Awareness Of Green Marketing And Its Influence On Consumer Perception: An Exploratory Study

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Abstract

Resources Are Preserved For Future Generations. To Increase Demand For An Eco-Friendly Goods, Marketers Could Think About Lowering Prices.

**Aim**

The Objectives Of The Study Are To Identify The Awareness Level Of The Consumers Towards The Green Marketing.

**Methods**


**Results**

Consumers May Benefit From Green Goods In Terms Of Health And Happiness, And They May Also Be Able To Have A Positive Impact On The Environment. Many Implications For Managers Formulating Marketing Strategy And Programmes In Expanding Marketplaces Are Suggested By The Study's Results. The Study's Goal Is To Learn How Eco-Labeling, Green Branding, And Green Advertising Influence Customers' Opinions, Decisions, And Behaviour. These Are Issues That Need To Be Considered By Businesses When They Develop Green Marketing Strategy.

**Keywords:** M-Commerce, Green Marketing, Consumer Behavior Eco-Friendly Marketing and Factors Influencing The Buyer’s Behavior.

**Introduction**


Research Background

In Recent Years, Environmental Concerns Have Risen To The Forefront Of Public Discourse As Governments And Citizens Throughout The World Have Become Increasingly Conscious Of The Need Of "Green" Marketing Strategies. To Be "Green" Is To Be Pure, Without Any Blemishes Or Flaws, And To Interact With Others In A Fair And Reasonable Manner. The Industry Stands To Gain From The Implementation Of Green Marketing Techniques, Such As The Manufacturing, Purchasing, And Disposal Of Environmentally Friendly Goods, As Well As The Reduction Of Energy And Material Waste During Production. Barwise And Strong (2002). Consumers Now Favour Items That Are Better For The Environment, But Their Purchasing Decisions May Be Affected By Their Familiarity With Green Marketing Concerns And Their Familiarity With Eco-Friendly Labels. The Purpose Of This Study Is To Examine The Effect That Industrial Activities Have On The Environment And To Investigate How Customers Feel About Green Efforts In The Manufacturing Process. This Investigation Was Based On A Survey Of One Hundred Clients And A Review Of The Relevant Literature. The Findings Suggest That Consumers Are Impacted By Green Marketing Tactics And Are More Motivated When They Are Made Aware Of Environmental Challenges.

Diverse Green Marketing Conceptualizations
While Some Of These Conceptualizations Are Similar, There Is Evidently A Lack Of Agreement As To The Most Acceptable Approach By Which This New Phenomenon Should Be Characterised. An Extensive Literature Search Was Conducted With The Goal Of
Literature Review

The Product Should Do Well, And The Marketer Should Make Every Effort To Expand Their Share Of The Market. More Thought Should Be Paid To The Overall Message And Tone Of Ads That Aim To Encourage Environmentally Friendly Behaviours. Advertising Campaigns That Include Environmentally Friendly Services And Goods Are More Likely To Resonate With Consumers. For Industries To Get The Full Benefits Of Their Green Branding, They Need To Always Be In Consumers' Thoughts. In Order To Have An Impact And Develop A Distinct Green Stance, Businesses Need To Communicate In A Consistent And Persistent Manner. Businesses May Satisfy Customer Needs And Appeal To Their Concern For The Environment While Simultaneously Building Brand Loyalty Via The Use Of Green Marketing Strategies. Using Green Devices For Marketing Allows Businesses To Instantly And Globally Reach Out To Prospective Clients. Recent Years Have Seen A Rise In The Popularity Of Green Advertising As A Powerful Tool For Reaching Consumers In A Direct And Immediate Way. As A Result, The Green Channel Is Receiving Greater Focus As A Method Of Efficiently Promoting To Customers In Line With The Current Trend Towards Direct, One-To-One Marketing. Rising Disposable Incomes In India Have Made The Country's Green Phone Industry One Of The Fastest Growing In The World, With Millions Of New Customers Expected To Sign Up Over The Next Decade. Hence, Studies Into Green Advertising Would Have Far-Reaching Effects On The Commercial World.


Saifur Rahman (2017), Explored That Modern Marketers Need To Think Beyond The Box In Order To Influence Customers' Opinions. Herbal Goods, Which Have The Same Significance And Benefits As The Other Exorbitantly Priced Green Products, Fall Outside Of The Price Range Indicated By The Researcher's Data, Despite The Fact That Green Products In General Are More Costly. The Environmental Benefits Of Green Goods Need To Be Promoted And Advertised To A Wide Audience In Order To Inspire Consumers To Purchase Them. Eco-Labels And Eco-Packaging Are The Most Important Green Marketing Strategy Since They Notify Consumers About A Product's Eco-Friendliness. Researchers Suggest Implementing Many Worldwide Standards To Calm Shoppers' Fears About The Product's Quality.

Jaju (2016) Claimed That There Is A Link Between Brand Awareness And Customer Choice. Moreover, It Has Been Shown That Customers Prefer Well-Established Brands Over Novel Ones. The Research Concludes That Green Consumerism Is Affected By The Extra Price That Retailers Add To Environmentally Friendly Products. According To The Results, There Is A Big Divide In Product Opinions Between Urban And Rural Customers, Suggesting That Socioeconomic Status Has A Significant Role In Shaping Consumer

**Study's Relevance**

The Findings Of This Research Aid In Our Understanding Of The Many Factors That Shape Consumers' Perspectives On Green Advertising. The Following Are Some Of The Green Marketing Tactics That Businesses May Employ To Promote Their Products And Services To Prospective Customers, Businesses May Preserve Private, Engaging Communication Without Sacrificing Continuity Or Responsiveness. As Compared To More Traditional Forms Of Advertising, The Rate Of Response For Green Marketing Campaigns Is Far Higher. If The Study's Results Are Promising, Green Marketing Might Replace Traditional Forms Of Advertising As The Principal Method Of Reaching Target Audiences And Selling Goods And Services. A Rising Tide Lifts All Boats, And As The Technological Environment Rises In Quality, So Too Do Its Users. It's Fascinating To See How People Are Incorporating New Forms Of Technology Into Their Routines In Order To More Effectively Carry Out Their Daily Obligations And Complete Their Regular Daily Tasks. Chung (2020). Consumers Have Altered Their Spending Patterns In Response To Technological Advancements, But Because These Advancements Have Also Altered The Way Business Is Conducted, It Is Now Possible For Any Customer To Become An Entrepreneur. Customers Are Increasingly Turning To Green Devices Not Only For Making And Receiving Calls, But Also For Making Purchases. Now, Everyone, Not Just It Experts, Uses Technological Tools. Anybody May Use A Smartphone And Join The Modern Technological World, Including The Ordinary Person, Common Man, Senior Citizen, Home Lady, Youth, Illiterate Person, And Someone Who Is Unable To Converse Or Listen. Participating In These Activities Allows One To Communicate With Others, Utilize Available Resources, Learn New Things, Support The Local Economy By Buying Items, And Forge Their Own Path By Striking Out On Their Own. The Smartphone Is Becoming An Indispensable Tool For Everyone.

**Importance Of The Study**

Since Green Phone Usage Is So Widespread, More Individuals May Be Contacted At Any Time Of Day Or Night. Internet Advertising, However, Can Only Reach So Many Individuals. This Is Now Feasible Since There Are More People Using Green Phones Than There Are Using The Internet. Smartphones Are Having A Significant Beneficial Influence On Green Marketing Because Of Their Computational Powers, Personalizability, And Interactive Features, All Of Which Make Them More Cost-Effective Than Conventional Media. Reasons For The Meteoric Rise Of Green Advertising Include: According To Friedrich Et Al., The Status Quo Is No Longer An Acceptable Reason For Marketers To Disregard The Green Platform. Barwise And Strong (2002).Technology Is Not Often A Marketer's Area Of Expertise, And That's Because It's Not What They Study In College. Not Very Long Ago, Green Marketing Was A Time-Consuming Endeavor That Demanded Much Time And Energy From Marketers In Exchange For Lukewarm Returns. A Significant Shift, However, Has Occurred In The Way Green Services Are Presented During The Last Several Years, Beginning In Asia And Moving Around The Globe. There Is No Longer A Need For Professionals To Invest A Large Sum Of Money Into A Green Marketing Campaign; Instead, They Need Just Offer The Brand And The Content, And The Service Provider May Take Care Of The Rest.

**Research Objectives**

The Study Has Been Made On The Effectiveness Of The Green Marketing. The Study Has Been Carried Out With The Following Objectives
1. To Understand The Socio-Economic Nature Of The Consumers Prefer The Green Products
2. To Measure The Awareness Level Of The Consumers Towards The Green Marketing.
3. To Identify The Factors That Influences The Customer Persuasion To Buy Green Products

Methodology


Result and Discussion

Awareness Towards The Green Marketing

In The Current Climate, It Is Essential For Any Company Or Business Organisation To Adhere To The Environmental Aspects Of Their Respective Business Activities In Order To Fulfil The Requirements Of Their Clientele, Safeguard The Legal Rights Of Their Customers, And Fulfil Their Obligations To The Community. Wong Fuiyeng (2015). Association With Respondent Income Is Also Investigated. The Result Is Given Below.

Table 1: Awareness and Income Group Of The Respondents

<table>
<thead>
<tr>
<th>Variables</th>
<th>Income Group</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>F</th>
<th>Sig.</th>
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<tbody>
<tr>
<td>Health Benefits</td>
<td>Low</td>
<td>61</td>
<td>4.23</td>
<td>1.046</td>
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<tr>
<td></td>
<td>Middle</td>
<td>87</td>
<td>3.21</td>
<td>1.161</td>
<td>0.862</td>
<td>0.425</td>
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<tr>
<td></td>
<td>High</td>
<td>52</td>
<td>3.92</td>
<td>1.405</td>
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<tr>
<td></td>
<td>Total</td>
<td>200</td>
<td>4.12</td>
<td>1.191</td>
<td></td>
<td></td>
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<tr>
<td>Environmental Aspects</td>
<td>Low</td>
<td>61</td>
<td>3.71</td>
<td>0.682</td>
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<tr>
<td></td>
<td>Middle</td>
<td>87</td>
<td>3.72</td>
<td>0.781</td>
<td>0.381</td>
<td>0.682</td>
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<tr>
<td></td>
<td>High</td>
<td>52</td>
<td>3.51</td>
<td>1.044</td>
<td></td>
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<tr>
<td></td>
<td>Total</td>
<td>200</td>
<td>3.64</td>
<td>0.831</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eco-Labels</td>
<td>Low</td>
<td>61</td>
<td>3.15</td>
<td>0.843</td>
<td>1.975</td>
<td>0.142</td>
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<td></td>
<td>Middle</td>
<td>87</td>
<td>3.13</td>
<td>0.775</td>
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<td></td>
<td>High</td>
<td>52</td>
<td>3.92</td>
<td>0.775</td>
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<td></td>
<td>Total</td>
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<td>3.57</td>
<td>0.824</td>
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<tr>
<td>Point Of Purchase</td>
<td>Low</td>
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<td>3.91</td>
<td>1.114</td>
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<td>Middle</td>
<td>87</td>
<td>2.76</td>
<td>1.051</td>
<td>6.371</td>
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<td>High</td>
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<td>3.39</td>
<td>1.097</td>
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<td>Total</td>
<td>200</td>
<td>3.06</td>
<td>1.125</td>
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<tr>
<td>Various Brands</td>
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<td>1.336</td>
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<td></td>
<td>Middle</td>
<td>86</td>
<td>2.36</td>
<td>1.343</td>
<td>10.316</td>
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<td>High</td>
<td>51</td>
<td>3.27</td>
<td>1.358</td>
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<td></td>
<td>Total</td>
<td>200</td>
<td>2.86</td>
<td>1.401</td>
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</table>

Benefits Of Green Marketing

The Rapid Depletion Of Our Planet's Natural Resources, Businesses Must Now Adopt A More Sustainable Marketing Strategy That Prioritizes The Provision Of High-Quality Goods And Services Without Compromising On Their Commitment To Protecting The Environment. The Necessity For Safe And Healthy Goods, As Well As Concerns About Global Warming And The Loss Of The Ozone Layer, Mean That This Aspect Is Of Paramount Significance. With The Use Of The Friedman Ranking Method, The Benefits Of Green Marketing Are Rated In This Article. The Following Table Shows The Result.

Table 2: Benefits Of Accepting Green Marketing

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Mean Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>3.27</td>
<td>1.159</td>
<td>5.17</td>
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<tr>
<td>Product</td>
<td>3.50</td>
<td>1.315</td>
<td>6.00</td>
</tr>
<tr>
<td>Service</td>
<td>3.46</td>
<td>1.168</td>
<td>5.95</td>
</tr>
<tr>
<td>Package</td>
<td>3.31</td>
<td>1.104</td>
<td>5.59</td>
</tr>
<tr>
<td>Promotion</td>
<td>2.92</td>
<td>1.185</td>
<td>4.54</td>
</tr>
<tr>
<td>Distribution</td>
<td>2.98</td>
<td>1.447</td>
<td>6.99</td>
</tr>
<tr>
<td>People</td>
<td>3.06</td>
<td>1.161</td>
<td>4.88</td>
</tr>
<tr>
<td>After Sale Service</td>
<td>3.26</td>
<td>1.116</td>
<td>5.35</td>
</tr>
<tr>
<td>Environment-Friendly</td>
<td>3.57</td>
<td>1.132</td>
<td>6.01</td>
</tr>
<tr>
<td>Brand</td>
<td>3.53</td>
<td>1.256</td>
<td>6.12</td>
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</table>


Table 3: Friedman Test

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<tr>
<th>N</th>
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<tbody>
<tr>
<td>Chi-Square</td>
<td>87.591</td>
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<tr>
<td>Df</td>
<td>9</td>
</tr>
<tr>
<td>Sig.</td>
<td>0.000</td>
</tr>
</tbody>
</table>

The Friedman Ranking Shows That The Calculated Value Of The Chi-Square (87.591) For The Degree Of Freedom 9 Is Significant At 1% Level (P-0.000). It Is Concluded That The Information Provided In Green Marketing About Preference Of The Respondents Attracts The People More.
Discussion


Conclusion

Reference


