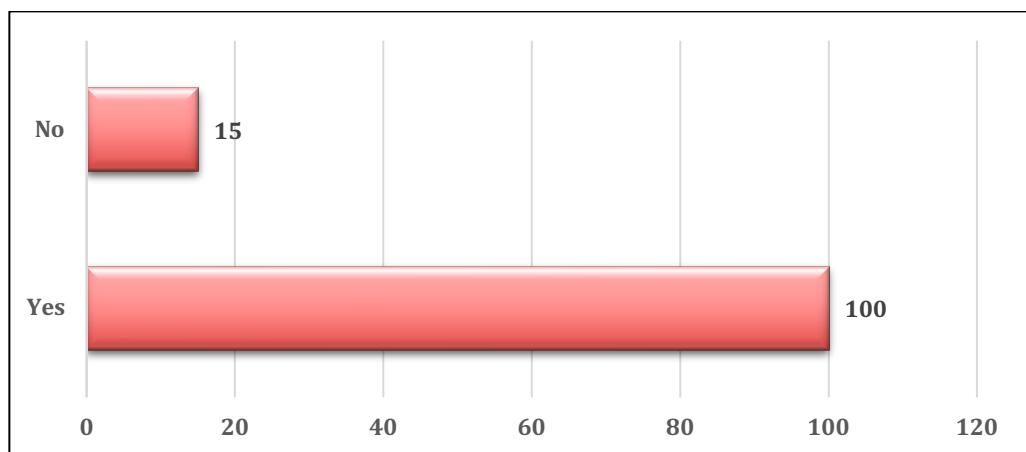
The data indicates that 61.7% of respondents often use or purchase green products, while 8.7% use them very often. Additionally, 28.7% purchase green products sometimes, which implies that while they are aware of and interested in green products, their purchasing behavior might depend on factors like availability, price, or necessity. Only 0.9% never uses green products, which shows that almost all respondents have engaged with eco-friendly products at some level.

TABLE 4.15: Are Green Products better in Quality than Regular Products?

SL.NO	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	100	87.0%
2	No	15	13.0%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.15: Are Green Products better in Quality than Regular Products?



INTERPRETATION:

This shows that a majority (87%) of respondents believe that green products are of better quality than regular products. This indicates a strong positive perception of eco-friendly products in terms of quality.

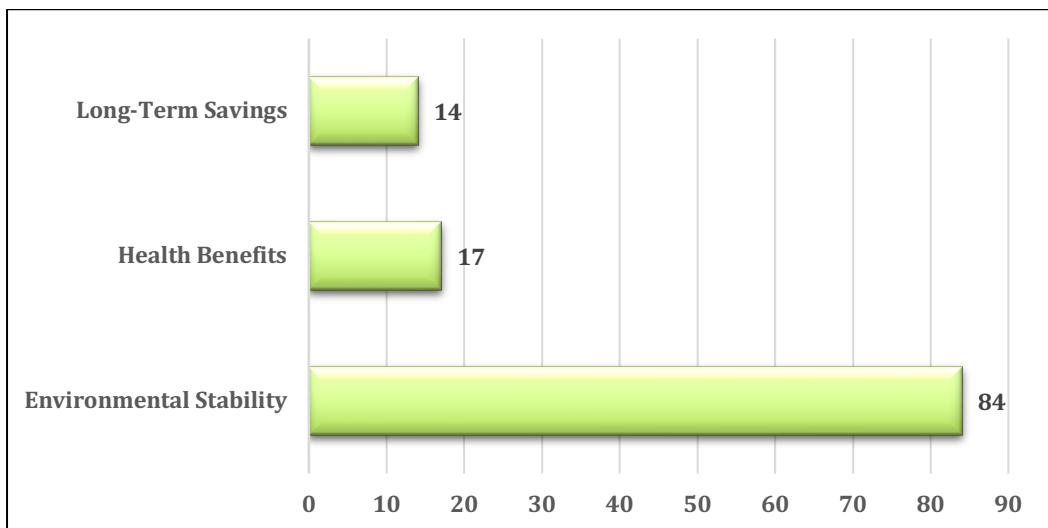
However, 13% feel that green products are not superior in quality. This minority could be influenced by factors such as cost, durability, effectiveness, or lack of awareness regarding the benefits of green products.

TABLE 4.16: Top Priorities when buying Green Products

SL.NO	RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
1	Environmental Stability	84	73.0%
2	Health Benefits	17	14.8%
3	Long-Term Savings	14	12.2%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.16: Top Priorities when buying Green Products



INTERPRETATION:

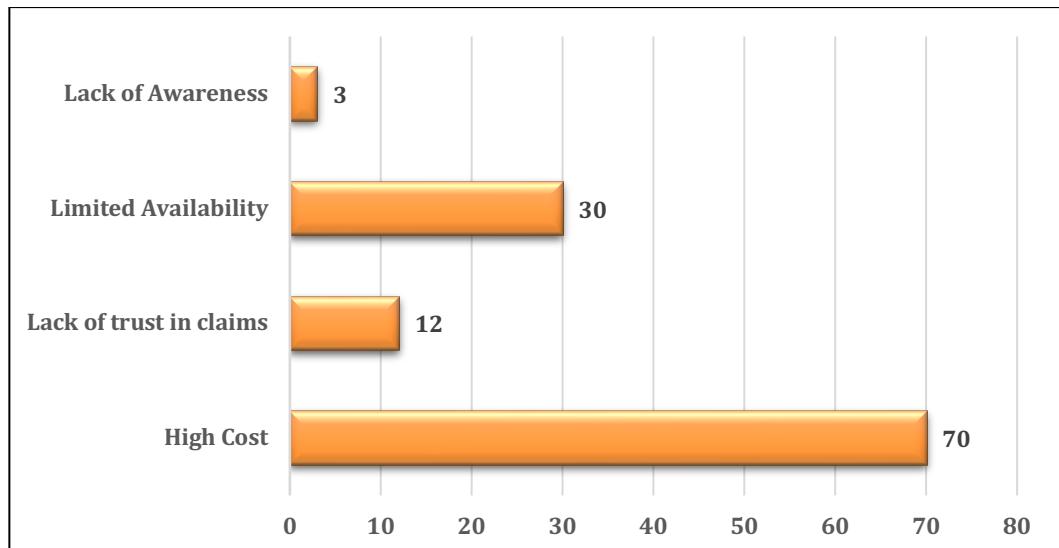
The data reveals that the primary reason consumers choose green products is environmental stability, with 73%. This highlights that most consumers are motivated by sustainability and environmental conservation when making purchasing decisions. Health benefits rank second, with 14.8% prioritizing this factor. This indicates that while health consciousness is important, it is not the main driver for purchasing green products. Long-term savings are the least prioritized factor, with only 12.2% (14 respondents) selecting it. This indicates that consumers might perceive green products as beneficial in ways other than financial savings.

TABLE 4.17: Main Barriers to purchasing Green Products

SL.NO	RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
1	High Cost	70	60.9%
2	Lack of trust in claims	12	10.4%
3	Limited Availability	30	26.1%
4	Lack of Awareness	3	2.6%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.17: Main Barriers to purchasing Green Products



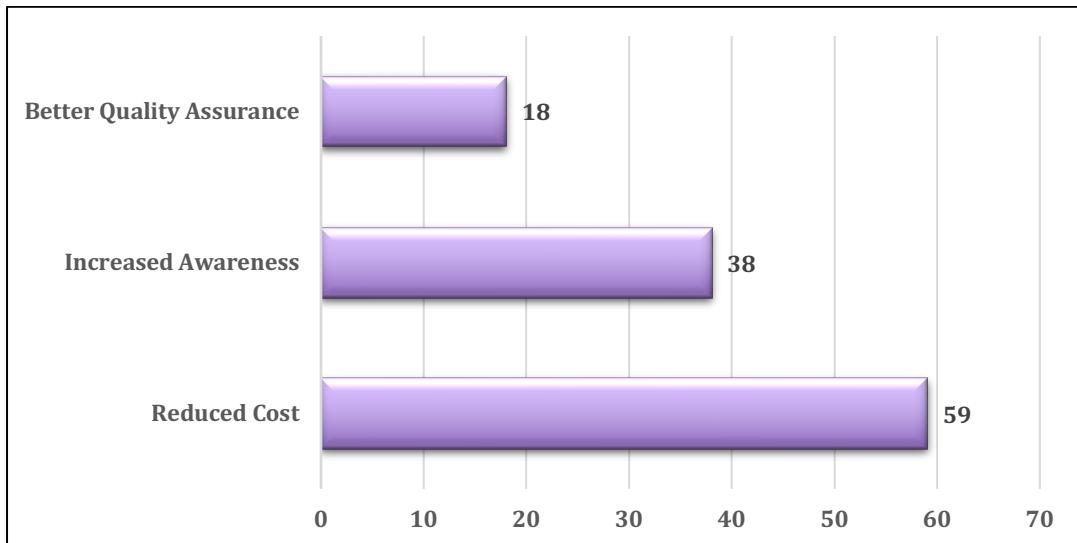
INTERPRETATION:

The data shows that the biggest barrier to purchasing green products is their high cost, with 60.9% identifying it as a concern. The second most significant barrier is limited availability, with 26.1% indicating that they find it difficult to access green products. This highlights the need for better distribution and availability in markets. Lack of trust in claims about green products is another concern, affecting 10.4%. Only 2.6% cited lack of awareness as a barrier.

TABLE 4.18: Factors that motivate you to buy more Green Products

SL.NO	RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
1	Reduced Cost	59	51.3%
2	Increased Awareness	38	33.0%
3	Better Quality Assurance	18	15.7%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.18: Factors that motivate you to buy more Green Products

INTERPRETATION:

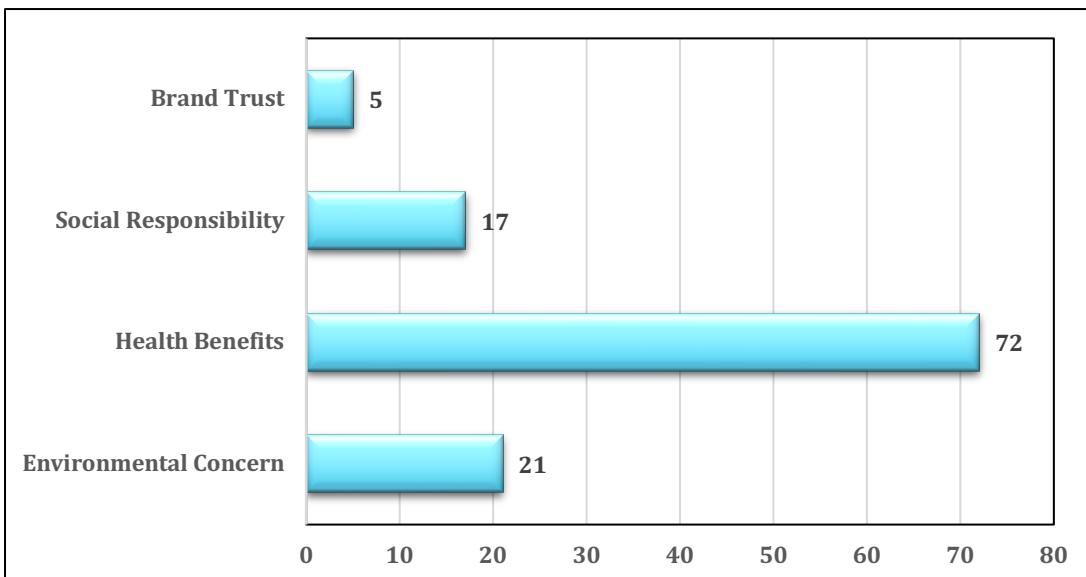
A majority of respondents (51.3%) indicated that lower prices would motivate them to buy more green products. 33% stated that greater awareness about green products would encourage them to buy more. This shows the importance of educational campaigns and transparent information about the benefits of eco-friendly products. 15.7% expressed that assurance of higher quality would drive their purchasing decisions. This implies that consumers are concerned about the reliability and effectiveness of green products.

TABLE 4.19: What motivates you to support Green Marketing?

SL.NO	RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
1	Environmental Concern	21	18.3%
2	Health Benefits	72	62.6%
3	Social Responsibility	17	14.8%
4	Brand Trust	5	4.3%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.19: What motivates you to support Green Marketing?



INTERPRETATION:

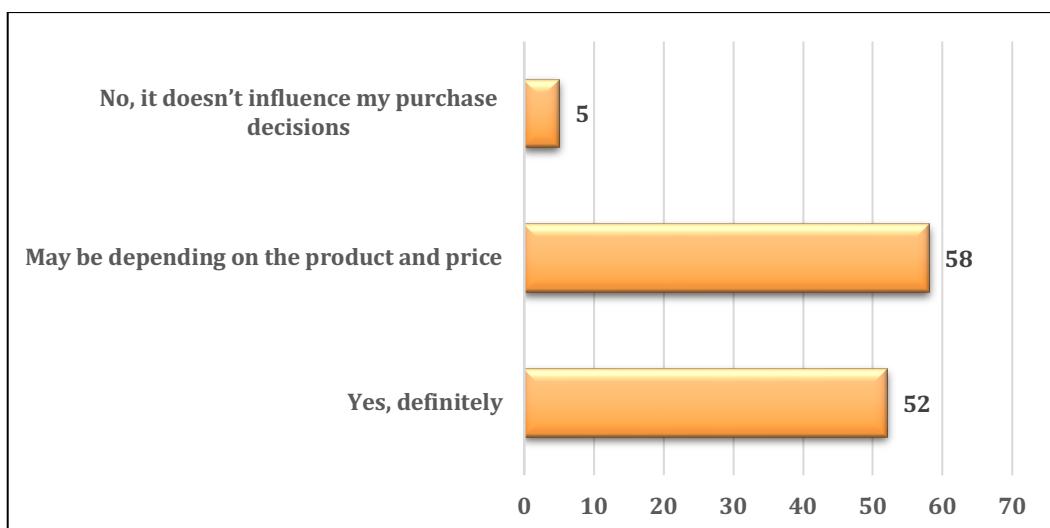
The majority of respondents (62.6%) support green marketing primarily due to health benefits. This indicates that consumers associate green products with safer, healthier alternatives. 18.3% stated that their motivation for supporting green marketing is environmental protection. 14.8% are motivated by their sense of social responsibility. Only 4.3% cited brand trust as their primary motivation. This indicates that trust in green brands is relatively low, and companies may need to improve transparency and credibility in their green marketing efforts.

TABLE 4.20: Likelihood of buying from Eco-Friendly Brands

SL.N O	RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
1	Yes, definitely	52	45.3%
2	May be depending on the product and price	58	50.4%
3	No, it doesn't influence my purchase decisions	5	4.3%
	TOTAL	115	100

Source: Primary Data

FIGURE 4.20: Likelihood of buying from Eco-Friendly Brands



INTERPRETATION:

50.4% indicates that their decision to buy eco-friendly products depends on factors such as product quality, price, and affordability. This shows that while consumers are interested in green products, pricing and value still play a significant role in their purchase decisions. 45.3% are fully committed to purchasing from eco-friendly brands, indicating strong consumer awareness and willingness to support sustainable products. Only 4.3% stated that eco-friendliness does not impact their purchasing choices.

CHAPTER - 5
SUMMARY, FINDINGS, RECOMMENDATIONS
AND CONCLUSION

5.1 SUMMARY

The study on consumer awareness and perception towards green marketing aimed to understand how consumers recognize and respond to eco-friendly marketing strategies and products. The research was conducted through a Google Forms questionnaire, collecting responses from 115 participants. The majority of respondents were in the 20-30 age group, predominantly female, and undergraduate students.

The findings indicate that most consumers are aware of green marketing, primarily through social media. Many respondents believe that green products are beneficial for the environment and health, and they are willing to pay more for them. However, actual purchasing behavior remains inconsistent due to factors like high cost, lack of trust in green claims, and limited availability. Eco-friendly packaging emerged as the most appealing green marketing strategy, and many consumers considered it effective in influencing their purchasing decisions.

Despite their interest in sustainable products, consumers face barriers such as high prices, concerns about authenticity, and difficulty in accessing green products. The study also found that people are more likely to support green marketing if it aligns with their health benefits, rather than purely environmental concerns. Additionally, while many consumers prefer brands that promote sustainability, price and necessity still play a crucial role in their final purchase decisions.

The findings suggest that businesses need to strengthen their marketing strategies, improve transparency, and make eco-friendly products more affordable and accessible to encourage widespread adoption.

The following are the key objectives of this study, which aim to analyze consumer awareness and perception towards green marketing.

- To identify various green marketing strategies.
- To evaluate the effectiveness of green marketing strategies.
- To assess consumer awareness and the extent of consumer knowledge towards green marketing.

- To examine the purchasing benefits perceived by consumers.
- To identify potential barriers and challenges hindering the success of green marketing.

Based on these objectives, the following findings have been derived from the analysis of primary data.

5.2 FINDINGS

1. Consumer Awareness of Green Marketing

- A majority of respondents (especially those aged 20-30) were familiar with the concept of green marketing.
- Social media was the most common source of information about green marketing, surpassing news, advertisements, and word of mouth.
- Many respondents often noticed eco-friendly labels or certifications on products, but only a few paid close attentions to them.

2. Influence of Green Marketing on Purchasing Behavior

- A significant number of consumers agreed that green marketing influences their purchasing decisions.
- Eco-friendly packaging was the most appealing green marketing strategy, followed by recycling programs and the use of renewable energy.
- Most respondents found eco-friendly packaging to be effective in convincing them to buy a product.

3. Willingness to Purchase Green Products

- A large percentage of respondents were willing to pay more for eco-friendly products, but the high cost remained the biggest barrier.
- Many consumers believed that green products offer better quality compared to regular products.
- While many respondents frequently recommended eco-friendly products to others, only some purchased them regularly.

4. Barriers to Adopting Green Products

- The primary reason consumers hesitated to buy green products was their high cost.
- Other barriers included a lack of trust in green claims, limited availability, and low awareness of where to purchase eco-friendly products.

5. Motivations for Supporting Green Marketing

- Most respondents supported green marketing due to health benefits rather than environmental concerns.
- Reduced cost and better-quality assurance were the top motivating factors that would encourage consumers to buy more green products.
- Many consumers preferred brands that actively promote sustainability, but their purchasing decisions still depended on product price and necessity.

5.3 RECOMMENDATIONS

1. Increasing Consumer Awareness and Trust

- Companies should use social media and educational campaigns to spread awareness about the benefits of green marketing and eco-friendly products.
- Brands must ensure transparency in their sustainability claims by obtaining credible certifications and clearly labeling green products.

2. Addressing Cost Concerns

- Businesses should explore cost-efficient production methods to make green products more affordable.
- Government subsidies or tax incentives for eco-friendly brands could help reduce product costs for consumers.
- Retailers can introduce discounts and promotional offers to make sustainable products more attractive.

3. Improving Availability and Accessibility

- Green products should be made widely available in local supermarkets, online platforms, and convenience stores.
- Companies can collaborate with e-commerce platforms to improve accessibility and provide better product visibility.

4. Strengthening Marketing Strategies

- Brands should highlight the health benefits of green products since consumers consider this a key motivation.
- Engaging influencers and social media campaigns can help promote eco-friendly products to a broader audience.
- Introducing loyalty programs and rewards for eco-conscious consumers can encourage repeat purchases.

5. Encouraging Sustainable Consumer Behavior

- Awareness campaigns should focus on educating consumers about the long-term savings of green products, beyond just their initial cost.
- Schools and colleges can incorporate sustainability programs to build a strong foundation for environmentally responsible purchasing habits.

5.4 CONCLUSION

The study highlights that while consumer awareness of green marketing is high, significant challenges remain in converting awareness into consistent purchasing behavior. The high cost of eco-friendly products and concerns about trust in green claims are major barriers. However, with the right strategies—such as increasing affordability, improving availability, and educating consumers—businesses can encourage more people to adopt sustainable purchasing habits. By bridging the gap between awareness and action, green marketing can play a crucial role in shaping a more environmentally responsible consumer market.

For green marketing to be truly effective, businesses, policymakers, and consumers must collaborate to create a more sustainable marketplace. Companies need to ensure transparency in their sustainability efforts, offer competitive pricing, and improve product availability. Government support, in the form of subsidies or tax incentives, can help reduce the financial burden on consumers, making eco-friendly choices more accessible.

Consumer education also plays a critical role in bridging this gap. Awareness campaigns, social media promotions, and influencer marketing can help reshape consumer perceptions and encourage responsible purchasing decisions. If businesses and policymakers take the right steps, green marketing has the potential to drive significant change, promoting a more environmentally conscious consumer culture.

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APPENDIX

QUESTIONNAIRE

CONSUMER AWARENESS AND PERCEPTION TOWARDS

GREEN MARKETING

1.Age Group

- Below 20
- 21-30
- 31-40
- Above 40

2.Gender

- Male
- Female

3.Highest Educational Qualification

- High School
- Higher Secondary
- Undergraduate
- Post graduate
- Others

4.Have you heard about the term “Green Marketing”?

- Yes
- No

5.Where did you first learn about Green Marketing?

- Social Media
- News
- Friends/Family
- Advertisements

6. How often do you notice eco-friendly labels or certifications on product?

- Always
- Often
- Rarely
- Never

7. Do you think Green Marketing influences your purchasing decisions?

- Yes
- No
- Maybe

8. Which type of Green Marketing strategies appeal to you the most?

- Eco-friendly packaging
- Recycling programs
- Renewable energy usage
- Organic products

9. How effective do you find eco-friendly packaging in convincing you to buy a product?

- Highly Effective
- Effective
- Neutral
- Ineffective

10. How often do you recommend products marketed as environment friendly?

- Frequently
- Sometimes
- Rarely
- Never

11. Are you willing to pay more for eco-friendly products?

- Yes
- No
- Maybe

12. What do you think are the key benefits of Green Marketing for consumers?

- Environmental Protection
- Health Benefits
- Cost Savings
- Product Quality

13. Are you aware of green products?

- Yes
- No

14. How often do you use/purchase green products?

- Very often
- Often
- Sometimes
- Never

15. Do you think green products provide better quality than regular products?

- Yes
- No

16. Which of these benefits do you prioritize while purchasing green products?

- Environmental Sustainability
- Health Benefits
- Long-term Savings

17. What are the main barriers preventing you from purchasing green products?

- High Cost
- Lack of trust in claims
- Limited Availability
- Lack of Awareness

18. What would motivate you to buy more green products?

- Reduced cost
- Increased Awareness
- Better Quality Assurance

19. What motivates you to support Green Marketing?

- Environmental Concern
- Health Benefits
- Social Responsibility
- Brand Trust

20. "Would you be more likely to purchase from a brand if it actively promotes sustainable and eco-friendly practices?"

- Yes, definitely
- Maybe, depending on the product and price
- No, it doesn't influence my purchase decision