

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

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### **Abstract**

In The History Of Marketing, "Green Marketing" Is Relatively New. Business Leaders Saw The Need To Do Their Part To Defend And Promote The Go Green And Save The Environment Movement, And Thus Green Marketing Was Born. To Promote The Environmental Friendliness And Long-Term Viability Of A Companies Or Brand's Goods Or Charitable Initiatives, The Marketing Method Known As "Green Marketing" Is Used. In India, The Green Marketing Trend Has Only Just Begun. The Government Should Enact Stringent Regulations Mandating The Production And Purchase Of Eco-Friendly Products By All Sectors Of Society. More Efforts Are Required In This Regard By Organisations Since Consumers Are Not Aware Of The Green Activities Being Performed By Various Government And Non-Government Agencies. The Respondents' Knowledge Of The Health Benefits And Environmental Advantages Of Green Goods, As Well As Their Familiarity With Eco-Labels And The Availability Of Branded Items, Is Considered To Be Quite High. From A Marketing Point Of View, A Great Marketer Is One Who Not Only Meets Client Needs But Also Creates And Distributes Goods That Are Adapted To Their Specific Tastes. When Properly Implemented, Green Marketing May Help Ensure That The Planet's Natural

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***

The Research Is Descriptive In Nature. Convenient Sampling Procedure Is Used For The Study With 200 Responders As The Sample. Research Was Performed In December Of 2022.

### ***Results***

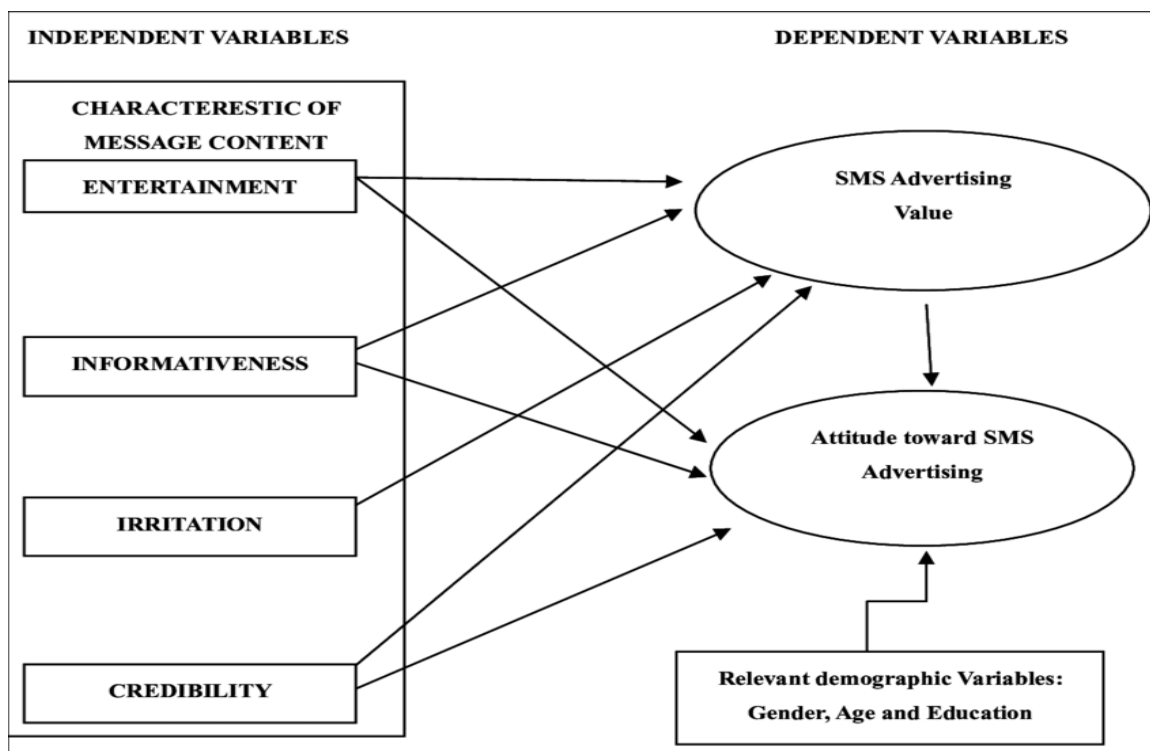
Consumers May Benefit From Green Goods In Terms Of Health And Happiness, And They May Also Be Able To Have A Positive Impact On The Environment. Many Implications For Managers Formulating Marketing Strategy And Programmes In Expanding Marketplaces Are Suggested By The Study's Results. The Study's Goal 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**

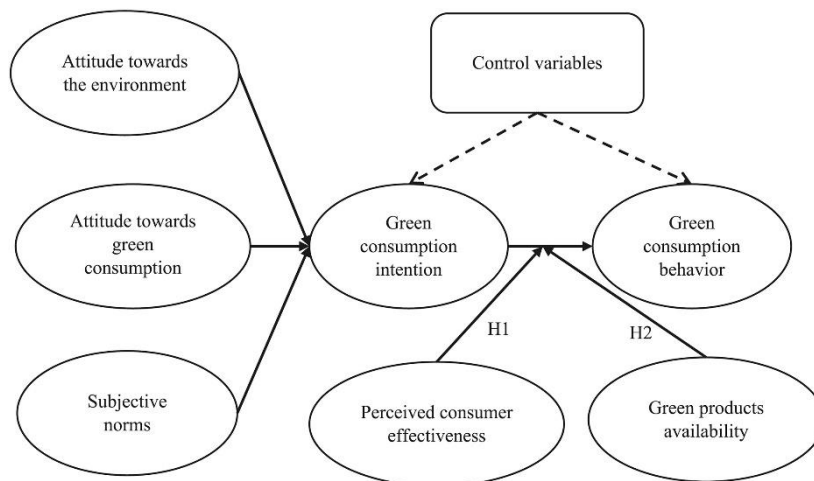
An Increasing Number Of People Throughout The World Are Joining The Green Movement. The Clientele Are Responsible And Ethical In Their Actions. Demand For Greener Products Is Pushing The Industry In A New Direction. Indian Consumers Know Significantly Less About Global Warming Than Their Counterparts In Developed Countries. Successful Advertising Also Required Seeing Patterns And Spreading The Word About Products, Services, And Brands In A Manner That Piques People's Interest. Natural Resource Depletion Is The Main Reason Why Consumers Are Shifting Towards Greener Purchasing Patterns, As Reported By Yatish Joshi (2015). There Has Been A Significant Growth In The Number Of Businesses That Focus On Making Environmentally Safe Products. Customers Have A Favourable Perspective Of Environmental Goods, But They Are Unable To Put It Into Action Due To Their Erratic Behaviour. High Pricing, A Lack Of Supply, And A Lack Of Consumer Trust Were Found To Be The Key Deterrents From Purchasing Green Items, Whereas Subjective Norms, Product Characteristics, Environmental Knowledge, And Environmental Concerns Were Found To Be The Primary Motivators. Researchers Looked At How Consumers' Ethical Decision-Making Affected Their Purchasing Habits. The Research Showed That Besides Price, Many Other Aspects Of The Shopping Experience, Such As The Shopper's Mood, The Store's Layout, And The Amount And Kind Of Advertising, All Have A Substantial Role In Influencing A Customer's Final Purchase Choice. Wong Fuiyeng (2015) Found That As Consumer Interest In Green, Environmentally Friendly Goods Increased, Manufacturers Began Paying More Attention To The Sustainable Development Framework. Green Marketing Is One Of The Most Important Methods Used By Commercial Companies To Increase Profits. Businesses That Are Willing To Spend More In Greener Lifestyles Are More Likely To Attract Customers And Retain Them. The Sophisticated Marketing Strategy Known As "Green Marketing" Has A Broader Scope Than

Only Environmental Conservation. The Sales Staff Receives Thorough Training On How To Promote Eco-Friendly Products By Stressing The Need Of Protecting The Environment As A Consequence Of Utilizing Their Wares. When Launching A Green Marketing Campaign, A Company Must Decide On The Best Environment And Demographic To Reach. Every Green Marketing Strategy Will Fail If A Firm Cannot Fairly Represent Itself And Cannot Keep Its Promises Of Compliance And Moral Behaviour. According To This, Businesses Should Live Up To The Ideals They Promote In Their Advertising. Success Depends On Both Ensuring That Customers Are Aware Of The Potential Benefits Of Being Green And Providing Them The Power To Influence Environmental Policies. In Order To Satisfy Customers' Predicted Needs, It May Be Useful To Consider Their Preferences And Personalities.

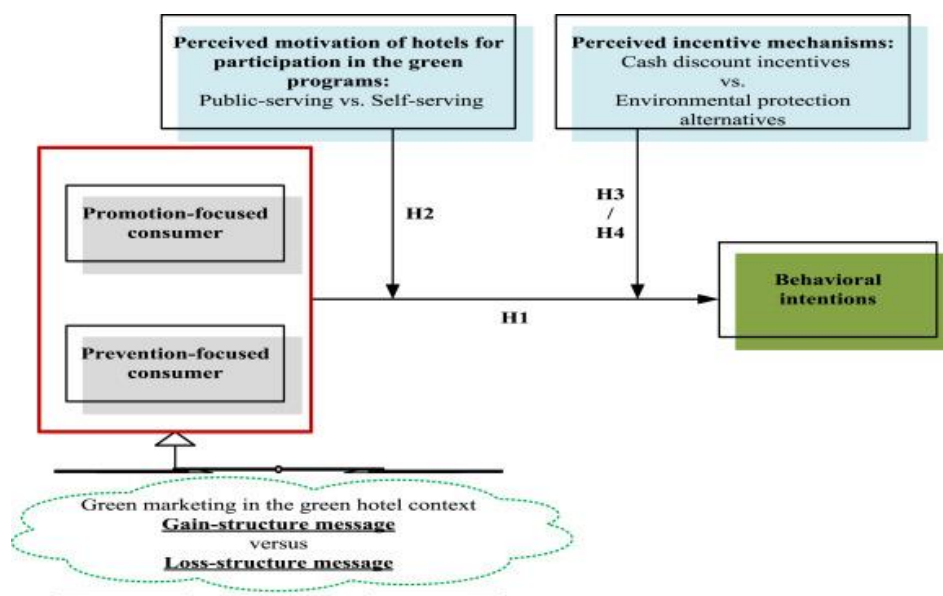


## Research Background

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.



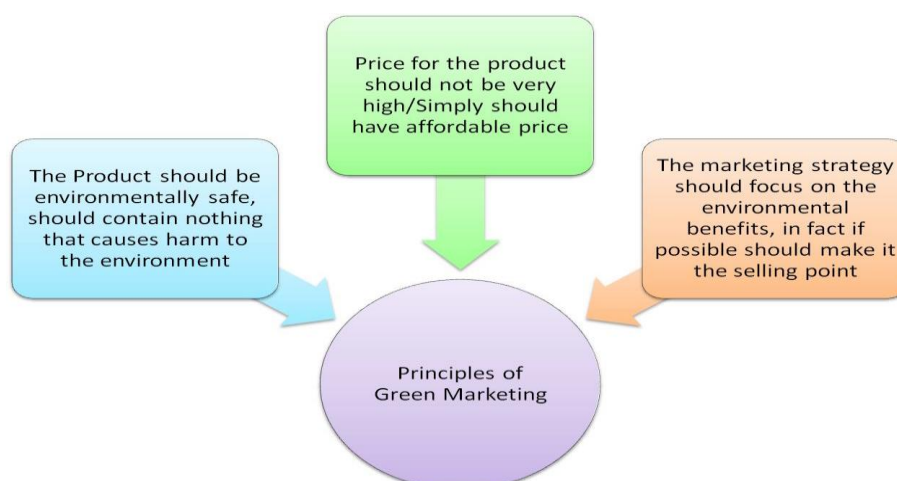
New Forms Of Marketing Communication And Innovative Forms Of Advertising Media, Such As The Green Advertisement Platform, Have Emerged As A Result Of Advancements In Wireless Technology. With Green Advertising, Information About Products May Be Sent To Customers In A Highly Targeted, Individualized, And Geographically Dispersed Manner Over Wireless Networks. Green Marketing Facilitates The Delivery Of Targeted, One-Time Ads To Customers. It's A Way For The Business To Connect With Its Customers. Consumers Are More Likely To Interact With The Promoted Brand And Its Associated Goods, Content, And Services. Customers' Attitudes Regarding Marketed Products May Be Influenced By The Content Of Green Ads. As A Consumer Goes Through An Emotional Reaction, They Begin To Consider The Product. Customers That Feel A Connection To A Product Are More Likely To Buy It. Advertising For Goods And Services Is Increasingly Being Sent To Green Devices As A Consequence Of The Widespread Usage Of Green Phones. In Particular, Sms, Or Short Message Service, Has Been Very Effective.



**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

Developing A Theory That Appropriately Captures The Essence Of Green Marketing. The Review Includes Not Just Academic Literature But Also Some Works From The Public Domain. A Review Of Ideas From Leading Green Marketing Firms And Cutting-Edge Green Technology Solution Suppliers Was Conducted. When Looking At The Criteria As A Whole, We Can See That There Are Really Four Unique Methods For Advertising Through Green Media. However, Studies Have Shown That Most Definitions Are Embedded In Modern Technological Systems, Leading To Frequent Misunderstandings. Many Attempts At Green Marketing Fail Because Their Designers Mistake The Sector For A Simple Technology. Messages Sent To Consumers Through Their Green Phones Have Surpassed Every Other Medium. The Use Of Green Marketing Has Increased Dramatically In All Industries Over The Last Several Years. However There Is Few Indication That Large Firms Have Embraced Green Marketing In Any Significant Way. The Research Concluded That Branding Strategy, Enabling Circumstances, And Security And Costs Are The Key Variables Impacting Mncs' Usage Of Green Marketing. Moreover, He Said That Unlike Their Japanese Counterparts, American Firms Were Eager To Try Out New Forms Of Green Marketing. They Demonstrated A Perceptual Map Grounded On Correspondence Analysis That Illustrated The Value Of Green Technologies For Service Providers Like Telecoms And Electronics Companies. Virtanen Et Al. (2005) Shed Further Light On The Adoption Of Green Marketing By Exploring The Barriers To The Growth Of Green Marketing And Offering Solutions To Those Barriers. Green Spam Not Only Invades People's Personal Space, But Also Uses Their Demographic And Location Information To Send Them Ads That Are More Relevant To Them, Which Raises Privacy Concerns. Legislation Aimed At Protecting User Privacy Has Been Enacted By Regulatory Organisations All Around The Globe Due To The Fundamental Relevance Of Addressing These Issues. Wong Fuiyeng (2015) Elucidated Some Of The Regulatory Hurdles That Come With Green Marketing. This Article Draws Parallels Between The Regulatory Climates Of Switzerland, The European Union, And The United States To Better Understand The Possible Impact On The Green Business Sector In Each Region. Petty (2003) Looked At Legal And Policy Questions With Green Marketing In The United States. Many Of The Issues That Affect Green Gaming And Marketing Might Be Resolved By Adopting The Paradigm Proposed By Han Et Al. (2004). Using The Suggested Framework, Time- And Location-Sensitive Interactive Marketing Is Feasible, Allowing Users With Location-Aware Technology To Pick Up Nearby Items Like M-Coupons And Redeem Them At Nearby Participating Stores. The Aforementioned Applications Are, Of Course, Only The Tip Of The Proverbial Iceberg, And It Is Anticipated That Both The Number Of Publications And The Number Of Applications Will Expand Dramatically In The Near Future.



## 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.

Sharma (2021) Looked At How Consumers May Make More Environmentally Conscious Decisions, Where To Buy Green Products, And Other Factors In The Green Marketing Mix. Significant Factors Of Green Consumer Behaviour Include Environmental Concern, Eco-Labeling, And Perceived Usefulness. The Study Found That Consumers' Lack Of Environmental Consciousness, Financial Concerns, Fears Of Potential Harm, Negative Impressions Of The Company's Reputation, Lack Of Trust, And Reluctance To Pay More Were The Main Factors Preventing Them From Buying Environmentally Friendly Items. Because Of These Characteristics, There Was A Gulf Between How People Felt And How Much They Spent. The Influence Of Environmentally Conscious Consumer Choices On Social Sustainability Was Analyzed By Chung (2020). Using Stress Cognition Theory, A Research Shows How Green Hotel Management May Help Save The Planet And Set The Stage For Eco-Friendly Advertising.

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

Behaviour And Final Product Selection. Customers Are Not Very Enthusiastic About Purchasing Environmentally Friendly Products, The Survey Found.

### ***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

Weible And Wallace (1998) Argued For The Adoption Of More Recent Methods Of Data Collecting, Such As E-Mail And Web-Based Survey, Due To The Speed With Which The Survey Instrument May Be Sent Out And Returned. The Research Is Descriptive In Nature. Convenient Sampling Procedure Is Used For The Study With 200 Responders As The Sample. Research Was Performed In December Of 2022. The Questionnaire Was Used To Compile The Main Data. We Have Gauged Their Familiarity With Green Marketing By Presenting Them With Seven Statements On A 5-Point Likert Scale. Spss Was Used To Examine The Data Collected. With The Rapid Rise Of Online Marketing, The Advent Of Green Marketing Marked The Next Major Development In The Sector. Deepika (2015).

## 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*

Variables	Income Group	N	Mean	Std. Deviation	F	Sig.
Health Benefits	Low	61	4.23	1.046	0.862	0.425
	Middle	87	3.21	1.161		
	High	52	3.92	1.405		
	Total	200	4.12	1.191		
Environmental Aspects	Low	61	3.71	0.682	0.381	0.682
	Middle	87	3.72	0.781		
	High	52	3.51	1.044		
	Total	200	3.64	0.831		
Eco-Labels	Low	61	3.15	0.843	1.975	0.142
	Middle	87	3.13	0.775		
	High	52	3.92	0.775		
	Total	200	3.57	0.824		
Point Of Purchase	Low	61	3.91	1.114	6.371	0.002*
	Middle	87	2.76	1.051		
	High	52	3.39	1.097		
	Total	200	3.06	1.125		
Various Brands	Low	63	3.21	1.336	10.316	0.000*
	Middle	86	2.36	1.343		
	High	51	3.27	1.358		
	Total	200	2.86	1.401		



The Overall Mean Of Satisfaction Towards The Mission Of The Health Benefits Is High (4.23) Than Other Aspects. The Awareness Of The Respondents From The Income Group Is High Towards The Eco-Labels (3.92). The Middle Income Group Respondents Are Highly Satisfied Towards The Environmental Aspects (3.72). The Awareness Of The Low Income Group Respondents Is Found High Towards Point Of Purchase (3.91), Environmental Aspects (3.71). The Result Of One Way Anova Shows That The Awareness Of The Income Group Respondents Towards Health Benefits Is Significantly Higher.

### ***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***

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

Among Various Benefits Of Green Marketing, The Preference Of The Respondents Is Given In The Above Table. The Result Shows That The Respondents Prefer The Distribution (6.99), And They Feel Brand Are Reaching Them Easily (6.12) And Product (6.00). Fourthly, The Respondents Feel That Service (5.95), Followed By The Package (5.59). The Result Of The Significance In The Ranking Is Given Below.

**Table 3: *Friedman Test***

<b>N</b>	<b>200</b>
Chi-Square	87.591
Df	9
Sig.	0.000

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

The Study Aimed To Provide A Theoretical Framework For Understanding And Forecasting Consumer Attitudes Towards Green Marketing And Their Propensity To Make Purchases In Emerging Markets. Managers Need To Be Aware Of The Factors That Promote And Hinder Customer Adoption Of Marketing Strategies. The Study's Goal Is To Learn How Eco-Labeling, Green Branding, And Green Advertising Influence Customers' Opinions, Decisions, And Behaviour. The Demographic Information Of The People Who Are Willing To Participate Is Also Checked. The Study's Goal Is To Learn How Eco-Labeling, Green Branding, And Green Advertising Influence Customers' Opinions, Decisions, And Behaviour. The Demographic Information Of The People Who Are Willing To Participate Is Also Checked. Don't Forget That Promoting Green Products Is Equally Crucial. For This Reason, Businesses Should Consider And Execute Eco-Friendly Marketing Tactics. Author(S): Solomon, M. R. (2009). Businesses Have A Better Chance Of Succeeding If They Pay Attention To What Their Customers Want And Try To Provide It To Them. So, There Has To Be An Increase In Eco-Friendly Products. Managers Were Also Instructed To Pay Particular Attention To The Demographics Of Their Target Audience While Conducting Marketing Campaigns. Both Environmental And Economic Considerations Are Necessary For Successful Green Marketing.

## Conclusion

“Green Marketing” Refers To The Practice Of Advertising Goods And Services That Have A Negligible Or Positive Effect On The Natural World. Businesses May Show Their Dedication To Sustainability By Employing Eco-Friendly Materials, Sustainable Manufacturing Practices, And Green Packaging To Inform And Impress Upon Consumers The Value Of Their Offerings. It Is Still Uncommon For Businesses In India To Use Environmental Marketing Signals To Encourage Environmentally Responsible Purchasing Practices. Bertrandias And Elgaaied-Gambier (2014). Research Indicated Important Because It Helps Build The Foundation For Future Studies In The Expanding Field Of Green Consumer Psychology. The Research Shows That Marketing, Like Other Company Functions, Contributes Significantly To Global Environmental Problems. So, The Study Of Marketing Might Aid In Finding Solutions To Ecological Issues. Ashraf And Kamal (2010), Green Goods Have Been Shown To Reduce Resource Use, Trash Output, And Energy Consumption. Customers Nowadays Are Environmentally Conscious And Make Considerable Contributions To Conservation Initiatives. Although Consumers Are Willing To Pay A Premium For Products That Satisfy Their Specific Demands, Reaching The Mass Market Necessitates Regulating Prices In Order To Realize The Goal Of Being Totally Green. 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.

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