

Project Dissertation Report On

**A STUDY ON CONSUMER PERCEPTION OF
GREEN MARKETING**

Submitted By:

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CERTIFICATE FROM THE INSTITUTE

This is to certify that **Ms. Kauravi Phukan (2K20/DMBA/57)** has satisfactorily completed the Project Report titled “**A Study on Consumer Perception of Green Marketing**” in partial fulfillment of the requirements for the award of the degree of Master of Business Administration from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2020-2021. The contents of the report, in full or part, have not been submitted to any other university or institution for the award of the degree.

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STUDENT DECLARATION

I, **Kauravi Phukan**, Roll Number **2K20/DMBA/57** hereby declare that the project work entitled “**A Study on Consumer Perception of Green Marketing**” was submitted to Delhi School of Management, DTU towards partial fulfillment for the award of Master of Business Administration. It is my original work and the dissertation has not formed the basis for award of any degree, associate ship, fellowship or any similar title to the best of my knowledge.

Date:

Place:

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Acknowledgement

At the outset, I express my heartfelt thanks & gratitude to those who sincerely helped and supported me throughout the project & without their active support & help it would not have been possible for me to complete the venture. As such, I once again extend my sincere thanks & gratitude to all of them.

To this effect, at first, I take the opportunity to express my profound gratitude and deep regards to my professor, Mr. Chandan Sharma, for their active guidance and constant supervision together with time to time providing necessary information connected with the project and their active support in completing the project.

I also sincerely thank the participants that I surveyed and interviewed. Finally, I would like to express my earnest gratitude to my friends and family members for their constant support & encouragement without which the assignment would not have been completed.

EXECUTIVE SUMMARY

Green marketing, a big advance in the enormous field of marketing, has grown in popularity and is attracting a lot of attention. Green marketing considers all efforts that give the best possible service to customers while also meeting their demands in an efficient and inventive manner that ensures the environment is not harmed in any way as a result of the above activities. Some terms that are synonymous with green marketing are ecological marketing and sustainable marketing. Environmental marketing or ecological marketing are other terms for green marketing.

According to the American Marketing Association, marketing of products that are presumed to be environmentally safe is called Green Marketing. Thus, green marketing encompasses a wide variety of initiatives, including product modification, modifications to the manufacturing process and packaging, as well as advertising changes or the elimination of any practice that has a detrimental impact on the environment. Because the world is facing more environmental difficulties than ever before, it is critical for businesses to create and sell themselves as environmentally responsible. Due to rising consumer awareness and concerns, green marketing is becoming a popular promotional technique.

Consumer preferences and buying patterns are altering, as is their concern for the environment. Green lifestyle has evolved into a new way of life that is now widely acknowledged as a consumer trend. Evidence from throughout the world reveals that people are concerned about their environment and are changing their behaviour as a result. As a result, green marketing has evolved, signalling a burgeoning demand for environmentally friendly and socially responsible goods and services. The majority of national and international organizations are also being increasingly concerned about their involvement in enhancing the environment and their surroundings. Our traditional marketing system has developed through time to a more sustainable, environmentally friendly marketing approach that is here to stay. The organizations that are transforming themselves significantly in order to adapt to the demands of the dynamic market are accurately observing this shift in the marketing system and the change in consumer preferences. In this competitive era, each player in the market is doing everything they can to carve out a place for themselves and stand out from the crowd, as well as to sustain and earn profits in the long run

without adversely damaging the environment. Another essential part of green marketing is consumers' willingness and ability to acquire green products and pay a higher price for them.

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1. INTRODUCTION

Global warming, carbon credits, ozone depletion, environmental risks, and environmental impact assessment have all become widespread terms in the twenty-first century, indicating a society that is concerned about the environment. When society suffers the negative consequences of environmental deterioration, it grows more concerned about the environment. Problems arising from the widespread manufacture, use, and marketing of ecologically irresponsible items are one of the causes of this deterioration. As a result, corporations have begun to alter their conduct in an attempt to accommodate these 'new' societal concerns. Traditional marketing entails selling products and services that meet customer demands at reasonable rates, but green marketing adds the issue of defining "what is green" as well as producing and selling items that consumers will like.

It is critical that when we discuss and consider green products, we emphasize that they are 'less ecologically destructive' rather than 'environmentally friendly.' As a result, environmental marketing should focus on reducing environmental effect. Environmentally friendly products strike a balance between performance, price, and convenience while remaining environmentally friendly. They are normally long-lasting, recyclable, and non-toxic, and should be produced from decomposable or recyclable materials. These items should have little packaging and have a low energy effect on the environment.

Green or ecological marketing is a concept that encourages firms to use ethical and environmentally friendly methods while interacting with consumers, suppliers, dealers, and staff. Companies have begun to portray themselves as environmentally friendly. Even public-sector organizations and state governments are paying close attention to environmental challenges such as global warming, pollution, and water contamination, and have begun to take actions to prevent pollution.

Business has joined the "green market" as disputes about how to deal with the impact of human activities on the environment continue apace, such as the global warming debates that have dominated political circles. Consumers often get eco-products or green practises from businesses,

and some businesses provide eco- or green items while also committing to eco-production and/or eco charity. Green business solutions may be found in a variety of industries and address a variety of environmental challenges. Hybrid autos, eco-friendly paint, organic food, recycled copy paper, and ecologically friendly cleaning products are just a few examples of green items. Businesses also highlight their recycling efforts, usage of wind power, and other initiatives aimed at reducing their actions' environmental effect.

Government regulations and customers are fundamental influences affecting the consumer products business, and firms in market economies base their production and marketing choices on them. Consumer preferences for environmentally friendly products, as well as government legislation, create incentives for businesses to include environmental and other green goals in their profit maximization decisions. Some companies are proactive in terms of greening their products, while others see eco-friendly actions as a byproduct of their cost-cutting approach.

The desire and capacity of customers to acquire green products and pay more for them is an essential part of green marketing. For example, the US market has 3.5 million proven green customers, whereas the European market likewise has a Green Product consumer base.

However, there is a scarcity of information on India's customer base, as well as the desire and capacity of Indian consumers to pay a premium for green products. The purpose of this article is to investigate people's consumer awareness in Delhi and the North Eastern states.

1.1 Background

Green Marketing:

Green marketing was characterised in a variety of ways by different writers.

"The technique of selling products and/or services based on their environmental benefits is known as green marketing." Such a product or service might be ecologically friendly in and of itself, or it could be manufactured and/or packaged in a manner that is environmentally beneficial."

"A product's marketing or promotion focused on its environmental performance or improvement"
(Charter and Polonsky1999)

Green marketing also refers to a company that works hard to promote, price, and distribute items that are environmentally friendly. (Sarkar, N. 2012)

Green Products:

In reality, no one can agree on exactly what constitutes "green." There is no universally agreed-upon definition of a green product. However, several common qualities of items usually acknowledged as green, including the products, are based on diverse definitions of green marketing, including the following:

1. Products that are cultivated in their natural habitat.
2. Items that are both recyclable and reusable.
3. Natural-ingredients-based products.
4. Products using recyclable materials and non-toxic chemical components.
5. Product content when using a chemical that has been authorised.
6. Environmentally friendly products that do not hurt or contaminate the environment.
7. Products that will not be tested on animals
8. Products with environmentally friendly packaging

Green Services:

The services industry is less affected by environmental challenges than the industrial sector. As a result, in comparison to the manufacturing sector, it must also adhere to and maintain the "Green" idea in product marketing. For example, health care, hospitality, waste disposal and management, and eco-tourism are all major concerns for the medical industry.

Green Marketing Mix :

The four p's of green marketing are the same as in traditional marketing, but the difficulty is to employ the four p's in a unique way.

- (i) Product: Reduced resource use and pollution, as well as increased conservation of precious resources, are the ecological aims of product planning
- (ii) Price: Price In the green marketing mix, price is a crucial component. The majority of customers will only pay more if they believe the product is worth more. Improved performance, function, design, aesthetic appeal, or taste might all be part of this value. While charging a higher fee, green marketing should take into account all of these factors.
- (iii) Promotion: Green advertising may be divided into three categories:
 - Those who promote a green lifestyle by showcasing a product or service
 - Those that address a link between a product/service and the biophysical environment
 - Advertisements that portray a corporate image of environmental stewardship
- (iv) Place: Customers will be impacted significantly by the location and timing of a product's availability. Customers are unlikely to go out of their way to purchase green items.

Green Communication:

These are strategies that strive to raise customer understanding about green products while also boosting public awareness of firms' environmental, social, and ethical records. They try to educate, convince, and remind customers about green products in a strategic way. Print advertisements, television commercials, word-of-mouth, workshops, discussion groups, mass media, personalised information, and experimental activities all help to encourage this.

They publicize firms' sustainability initiatives, environmental initiatives, and green product features to demonstrate that they are addressing environmental challenges in their company operations and complying with regulatory obligations. This provides as a foundation for businesses to compete in the market and sway consumers' purchasing decisions. They publicize firms' sustainability initiatives, environmental initiatives, and green product features to demonstrate that they are addressing environmental challenges in their company operations and complying with regulatory obligations. This provides as a foundation for businesses to compete in the market and sway consumers' purchasing decisions.

The significance of green marketing:

There are several risks to our world, including air and water pollution, food waste, plastic pollution, and deforestation. Chemicals produced by industries may be found almost anywhere, which is why many businesses are thinking about manufacturing their goods in a more ecologically responsible way. Furthermore, public awareness of environmental issues is growing, and individuals are ready to buy eco-friendly items despite their higher costs.

Many firms are doing their best to meet their consumers' needs and have begun producing items in accordance with their duties as global citizens. Green marketing has a good impact on both people's health and the environment. This sort of marketing encompasses all aspects of a company's operations, from packaging to public relations.

The need for businesses to adopt green marketing:

Most, if not all, businesses now see climate change as an issue, and some are taking steps to address it, resulting in a slew of sustainability, climate change, and environmental projects.

(Amanpreet, C. 2015) MIT undertook a one-year investigation that included in-depth interviews with fifty global leaders, as well as a survey of more than 1500 executives and managers from throughout the world. The influence on the company's image and brand was highlighted by survey respondents as the most important factor for addressing sustainability.

In order of priority, below are the drivers for addressing appropriateness:

- i. Company or brand image
- ii. Cost savings
- iii. Competitive advantage
- iv. Employees satisfaction, moral or retention
- v. Product, service or market innovation
- vi. Business or process innovation
- vii. New source of revenue or cash flow

- viii. Effective risk management
- ix. Shareholder relationship

Some green marketing strategies:

- (i) Sustainability of the Design - It's not just about putting a recycling symbol on your product's packaging; it's about considering the whole life cycle of your product. Details such as the suppliers of your resources or the personnel participating in the process should be taken into consideration. Furthermore, your organisation should be in charge of the quantity of trash it generates as well as the packaging and delivery of its products. When designing for sustainability, you must take into account a variety of factors that have an influence on our environment.
- (ii) Responsibility towards the surrounding - If you're considering becoming green, your brand should be prepared for a significant shift. The goal of green marketing is to raise pollution awareness. Rethink your firm in terms of ecological and social responsibility, and show customers that they care about our world, if one wants to showcase the sincerity of their aims.
- (iii) Green Pricing - Due to the higher expense of sustainable design, environmentally friendly items generally have a premium value. Despite the exorbitant expenses, buyers are nevertheless prepared to pay for them. As a result, if one charges high costs for their green items, they must make sure to provide specifics to demonstrate that they are worth the money. It is important to keep in mind that the bigger the purpose is, the better the chances of getting one's brand's products noticed.
- (iv) Sustainability in the packaging - The over usage of plastic is the leading cause of pollution on our world. Greenpeace estimates that 8.3 billion tonnes of plastic have been created since the 1950s, with just around 9% recycled. Consumers are becoming more environmentally conscious, and they are attempting to avoid using plastic packaging. As a result, it's a good idea to use recycled or non-plastic packaging for the company.

Challenges in green marketing:

1. Standardization needs - Only 5% of marketing statements from the 'Green' firm are totally factual, and there is a lack of standardisation to validate these claims. Because there is no uniformity, certifying a product as green or organic is extremely difficult. Unless there are certain regulatory agencies engaged, who certify or prove. For labelling and licencing, a standard quality control board must be in place.
2. Fresh concept - Green goods are becoming increasingly popular in India as more educated and urban people become aware of their benefits. However, there is still a scarcity of literature. Consumers must be educated and informed about environmental issues. The new green movements must reach the public, which will require a significant amount of time and effort. As a result of India's ayurvedic legacy, Indian customers recognise the value of natural and herbal beauty products. Healthy living behaviours such as yoga and natural food intake are popular among Indian consumers. Consumers are already aware of these issues and are more likely to adopt green products.
3. Tenacity & Endurance - The environment must be viewed as a huge long-term investment opportunity by investors and corporations, and marketers must consider the long-term benefits of this new green movement. It will take a lot of patience and there will be no quick results. Because it is a novel notion and idea, it will go through its own time of acceptability.

Companies which adopted green marketing in India:

- Philips Lighting's CFL –
Earth Light was Philips Lighting's first attempt at marketing a solo compact fluorescent light (CFL) bulb, costing \$15 compared to 75 cents for incandescent bulbs. The product struggled to break free from its dark green niche. The device was renamed "Marathon," emphasising its new "extra long life" positioning and guarantee of \$26 in energy savings during its five-year lifespan. Finally, with the Energy Star badge from the US Environmental Protection Agency adding legitimacy as well as increasing sensitivity to growing power bills and electricity shortages, sales increased by 12% in an otherwise stagnant market.

- Consumer electronics –

Green marketing may be used to acquire new customers in the consumer electronics sector. HP, for example, has pledged to reduce its worldwide energy use by 20% by 2010. The Hewlett-Packard Company stated intentions to supply energy-efficient goods and services, as well as implement energy-efficient operating practises in its sites across the world, to achieve this decrease below 2005 levels.
- Commencement of CNG in Delhi –

New Delhi, India's capital, was rapidly becoming polluted until the Supreme Court of India compelled a switch to other energy. To reduce pollution, a directive was issued in 2002 mandating the use of CNG in all public transportation systems.
- Maruthi –

The firm has stayed ahead of regulatory requirements in its quest of environmental protection and energy conservation at its production sites, as well as the creation of environmentally friendly goods that consume less natural resources. The firm cited the staff' adoption and internalisation of the 'Just-in-Time' mindset as the primary factor in their success.

Since its start, the firm has promoted 3R. As a consequence, the firm was able to recycle 100 percent of processed waste water while significantly reducing fresh water usage. To recharge the aquifers, the firm has developed rainwater collection. In addition, the use of recyclable packaging for purchased components is being extensively advocated.

The firm has been assisting its suppliers with the installation of an Environmental Management System (EMS). All vendors on EMS are subjected to regular training sessions. Surveys are done to determine which vendors require further assistance. Suppliers' systems and environmental performance are audited. This system has a substantially higher green co-efficient than a traditional system
- HCL –

HCL's Environmental Management Policy is part of the HCL ecoSafe programme. We have developed a programme that we proudly refer to as HCL's eco safe in order to

construct a system to identify, develop, and sustain the maintenance of an environment management system at the corporate level. The goal is to combine knowledge, awareness, and major advancements on all environmental concerns facing today's globe into HCL's operations, ensuring our commitment to providing quality products, solutions, and services.

HCL ecoSafe's main goal is to integrate environmental management practises into its business operations, ensuring that the environment, health, and safety of all stakeholders are protected. HCL pledges to provide goods that are environmentally safe in every way and devoid of dangerous substances. HCL ecoSafe focuses on product lifecycle management to guarantee that our goods are made, purchased by customers, recovered at their end-of-life, and recycled in an ecologically friendly way after their useful life.

1.2 Problem Statement

The earth's scarce natural resources must be handled wisely to meet human needs while inflicting minimal environmental damage. Otherwise, humanity will be subjected to the effects of environmental deterioration. To feed the world's ever-increasing population, mass manufacturing is unavoidable. Conservation attempts to solve the issue will fail unless all parties involved - the general public and the government, people and organisations, consumers and producers, young and elderly - participate. Unlike their western counterparts, Indian consumers are currently experiencing a slow green awakening. People today maintain a close watch on all global issues, with the environment being a hotly debated topic. The difficulty is that people are already aware of environmental deterioration and are concerned about it. The question is whether they see green marketing as a viable alternative for reducing or eliminating environmental problems, and, more significantly, do they know what green products are. Do their environmental concerns indicate a preference for green products?

1.3 Objectives of the Study

1. To investigate consumer awareness about green products and its marketing practices
2. To understand the factors that persuade consumers to purchase green products
3. To analyze the relationship between income of consumers and the demand of green products
4. To analyze the relationship between education with awareness of green products

1.4 Scope of the Study

The study's overall goal is to determine the amount of public knowledge of Green Marketing in India, with an emphasis on environmental protection.

This research will primarily discover and evaluate several elements that impact a consumer's decision to buy a green product, as well as the underlying link between income and purchasing power. In addition, the goal of this research is to identify the roadblocks to purchasing a green product.

2.LITERATURE REVIEW

Anupam, P., & Neha, M. (2021) Green marketing is a method of pleasing customers by developing products that are tailored to their requirements while also being environmentally friendly. There are a variety of things that cannot be manufactured without the use of natural resources. Human beings must disrupt nature in order to produce such items. All we can do is reduce the harmful impact on the environment. As a result, green marketing is recognized for minimizing negative environmental effects rather than environmentally beneficial processes. Every coin has two sides, one of which is positive and the other is negative. Similarly, green marketing might be costly in the near term. However, in the long term, it benefits the environment, consumers, the general public, and economies. Although marketers have accepted the environmentally beneficial notion of green marketing, they must also ensure that consumers are aware of it. Consumers must appreciate and be eager to buy green products, and marketers must express the demand and need for them. It is not only the responsibility of businesses to adopt green marketing, but it is also the responsibility of consumers to take steps to reduce their environmental impact, as businesses are willing to produce products that consumers want. Many people are unwilling to pay the extra and are unwilling to modify their lifestyle as a result. As a result, corporations and consumers share responsibility for reducing environmental damage as a result of their actions.

Vikashita, M., & Sasmita N. (2017) – puts up the point that technically, a green or ecological marketing strategy is one in which goods and services are produced and sold based on their positive environmental consequences and societal advantages. Green marketing is concerned with the entire marketing process, from the procurement of raw materials to the consumption of completed goods. Many emotional variables characterize India and the Indian market. The majority of Indian consumers are concerned about the preservation of a clean and healthy environment. Indian customers, as well as many Indian corporations, are attempting to improve the environment by adopting healthy and creative practices. Consumers are becoming more aware of and concerned about environmental issues, and many are taking small steps to help make a difference. The companies in the present day such as Patanjali, HCL, TATA Group of companies among others are using green strategies at an extensive rate by creating a Go green image for their products and

business in the marketplace and expressing their concern for long-term commercial and environmental sustainability.

Mayank, B. & Amit, J. (2013) – stated that consumer knowledge of green products is strong, however consumers are unaware of green activities conducted by various government and non-government bodies, implying that additional efforts from organizations are required in this area. For the majority of respondents, newspapers are their primary source of information, and they should be used more to educate people about green products and practices. Consumers have exhibited a favorable attitude toward green products or environmentally friendly items such as low-power (energy-efficient) electrical appliances, organic foods, lead-free paints, recyclable paper, and phosphate-free detergents while also being worried about their availability and affordability. This means that marketers should make green items available to consumers for consumption, as customers have demonstrated a willingness to purchase green products if they are available. Because customers are concerned about the negative impacts of manufacturing and consumption on the environment, they may purchase a green product if marketers can educate them about the advantages of green products (which consumers perceive to be more expensive) over traditional items.

Anuradha, G., & Deepa, I. (2011) – highlights that when speaking of green products, we must remember that they must claim to be "less environmentally destructive" rather than "environmentally friendly" in order to be truly "green." As a result, environmental marketing should focus on minimizing environmental impacts. Furthermore, government regulations and customers are fundamental forces driving the consumer products business, and firms in market economies make production and marketing decisions based on a variety of criteria, including government rules and consumers. Consumer preferences for environmentally friendly products, as well as government legislation, provide incentives for incorporating environmental and other green goals into a company's profit maximization decision. Some companies are proactive in terms of greening their products, while others see environmentally friendly operations as a byproduct of their cost minimization approach.

Unruh, G., & Ettenson, R. (2010) – centered on three key tactics that businesses may adopt to match their green ambitions to their capabilities: Accentuate: Play up existing or latent green features in your present portfolio as part of your strategy. Acquire: This strategy is purchasing

another person's green brand. Architect: Architecting green offerings entails creating them from the ground up. Green marketing is primarily concerned with four topics. The first is the importance of green marketing; the second is the influence of green marketing on businesses and the environment; and the third is enhancing the effectiveness of green marketing.

3.RESEARCH METHODOLOGY

3.1 Area of the study

The area of the study conducted by the researcher is in New Delhi and North Eastern Region of India. The researcher has taken Delhi, Guwahati and Shillong as the area of the study, as it is convenient for the researcher to contact the respondents for the study.

3.2. Research Design

Research design is a plan, the structure, strategy of investing procedures which sets out to obtain answers to each question.

The research design adopted in the study is Descriptive Research. Descriptive Research is an interpretative research method, that describes the distinctiveness of the population or observable fact that is being studied. The research describes the perception of the respondents on solar energy as an alternative source of power supply. The research type emphasized on ‘what’ and ‘why’ of the topic.

The Research Report has been prepared in accordance with the objectives of the study and available resources. The study conducted is rigid, pre-planned and includes well structured instruments.

3.3 Data Collection Method

The data for the research study has been collected from two sources:

1. Primary Data
2. Secondary Data

1. Primary Data: Primary Data refers to the data collected freshly on the first hand either by the researcher or by someone else especially for the purpose of the study. Primary Data is mainly collected through structured questionnaire and personal interaction with the customers.

2. Secondary Data: Secondary Data is the data already collected for some study or purpose other than the present study. Secondary Data used in this study has been taken from the internet and through different blogs made available to us by the library and through various journals.

3.4 Sampling Plan

A. Universe of Study:

The universe of the study comprises of the respondents of Delhi, Guwahati and Shillong city.

B. Sampling Size:

ONE HUNDRED TWENTY-ONE (121) samples have been taken from the universe for preparing the project report.

C. Sampling Unit:

The Sample Unit of research study are the residents of the cities.

3.5 Sampling Technique

The technique used on the Sample Size of 121 respondents is through 'Convenience' and 'Judgemental Sampling Technique'.

Judgemental Sampling is a type of non-random sample that is selected based on the opinion of on his prior knowledge or professional judgement. Results obtained from a judgement sample are subject to some degree of bias, due to the frame of population not being identical.

3.6 Data Collection Technique

Consumer awareness of green products and green marketing was assessed using a self-designed questionnaire.

Data was gathered on a Likert type scale, where 1 represents the least agreement and 5 represents the most agreement, as well as a multiple rating scale, where 1 represents the least agreement and 5 represents the most agreement.

4. ANALYSIS

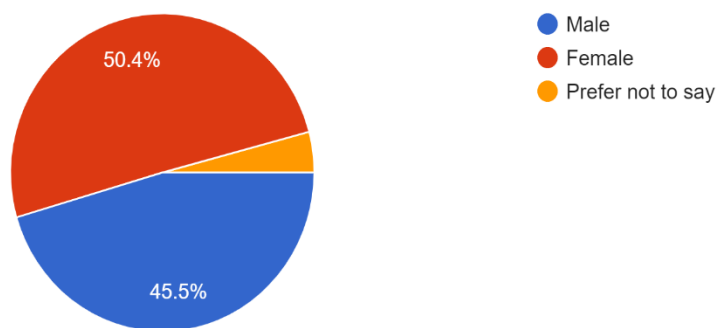
This chapter includes the data analysis, discussions and recommendations. Below is the analysis of data collected in closed questions of the questionnaire using google forms and Microsoft Excel.

4.1 Demographic Profile

Figure 4.1.1: Gender of the Respondents

<i>Gender</i>	COUNTA of Gender
	0
Prefer not to say	5
Female	61
Male	55
Grand Total	121

Gender
121 responses



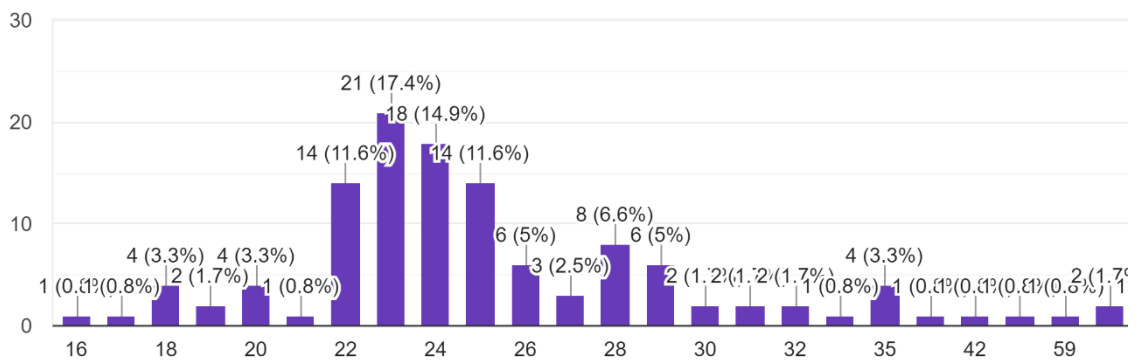
In the above figure the percentage of the gender of respondents are shown. The gender which follows the numbers are that 61 are female, 55 are male and 5 prefers not to disclose their gender.

Figure 4.1.2 Age of the Respondents

What is your age?	COUNT of What is your age?
22	15
23	21
24	18
25	14
Grand Total	68

What is your age?

121 responses

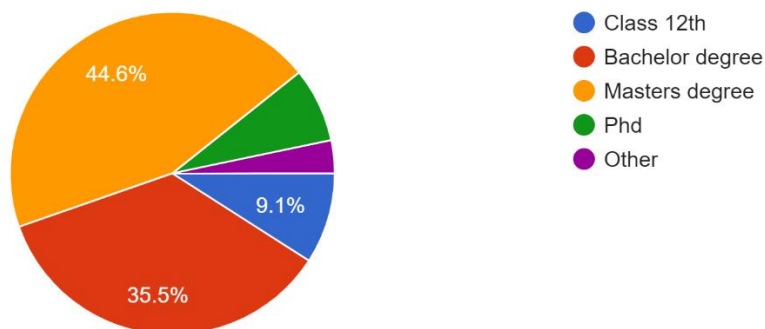


The second question of the questionnaire asked about the age of the respondents. From this question it was found that which part of the sample in terms of age had awareness about green marketing. From this study it was found that the highest number of respondents belonged from the age group of 22 to 25 years with the maximum responses gathered from the respondents belonging from the age group of 23 years of age which is 21 respondents in total.

Figure 4.1.3 Highest Qualification Obtained

Highest Qualification obtained	COUNTA of Highest Qualification obtained
	0
Bachelor degree	43
Class 12th	11
Masters degree	54
Other	4
Phd	9
Grand Total	121

Highest Qualification obtained
121 responses

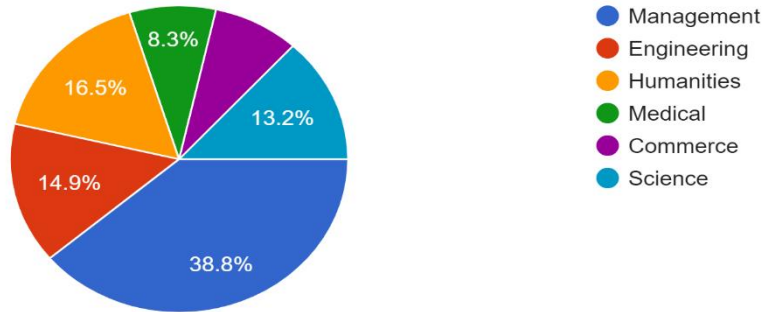


The third question of the questionnaire asked about the highest qualification obtained of the respondents. From this question it was found that which part of the sample in terms of education had the most awareness about green marketing and does education impact the awareness level. It was observed that 54 respondents have master's degree as their highest obtained qualification which is the highest and a least number of 9 respondents has PhD as their highest obtained qualification.

Figure 4.1.4 Stream of study of the respondents

<i>Stream</i>	<i>COUNTA of Stream</i>
	0
Commerce	10
Engineering	18
Humanities	20
Management	47
Medical	10
Science	16
Grand Total	121

Stream
121 responses



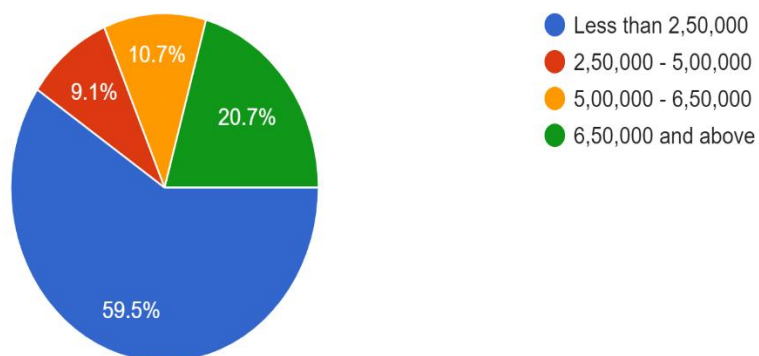
The fourth question of the questionnaire asked about the stream of study of the respondents. From this question it was found if the stream of study or the subjects studied had a relationship in the level of awareness with regards to green marketing. It was observed that 47 respondents were from management which is the highest and a least number of 10 respondents are from commerce stream.

Figure 4.1.5 Income of the respondents

What is your annual income?	COUNTA of What is your annual income?
	0
2,50,000 - 5,00,000	11
5,00,000 - 6,50,000	13
6,50,000 and above	25
Less than 2,50,000	72
Grand Total	121

What is your annual income?

121 responses



The fifth question of the questionnaire asked about the annual income of the respondents. It was observed that 72 respondents belonged from the income group of less than Rs 2,50,000 which is the highest and a least number of 11 respondents belonged from the income group of Rs 2,50,000 to 5,00,000. Rest of the 13 respondents had an annual income of Rs 5,00,000 – 6,50,000 and 25 respondents had an annual income of Rs 6,50,000 and above.

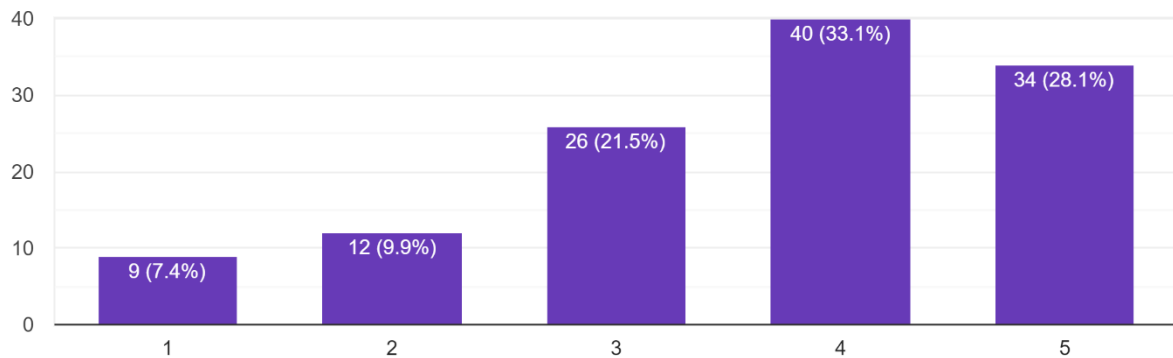
4.2 Awareness about Green Marketing

Figure 4.2.1 Awareness about the term green marketing

"I am aware of the term green marketing."	COUNT of "I am aware of the term green marketing."
	0
1	9
2	12
3	26
4	40
5	34
Grand Total	121

"I am aware of the term green marketing."

121 responses



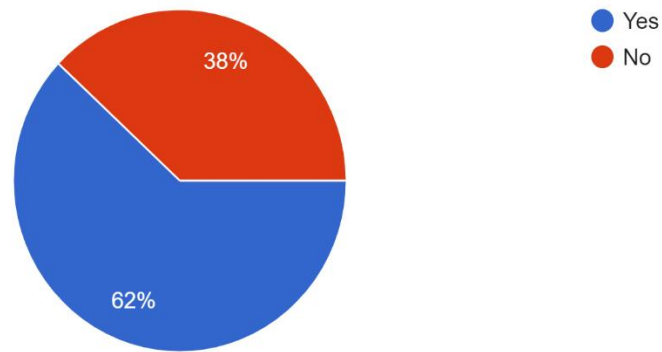
The sixth question of the questionnaire asked about the awareness of the term green marketing of the respondents in a likert scale of 1-5, with 1 being they “strongly disagree”, 2 representing “disagree”, 3 representing “neutral”, 4 representing “agree” and 5 representing “strongly agree” with the given statement. It was observed that a maximum number of 40 respondents “agree” with the statement and a least number of 9 respondents “strongly disagrees” with the statement, whereas 26 respondents are “neutral”.

Figure 4.2.2 Have you heard of any campaign related to green marketing?

<i>Have you heard of any campaign related to green marketing?</i>	COUNT
No	46
Yes	75
Grand Total	121

Have you heard of any campaign related to green marketing?

121 responses



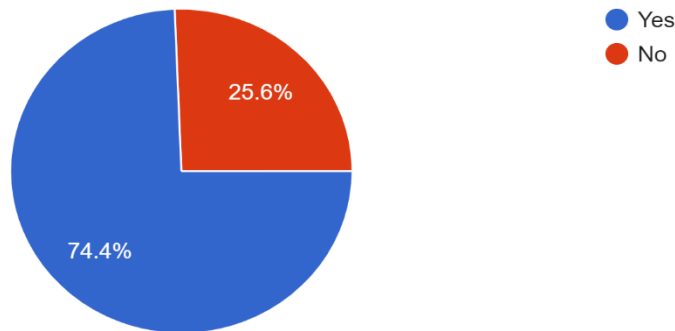
The seventh question of the questionnaire asked if the respondents have ever heard of any campaign related to green marketing. It was observed that out of the total respondents maximum of them have heard about campaigns related to green marketing which accounts for 75 number of respondents and 46 number of respondents have not heard about any campaign related to green marketing.

4.3 Environmental Aspects and its relation to Green Marketing

Figure 4.3.1 Do you consider the environmental aspects of the products before buying them?

<i>Do you consider the environmental aspects of the products before buying them?</i>	COUNT
No	31
Yes	90
Grand Total	121

Do you consider the environmental aspects of the products before buying them?
121 responses

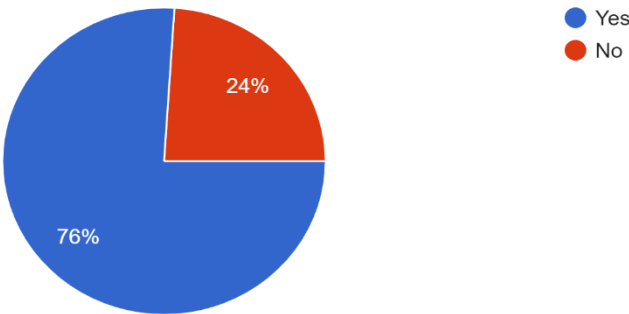


The eighth question of the questionnaire asked if the respondents consider the environmental aspects of a product before buying them. It was observed that out of the total respondents a maximum of 90 respondents takes in consideration environmental aspects before buying a product and 31 number of respondents do not consider environmental aspects before buying a product.

Figure 4.3.2 Do you think that companies that focus on environmental concerns persuade consumers to buy products?

<i>Do you think that companies that focus on environmental concerns persuade consumers to buy products?</i>	COUNT
No	29
Yes	92
Grand Total	121

Do you think that companies that focus on environmental concerns persuade consumers to buy products?
121 responses

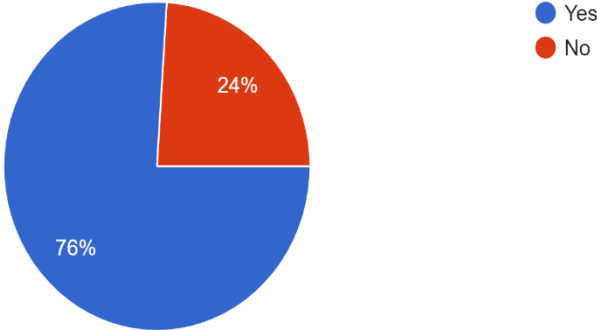


The ninth question of the questionnaire asked if the respondents think that companies that focus on environmental concerns persuade consumers to buy products. It was observed that out of the total respondents a maximum of 92 respondents think that companies that focus on environmental concerns persuade consumers to buy products and 29 number of respondents do not think that companies that focus on environmental concerns persuade consumers to buy products.

Figure 4.3.3 Do you think Green Marketing strengthen company's image in the minds of the consumer?

<i>Do you think Green Marketing strengthen company's image in the minds of the consumer?</i>	COUNT
No	29
Yes	92
Grand Total	121

Do you think Green Marketing strengthen company's image in the minds of the consumer?
121 responses

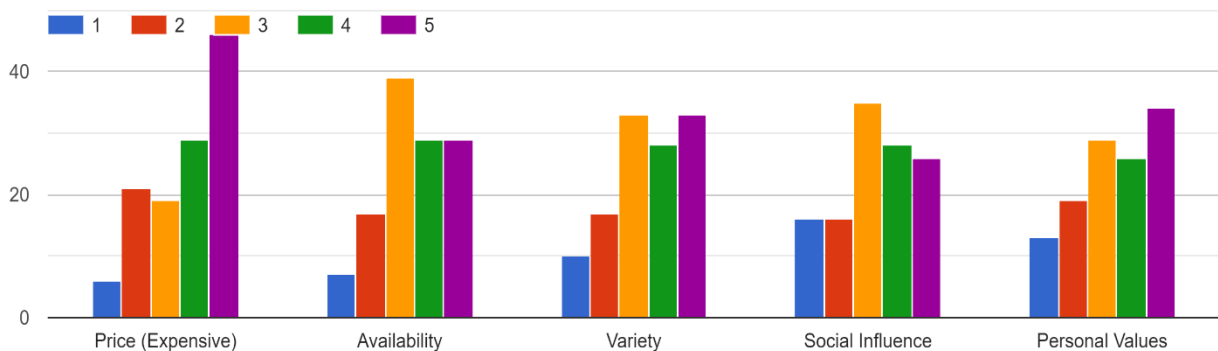


This question of the questionnaire asked if the respondents think that Green Marketing strengthen company's image in the minds of the consumer. It was observed that out of the total respondents a maximum of 92 respondents think that Green Marketing strengthen company's image in the minds of the consumer and 29 number of respondents do not think that Green Marketing strengthen company's image in the minds of the consumer.

4.4 Barriers to purchasing Green Products

What according to you are some of the barriers while purchasing/considering a purchase of a green product?					
1 - LOWEST, 5 - HIGHEST	1	2	3	4	5
Price (Expensive)	6	21	19	29	46
Availability	7	17	39	29	29
Variety	10	17	33	28	33
Social Influence	16	16	35	28	26
Personal Values	13	19	29	26	34

What according to you are some of the barriers while purchasing/considering a purchase of a green product?
(1 being lowest and 5 being highest)



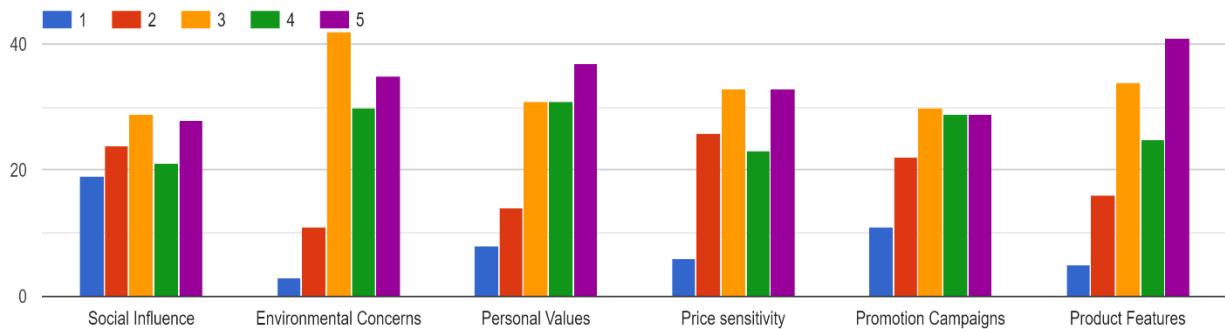
This question of the questionnaire asked what are some of the barriers while purchasing/considering a purchase of a green product on a scale of 1 to 5, where 1 was the lowest and 5 was the highest. It was observed that out of the total respondents a maximum of 46 respondents think that price a huge barrier while considering a purchase of a green product and 19 respondents think that social influence is the least important barrier while considering a purchase of a green product.

4.5 Factors contributing to the willingness of purchasing a Green Product

Rate your willingness to purchase a green product on the basis of the factors					
1 - LOWEST, 5 - HIGHEST	1	2	3	4	5
Social Influence	19	24	29	21	28
Environmental Concerns	3	11	42	30	35
Personal Values	8	14	31	31	37
Price sensitivity	6	26	33	23	33
Promotion Campaigns	11	22	30	29	29
Product features	5	16	34	25	41

Rate your willingness to purchase a green product on the basis of the factors
being highest)

(1 being lowest and 5



This question of the questionnaire asked what are some of the most important factors which persuades them to purchase a green product on a scale of 1 to 5, where 1 was the lowest and 5 was the highest. It was observed that out of the total respondents, for a maximum of 37 respondents personal values play a key role while purchasing a green product followed by environmental concerns for 35 respondents. On the other hand, social influence is the least important factor which drives willingness while purchasing a green product.

5.FINDINGS & RECOMMENDATIONS

5.1 Findings

- The majority of those responded were aware of environmentally friendly items.
- Customers are unwilling to pay extra for environmentally friendly items due to the high cost of the product, which they cannot afford, and other respondents believe that there is a lack of variety in the area of green products.
- Environmentally friendly items have a favorable image among customers. The majority of respondents thought it was vital that the things they used did not hurt the environment, and they thought of themselves as having an environmentally friendly mindset.
- Expensive price of the product, availability, and variety are the most important variables influencing green product purchases.
- With so much environmental deterioration going on these days, customers are drawn to businesses that seek to preserve and restore the environment.
- Green products are rated at a higher price and a maximum of 46 out of the total number of respondents have identified expensive/premium price as one of the barriers to purchasing a green product, it can be directly stated that there is a positive relationship between income and the demand for green products, as when consumers' purchasing power rises, their intent to buy green products rises as well.
- Consumers with a low educational level are the only ones who are unaware of the notion of green marketing.

5.2 Recommendations

- Environmentally friendly behaviour is a long way off and tough to achieve. As a result, environmental understanding and attitudes should be instilled in the brains of customers as early as infancy.
- It takes concerted efforts at the school level to instil a culture of environmental stewardship. Eco clubs serve a critical role in educating future generations about environmental issues. As a result, eco groups should be present at every school and institution.
- Create efficient green marketing campaigns or environmental-related activities to raise customer awareness of green products.
- In their marketing efforts, corporations should aim to place a greater emphasis on the product's green attributes.
- When it comes to making green purchasing decisions, customers consider price. If green items are more expensive, consumers are less inclined to buy them. As a result, the price of eco-friendly items should be decreased.
- Companies should produce advertisements that emphasise a green, environmentally friendly image that will impact their clients' purchase decisions.

6.CONCLUSION

Consumer knowledge of green products is strong, however consumers are unaware of green activities conducted by various government and non-government bodies, implying that additional efforts from organisations are required in this area. The responses were somewhat favourable, indicating that customers are not sceptical of firms' green promises and are worried about the current and future health of the environment, implying a need for green goods and activities.

Marketers may create new green products and inform consumers about their benefits. To safeguard the environment, consumers may prefer green items over conventional ones as a result of greater knowledge and concern. Consumers are worried about the status of the environment and want businesses to use environmentally friendly methods to safeguard the environment.

Consumers have exhibited a favourable attitude toward green products while also being worried about their availability and affordability. This means that marketers should make green items available to consumers for consumption, as customers have demonstrated a propensity to purchase green products if they are available.

The study has consequences for consumers and makes a compelling argument for the beginning of a green marketing age. The study's generalizability is restricted because it focused on a small geographic area, but it does give useful information about consumer attitudes toward green products. Consumer psychographic segmentation in terms of analysing their green values and preferences might be the subject of future study. The study might be duplicated on a bigger scale to gain a better understanding of consumer behaviour and the green phenomena.