

Major Research Report On
“STUDY OF GREEN MARKETING AND
CONSUMER PERCEPTION IN INDIA”

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CERTIFICATION

This is to certify that Mr. Abhishek Sharma, have completed the project titled “Study of Green Marketing and Consumer Perception in India” under the guidance of assistant professor Dr. Vikas Gupta as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi.

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DECLARATION:

I, Abhishek Sharma, hereby declare that the presented report of internship titled “A study on the Green Marketing and Consumer Perception in India” is uniquely prepared by me after working under the guidance of Dr. Vikas Gupta Delhi School of Management DTU.

Additionally, I certify that the report was written solely for my academic need and not for any other reason. It may not be used in the corporation's competitive companies' best interests.

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Abhishek Sharma

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EXECUTIVE SUMMARY:

Green marketing has become an increasingly important aspect of business in India. With growing environmental concerns and increased awareness among consumers, companies are incorporating environmentally friendly practices into their operations and promoting their products as eco-friendly. However, it is crucial to understand the consumer perception of green marketing practices in India. The purpose of this executive summary is to provide an overview of green marketing and consumer perception in India.

Studies have shown that Indian consumers are becoming more conscious of the environmental impact of their choices and are willing to pay a premium for eco-friendly products. However, there is still a lack of awareness and knowledge among consumers regarding green products, and they may not always understand the benefits of choosing eco-friendly products. Companies need to educate consumers on the environmental impact of their products and the benefits of choosing eco-friendly alternatives.

We can draw the conclusion that the business can become more environmentally friendly by training its staff, particularly its sales representatives. This would enable them to effectively market the green product to consumers by outlining the key points in a straightforward manner. To go green, the organisation must create new marketing plans and strategies. In order to outperform the market competition and improve the company's future. For all of it, businesses must educate their clients on the idea. Businesses that use green marketing in the appropriate context and with the appropriate target audience may help them to get a competitive edge.

Businesses must use openness and honesty in their green marketing strategies to avoid greenwashing, which is being viewed with increasing scepticism by consumers. Companies must make sure their promises are true and backed up by data, or they risk being seen as dishonest.

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CHAPTER 1: INTRODUCTION

1.1 Background Information on the Study

Modern marketing that has evolved recently is known as "green marketing." However, marketing takes a thorough approach to identifying and satisfying the requirements and preferences of both present and potential customers. The creation and marketing of products and services that are generated in an ecologically responsible manner are referred to as "green marketing." "Green marketing" is the advertising of products that are deemed to be safe for the environment, according to the American Marketing Association. Consequently, a variety of activities, including product modification, production process changes, packaging changes, advertising changes, etc., are included in the field of green marketing.

Other names for "green marketing" include ecological marketing and environmental marketing. As a result, as environmental consciousness grows, A holistic marketing concept known as "green marketing" calls for the production of goods and services, their use in marketing, and their eventual disposal in a manner that is less harmful to the environment.

Green marketing goes beyond simply using a green colour palette for websites, products, and container design. A company's overall efforts are focused on eliminating environmentally harmful processes and using environmentally friendly procedures and packaging for the production and presentation of the goods. A company may have to invest a little bit more money up front, but increased sales will result in the long run. Due to recent changes in SEBI laws for corporate results compliance procedure, all companies now submit financial results through email, which has significantly reduced the amount of paper and trees used.

The firms profited from lower costs. These cutting-edge techniques can decrease trash and greenhouse expense and petrol emissions together. We all currently deal with numerous environmental issues, which is one of the causes of the development of green marketing. In recent years, one of the top areas of focus for marketers has been green marketing.

advertisers because it might give them a competitive edge. Only a marketer who comprehends customer behaviour can successfully use green marketing. Therefore, it is crucial to perform research on consumer attitudes towards green products, their awareness of them, and the factors that affect their purchasing decisions. The purpose of this research is to ascertain the attitudes, levels of awareness, and purchasing patterns of consumers with regard to environmentally friendly products.

dates to the 1980s, when the term "green marketing" was first used. changing climate, rising Globalization and Industrialization have increased industrialists' and customers' attention to green marketing. According to a recent survey, businesses are growing more concerned with fulfilling their societal obligations. They have used social responsibility as a smart tactical choice to improve their standing with customers. Due to rising environmental concerns, consumers' perceptions of companies with green policies or green products, such as electrical appliances, organic food, lead-free paint, recyclable paper, and low power consumption (energy efficient) products, are shifting. The study looks at customer knowledge about and tendency for buying green items. However, one of the cornerstones of green marketing is that consumers will pay more for a product that is "green."

This paper makes an attempt to investigate how Indian consumers feel about and favour green marketing strategies and goods. There were 81 respondents who provided the statistics. The

interviewees were chosen using a reasonable sampling technique. To collect primary data, a standardised questionnaire was administered to the sample respondents. The statistical results suggested a strong correlation between consumer perception, green consumer values, and product factors in marketing strategies. According to the research, consumer purchasing decisions are significantly influenced by their awareness of green marketing.



Figure 1.1 Green marketing logo with globe

1.2 Importance of green marketing and advertising

Green advertising

Green marketing entails creating and promoting goods and services that meet customers' demands for convenience, affordability, performance, and quality while having minimal negative effects on the environment.

Green marketing, according to the American Marketing Association, is the advertising of goods that are deemed to be environmentally friendly. As a result, a wide range of actions are included in green marketing, such as the modification of products, adjustments to manufacturing processes, and changes to advertising and promotional strategies.

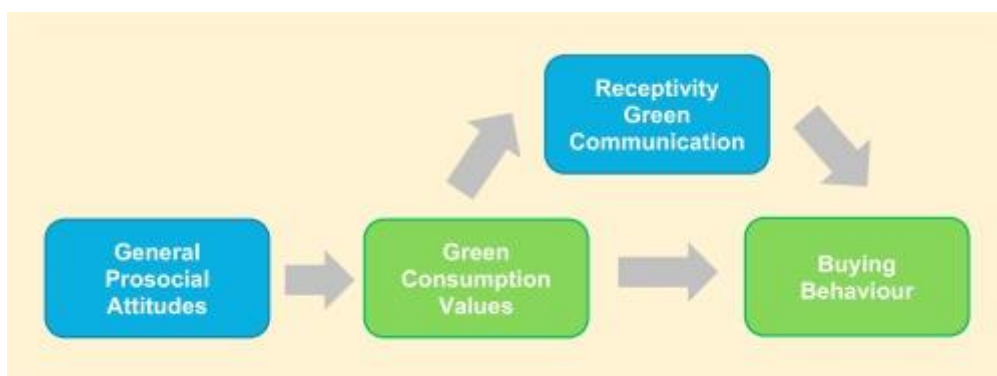


Figure 1.2 Changing to consumer behaviour with green advertising

Changes in green marketing

Over time, green marketing has undergone changes. The late 1980s and early 1990s saw the rise of the term "green marketing." There are three stages in the development of green marketing. The first stage was known as "Ecological" green marketing, and all marketing operations during this time were focused on addressing environmental issues and offering solutions. The second phase was "Environmental" green marketing, when the emphasis turned to clean technology and the creation of novel new goods to address difficulties with waste and pollution. The third phase of green marketing was "Sustainable." Late in the 1990s and early in the 2000s, it gained popularity.

Relevance of green marketing:

Because human wants are limitless and resources are scarce, it is crucial for marketers to make effective, waste-free use of resources in order to meet organisational goals. Green marketing is therefore inevitable. Globally, customers are becoming more and more interested in environmental conservation. Evidence from around the world shows that individuals are changing their behaviour because they are concerned about the environment.

Green marketing's evolution across time

The 1980s saw the emergence of the first green marketing trend. The main source of information for the first wave of green marketing was a series of books titled Green Marketing. They were written by Jacquelyn Ottman (1993) in the United States and Ken Pattie (1992) in England.

According to Pattie (2001), there were three stages in the evolution of green marketing.

Initially, the first stage was referred to as "Ecological" green marketing, and all marketing initiatives at this time focused on offering solutions to and aiding in the resolution of environmental problems.

The second stage was referred to as the "Environmental" green marketing stage. The focus was on clean technology, which involved creating brand-new, cutting-edge goods that could address contamination and waste issues.

The third stage was referred to as the "Sustainable" green marketing stage. It grew into a formidable force in the late 1990s and early 2000. It was concerned with creating high-quality products that could satisfy consumer demands by putting an emphasis on quality, performance, cost, ease of availability, and convenience in an environmentally friendly manner.

Recent advancements in green marketing include the following:

Green marketing initiatives in India refer to marketing strategies that focus on promoting products or services that are environmentally friendly or sustainable. India has seen a rise in green marketing initiatives in recent years due to growing environmental concerns and an increasing awareness among consumers about the impact of their consumption on the environment.

Some examples of green marketing initiatives in India:

Eco-friendly products: Many companies in India are now offering eco-friendly products that are made from sustainable materials, use less energy or are biodegradable.

Recycling and waste management: Companies are adopting sustainable practices to manage waste generated from their operations. They are also promoting recycling and responsible waste disposal.

Renewable energy: Many companies in India are investing in renewable energy sources like solar and wind power to reduce their carbon footprint.

Green packaging: Companies are moving towards green packaging options such as biodegradable or compostable packaging materials.

Awareness campaigns: Some companies are running campaigns to raise awareness about environmental issues and promote sustainable practices among their customers.

Certification programs: Various certification programs like the Indian Green Building Council (IGBC) and Leadership in Energy and Environmental Design (LEED) are gaining popularity, which encourages businesses to adopt eco-friendly practices.

Some of the green marketing initiatives in India that are making a difference in promoting sustainable and responsible practices.

Here are 10 specific green initiatives taken by companies in India:

Tata Motors: Tata Motors has launched electric vehicles like Nexon EV and Tigor EV to promote sustainable transportation.

Infosys: Infosys has implemented a Zero Waste to Landfill program to reduce the amount of waste it generates and to promote recycling and responsible waste disposal.

ITC Limited: ITC Limited has implemented a large-scale afforestation program to plant trees and improve the quality of the environment.

Reliance Industries: Reliance Industries has invested in renewable energy sources like solar and wind power to reduce its carbon footprint.

Godrej Group: The Godrej Group has implemented green packaging solutions like biodegradable and compostable packaging materials to reduce plastic waste.

Mahindra & Mahindra: Mahindra & Mahindra has launched electric vehicles like the e2o and e-Verito to promote sustainable transportation.

Coca-Cola India: Coca-Cola India has implemented a Water Replenishment program to replenish the water it uses in its operations and to improve water security in the communities it operates in.

Wipro Limited: Wipro Limited has implemented a Green Computing program to reduce energy consumption and promote sustainable IT practices.

Hindustan Unilever Limited: Hindustan Unilever Limited has implemented a Sustainable Living Plan to reduce its environmental impact and promote sustainable business practices.

Larsen & Toubro: Larsen & Toubro has implemented a Sustainable Construction program to promote sustainable building practices and reduce the environmental impact of its construction projects.

These are just a few examples of the green initiatives taken by companies in India, and many more companies are implementing similar initiatives to promote sustainable and responsible practices.

Sustainable materials are being used in packaging by businesses to cut down on waste, including recycled paper, biodegradable plastics, and compostable materials.

Carbon neutrality: Organizations strive to become carbon neutral by minimising their carbon footprint through a variety of strategies, such as the use of renewable energy sources and the adoption of energy-saving techniques.

Items made from plants: With the popularity of veganism and plant-based diets, businesses are launching sustainable, environmentally friendly items made from plants.

Fashion that is ecologically friendly: Companies are employing materials that are good for the environment, including organic cotton and recycled polyester, and adopting sustainable practices, such as cutting back on waste and carbon emissions.

Corporate Social Responsibility (CSR): A lot of businesses are putting CSR programmes into place, and these programmes often incorporate environmental activities. This may entail cutting back on waste and energy use, utilising eco-friendly materials in their products, and contributing to charitable organisations that support environmental problems.

Sustainable travel options, such as eco-lodges and tours that help local communities and the environment are now widely available thanks to the growth of eco-tourism.

Transparency: Customers are showing a growing interest in learning about how the things they buy affect the environment. As a result, businesses are becoming more open about their production and supply chains, particularly by revealing their carbon emissions and environmental initiatives.

The circular economy is a model that focuses on reducing waste through material reuse and recycling. By providing repair services, developing recycling programs, and using recycled components in their goods, many businesses are embracing this business model.

Digital sustainability: The energy consumption and carbon emissions produced by data centres and electronic gadgets are a substantial environmental impact of the digital economy. Businesses are putting into practise digital sustainability strategies including creating more energy-efficient equipment and using renewable energy to power data centres. Digital technologies are also being utilised to encourage sustainable behaviour, such as energy monitoring applications that assist users in lowering their energy usage.

1.3 Need for the study

More than a company's marketing claims are covered by green marketing. Although businesses must shoulder a large portion of the blame for environmental deterioration, in the end, it is consumers who desire goods and so fuel environmental issues. The following are some suggested explanations for why green marketing has been widely embraced by businesses globally. There are essentially five justifications for a marketer to use green marketing. Those are Government pressure, competitive pressure, opportunities for competitive advantage, corporate social responsibility (CSR), and cost or profit concerns.

Green marketing refers to any business effort designed to have a beneficial impact on the environment or to decrease a product's negative impact in order to capitalise on consumer concern over environmental issues.

Green marketing helps to make the most of the available resources while meeting the goals of the selling company, as well as gratifying consumer and industry demands.

Although this study is intended to assess the advantages and opportunities of green marketing, its importance, advantages, and opportunities are growing. The business must personalise the advantages of environmentally friendly measures, typically by allowing the customers to participate in such actions.

1.4 Scope of the study

Green marketing is a broad notion that goes beyond just categorising things according to their positive effects on the environment. Green marketing entails creating goods and packaging that are less detrimental to the environment or the environment. It covers a wide range of topics, from pollution prevention to conservation.

In the sake of consumers' wellbeing in particular and society's wellbeing generally, businesses should exert every effort to conduct research and development to develop eco-friendly products.

Because human demands are limitless and resources are scarce, marketers must make effective use of their resources to ensure that organisational goals are met without wasting them. Green marketing is therefore inevitable. People all throughout the world are becoming more interested in protecting the environment. People are becoming more environmentally conscious and altering their conduct to safeguard the environment. As a result, the phrase "Green Marketing" has gained popularity. As a result, marketers are conscious of their environmental responsibilities and place a high value on green marketing.

Customers are modifying their behaviour patterns as well as marketers, who are concerned about the environment. Individual and business consumers are now growing more concerned with environmentally friendly items.

1.5 Objectives of the Study

Primary objective

to carry out a customer perception-based empirical study on green marketing.

aims of the study

- To find out how knowledgeable Indian consumers are regarding eco-friendly practises and products.
- To determine the elements that persuade customers to purchase eco-friendly goods.
- To comprehend the problems and difficulties with using green marketing techniques.

Secondary objectives

- To research consumer awareness of environmentally friendly products.
- To gauge the consumer's commitment to sustainability.
- To research consumer attitudes towards eco-friendly products.
- To comprehend the problems and difficulties in green marketing.
- To research a few marketing companies' Green Marketing initiatives.

1.6 Limitations of the study

- As data is collected through convenient sampling so there can be some bias as the findings cannot be generalize to whole population.
- Feedback only expresses the opinions of a small number of responders and is not always indicative of the total population.
- One significant restriction was time.
- The populace is not particularly responsive.
- The study's sample size is less than average.

CHAPTER 2: LITERATURE REVIEW

The following pieces of writing have been examined in respected publications of both National and International journals covering topics linked to green marketing. There has also been literature based on reviews of books, magazines, and websites.

According to Charles W. Lamb et al. (2004), "Green Marketing" has also grown to be a significant strategy. By pushing a hot topic, businesses can increase brand exposure and customer loyalty. Putting their brands forward as "By being environmentally friendly, marketers can express care for the environment and society at large."

According to Meenakshi Honda's study from 2006, activist organisations and the media have been crucial in raising consumers' environmental awareness and consciousness in recent years. The majority of studies on the topic demonstrate that, despite potential differences in consumer environmental awareness and behaviour among nations, educational levels, age, and income groups, environmental concerns are becoming more widespread.

According to a 2006 study by Jacquelyn A. Ottoman, green marketing must boost both consumer satisfaction and environmental quality. Many green products have reportedly failed as a result of green marketing, according to study. Myopia: Marketers overemphasise the "greenness" of their products at the expense of consumer or other market participant needs (such as those of activists or regulators).

According to Roger A. Kerin et al. (2007), there are numerous ways to use green marketing. It is the consequence of product development opportunities brought about by customer research and its "Pollution Prevention Pays" project. This campaign seeks employee suggestions for ways to recycle items and reduce pollution.

According to Sherlekar (2007), the Eco mark label, which uses an earthen pitcher as its logo, enables customers to choose environmentally friendly items. Products such as textiles, toiletries, detergents, paper, paints, packaging, insecticides, and medications all require urgent eco labelling.

MulchandSen (2007) looked on the extent to which green marketing transcends a business's advertising promises. He stressed that when employing green marketing, the economic aspect of marketing should not be disregarded. Marketers need to understand how green marketing works. Therefore, green marketing is a money pit, but when done right, it can be a highly powerful strategy.

A skilled marketer, according to Vemuri Lakshmi Narayana and Dhinesh Babu (2008), not only persuades the buyer but also incorporates the client in the selling of his products. Green marketing shouldn't be viewed as merely another marketing tactic because it has an environmental and social component. It should be pursued with much more vigour, instead.

A study conducted in 2008 by Sudhanshu Joshi et al. highlighted corporate initiatives for green branding in the banking industry. The largest private bank in India, ICICI, requests that its clients sign up for paperless bank statements. For each client that does so, the bank plants a tree. In Brazil, Unilever and Walmart constructed eco-friendly homes within their retail locations using recycled materials to demonstrate how to live more sustainably.

N. Meenakshi and Arun Kumar (2009): If businesses are to be held accountable for environmental preservation, consumers must play a significant role. They ought to stop acquiring goods from businesses that damage the environment. NGOs, in addition to businesses, play a vital role in society. NGOs ought to conduct research and advise businesses on how to make their processes more environmentally friendly.

Anup Sinha and Jamie Gilpin's 2009 study was primarily concerned with identifying inefficiencies in the carbon value chain of energy production through renewable technologies. Auro might generate biogas from cattle, swine, and other farm animals by using anaerobic digestion and gasification technologies.

According to Biji P Thomas and H Nanje Gowda (2010), green buildings are another name for environmentally friendly structures. Some of the obvious "green" characteristics, such as natural ventilation chimneys, good daylighting, green (landscaped) roofs, and outside window shading, are frequently regarded as indicators of being green.

In his 2010 analysis, Dileep Kumar examined the extent to which hotel business organisations in the tourist industry satisfy customer demands through green marketing efforts and how they affect consumer behaviour and satisfaction by encouraging ecologically responsible behaviour.

The three C's approach for implementing green marketing is best described by Vijay Jain et al. (2010) as Consumer Value Positioning, Calibration of Consumer Knowledge, and Credibility of Product.

According to Artee Aggrawal et al. (2010), eco-conscious (green) businesses face a challenge in figuring out how to best blend their product offerings so that they can both draw customers to them and keep their prices low.

Marketing audit is one of the marketing strategies for green marketing, according to Sanjit Kumar Dash's 2010 study. The problems that lie ahead include the desire for green products that necessitate costly technology and recyclable and renewable materials (including internal and external situation analysis). The performance of your product must be improved, client loyalty must be increased, and a greater price must be demanded.

According to Project Guru's (2010) survey, India is just beginning to use environmentally friendly items. Individuals, groups, and the government all have a duty to do more to spread the word about the advantages of eco-friendly products.

Green marketing has at least been an idea since the first Earth Day in 1970, as per study conducted in 2015 by Vinay et al. However, the idea did not become well-known until the 1980s, when a rise in environmental awareness created a need for more environmentally friendly goods and services. The idea of green marketing was implemented by businesses like Wipro, HCL, TNPL, IBM, ONGC, and others.

According to Nandini Deshpande's 2016 study, employing green marketing does not mean ignoring the economic aspect of marketing. Marketers need to be aware of the effects of green marketing. Therefore, green marketing is a money pit, but when done right, it can be a very successful marketing strategy.

According to Saranya's 2017 study, green marketing primarily aims to encourage consumers to buy green products. It is the duty of marketers to educate consumers about the advantages of green products over non-green alternatives.

Environmental concerns and influences on green customers, according to Ajit Upadhy and Rajeev Shukla (2018), refer to the practise of marketing or utilising goods and services based on their favourable effects on the environment.

The following Indian enterprises are utilising green marketing strategies, per Altaf Khan's 2018 study: Samsung Electronics has implemented contemporary environmental conservation practises, such as the development of eco-friendly products and services and the maintenance of a secure and comfortable working environment at factories, based on Green Management and the Life-Cherishing principle. The Prius, an eco-friendly automobile, was unveiled by Toyota, the most well-known automaker.

According to Arun Kumar and N. Meenakshi (2018), businesses should adopt the following behaviours if they want to be profitable in the future. Companies that adhere to the strictest requirements are exempt from running separate processes for several markets. the laws of the nation where each of its production sites is located.

Smart businesses minimise their use of renewable and non-renewable resources, including water and wood, as well as non-renewable resources like coal, oil, and natural gas. Smart businesses also consider product life cycles and consumer concerns when designing eco-friendly products. Utilizing eco-friendly items to preserve the environment is essential for our own survival.

consumers who are more supportive of green advertising and green goods.

The research by Ann Kronrod et al. (2019) drew attention to and provided an explanation for the startling frequency of forceful environmental messages in the media. Environmental organizations, which are made up of people who value environmental preservation highly, should be aware that not all consumers share their level of environmental awareness and care.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Design

An overview of related literature was provided in the chapter before. The investigator's understanding of the subject of the study and the methods and procedures to be used for the current investigation were both improved by the review of related literature.

The methodology of the relevant study has been discussed in the current chapter, including the problem statement, operational definitions, sampling techniques, sample size, and tool description.

A logical, methodical plan created for guiding a research project is known as a research design. It is an effort to learn more. Research may be summed up as the process of discovering new information and confirming existing knowledge about a natural or social phenomenon.

Meaning - A study's plan is simply its research design or approach. A blueprint is used to carry out the investigation. Similar to a blueprint used by an architect to create a house, if research is carried out without one, the outcome is likely to differ from what was anticipated at the outset. It outlines the study's goals and the methods that will be used to accomplish those goals.

3.2 Sample Technique

Convenient sampling is done for collection of responses. Data collected through google sheet form created for all the samples. 81 responses were collected for the research. Data is majorly collected from the people who belongs to different northern states of the country India.

What is convenient sampling:

A non-probability sampling technique called convenience sampling selects units for the sample depending on how easily they can be reached by the researcher.

This can be due to geographical closeness, availability at a certain time, or participation in the study. A non-random sampling technique is convenience sampling, also referred to as accidental sampling. For instance, convenience sampling

Consider that we are looking at how people view the city of Seattle. we've decided that 100 persons will make up a suitable sample to address your research issue.

In order to collect data, we approach bystanders at a tube station and ask them to participate in our survey while you are still there. We continue to ask questions until the desired sample size is reached

3.3 Data Source

Two categories of data exist. primary and secondary grades.

Primary data are those that have been personally collected or have been obtained through direct observation. It refers to information that is original in nature and gathered for a specific purpose from the area of study. Primary data for the project were mostly gathered utilising the survey method and the tool questionnaire.

On the other hand, secondary data are those that have already been gathered and subjected to the statistical process by someone else. Here is where the secondary data came from. different dictionaries, registries, publications, and journals. publications, etc. websites for the company.

3.4 Structure of Questionnaire

A well-structured questionnaire is utilised to collect the data. with queries that are clear. Additionally, there are closed-ended, Likert scale, multiple-choice, and multiple-option selection questions.

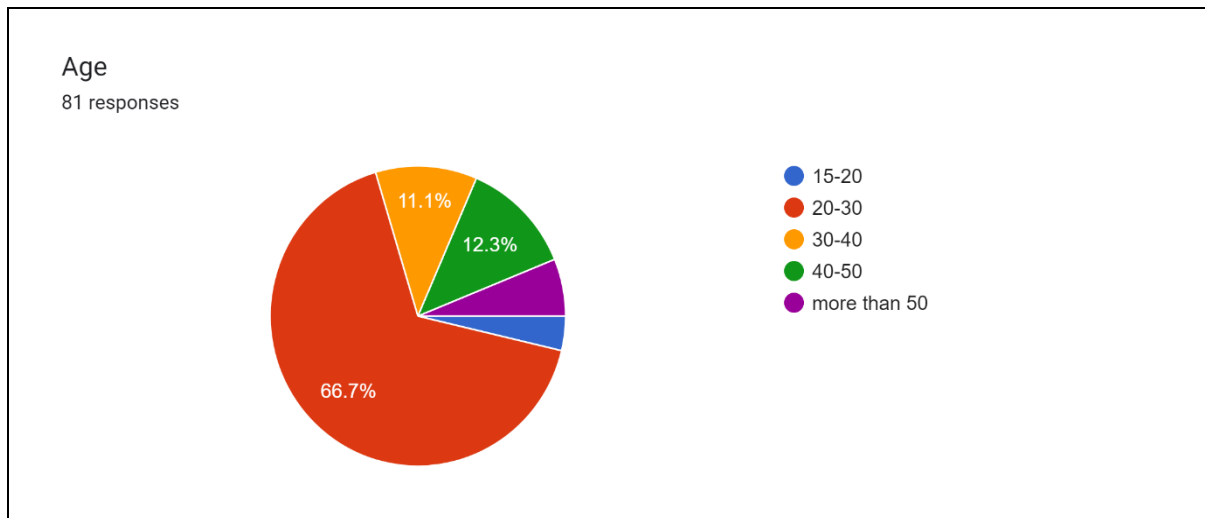
3.5 Sample Size:

81 clients, both male and female, who were chosen as a sample through relationships have returned the survey in its whole. The entire nation's consumer base comprised the 81 respondents who made up the sample size.

The complete collection of people, things, or events that we wish to research or draw conclusions about constitutes the population for a survey sample, and the sample is the subset of the population that we choose to represent the full population in the survey.

CHAPTER 4: DATA ANALYSIS

Age:



Graph 4.1 Age response in pie chart (Source: Primary data)

Percentage/Number of respondents by age in tabular form:

Age Bracket	Percentage of respondents	Value of respondents in numbers
15-20	3.7	3
20-30	66.7	54
30-40	11.1	9
40-50	12.3	10
More than 50	6.2	5
Total	100	81

Table 4.1 Responses table by age in tabular form (Source: Primary data)

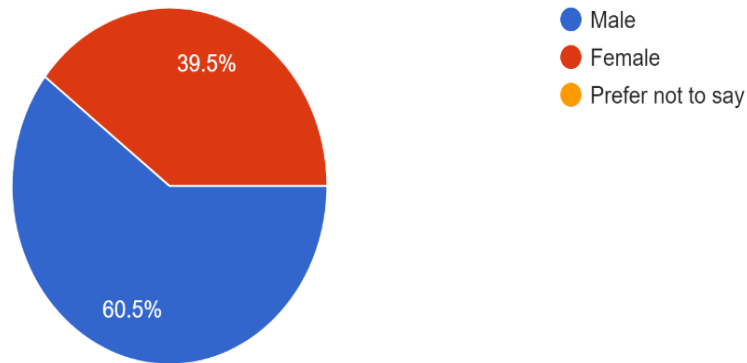
Interpretation:

From the table we see that majority of the population in the sample is from the age bracket of 20-30 years which is 54, after that 10 people are from age group of 40-50 and 9 were from age group of 30-40. Just 3 respondents are from the age group of less than 20 and 5 were from age group of more than 50

Gender

Gender

81 responses



Graph 4.2 Gender response in pie chart (Source: Primary data)

Percentage/Number of respondents by gender in tabular form:

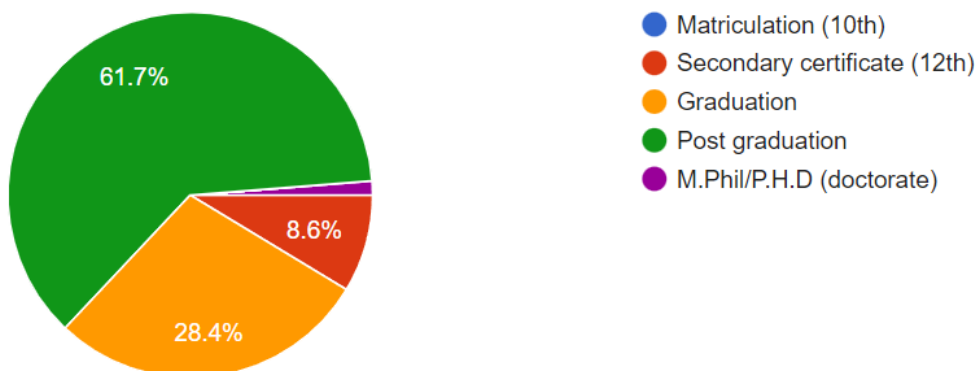
Gender	Percentage of respondents	Value of respondents in numbers
Male	60.5	49
Female	39.5	32

Table 4.2 Percentage/Number of respondents by gender in tabular form:

Interpretation:

From the table we can conclude that 49 respondents out of 81 are male and 32 are female

Qualification:



Graph 4.3 Qualification response in pie chart (Source: Primary data)

Percentage/Number of respondents by Qualification in tabular form:

Qualification	Percentage of respondents	Value of respondents numbers
Matriculation 10th	0	0
Secondary certificate 12th	8.6	7
Graduation	28.4	23
Post graduation	61.7	50
M.Phil/P.H.D (Doctorate)	1.2	1
Total	100	81

Table 4.3 Percentage/Number of respondents by Qualification in tabular form:

Interpretation:

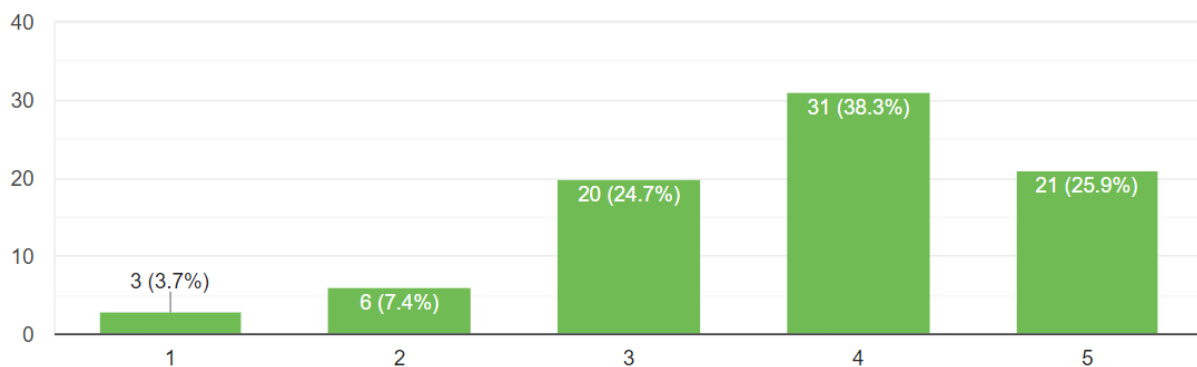
From the above table we can conclude that majority of the respondents 50 out of 81 are post graduate, 23 are graduate and 7 were 12th pass and 1 is M.phil so we can say that all the respondents are well educated and coming from good educational background

Questionnaire:

Please let us know what you think about the following:

(Where "1" is "strong disagree" and "5" is "strongly agree")

I care a lot that the goods I use don't pollute the environment.



Graph 4.4 (Source: Primary data)

Table 4.4 Representation of the above bar chart of Likert scale to producing eco-friendly products in tabular form for simple interpretation:

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree	25.9	21
Moderately agree	38.3	31
Neutral	24.7	20
Moderately disagree	7.4	6
Strongly disagree	3.7	3
Total	100	81

Interpretation:

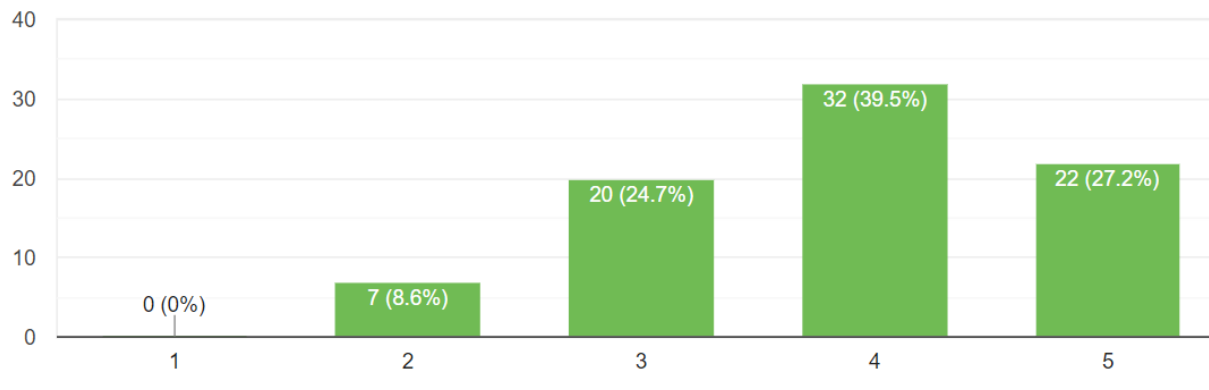
From the table we see that 25.9 percentage of the population in the sample strongly agree that they care about the environmental factors when they purchase a goods/product whereas 38.3 percent is moderately care and 24.7 percentage is neutral and only 3.7 percent people of the sample do not care at all about the environment when they purchase the product

Inference:

Majority of the population in the sample is care the environmental impact of the product that they are buying

Question:

When making many of my choices, I take the potential effects of my actions on the environment into account.



Graph 4.5 (Source: Primary data)

Table 4.5: Representation of the above bar chart of Likert scale on take the potential effects of my actions on environment into account in tabular form for simple interpretation:

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree	27.2	22
Moderately agree	39.5	32

Neutral	24.7	20
Moderately disagree	8.6	7
Strongly disagree	0	0
Total	100	81

Interpretation:

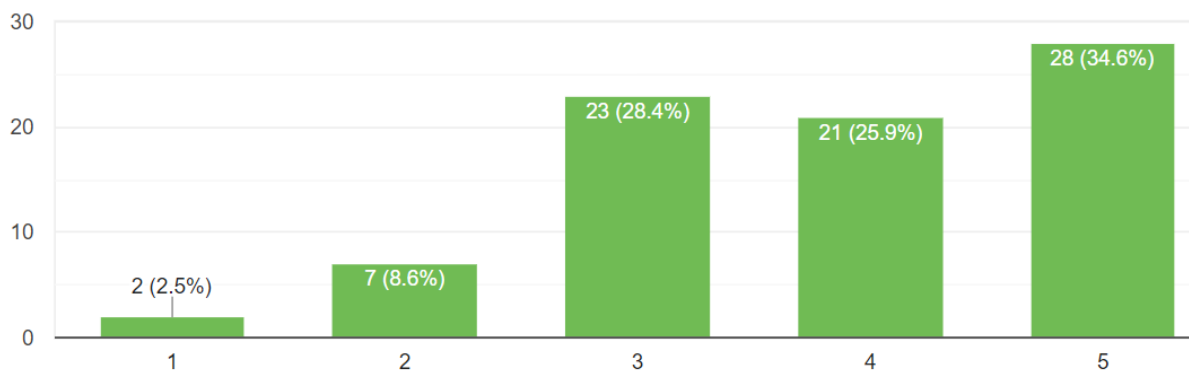
22 respondents which is 27.2 percentage of sample strongly agree that they take potential effects of their actions on environment into account whereas 39.5 percent which is 32 respondents are moderately agree that also do see the consequences on environment from their actions. 24.7 % were neutral and there is no one who does not care about it's impact on environment from his actions

Inference:

Majority of the respondents are agreed that they are aware about the impact of the actions that take will affect the environment in what way.

Question:

My concern for the earth has an impact on my purchasing decisions.



Graph 4.6 (Source: Primary data)

Table 4.6: Representation of the above bar chart of Likert scale on concern for earth has an impact on purchasing decisions in tabular form for simple interpretation:

Agreeable Disagreeableness	or	Responses in Percentage	Responses in Numbers
Strongly Agree		34.6	28
Moderately agree		25.9	21
Neutral		28.4	23
Moderately disagree		8.6	7
Strongly disagree		2.5	2
Total		100	81

Interpretation:

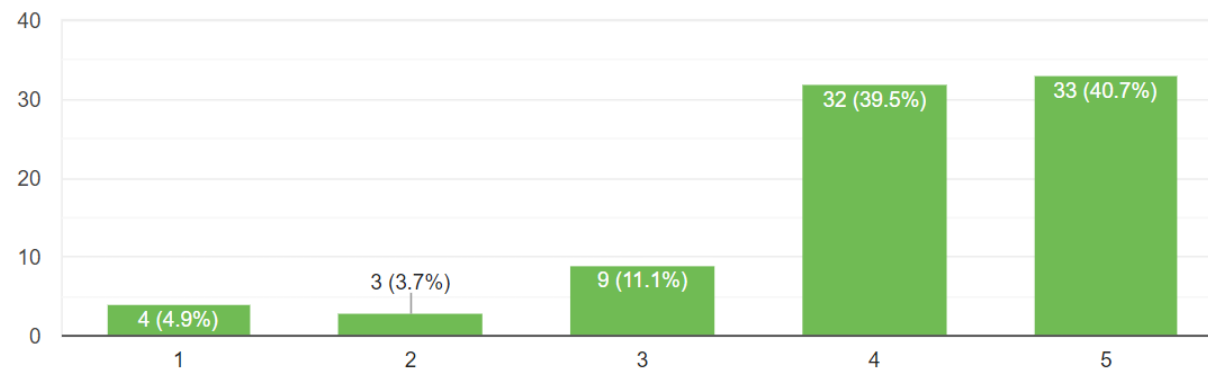
From the table we can say that 34.6 percentage which is 28 respondents of the survey strongly agree about the concern for earth on purchasing decisions. 25.9 that is 21 respondents were moderately agree and 28.4 percentage of them are neutral towards that. Only 2.5 percent which is only 2 respondents are strongly disagree that they are not concerned with that

Inference:

Majority of the population is strongly agreed that they have concern on earth and impact on it which taking a purchasing decision.

Question:

I worry about wasting our planet's resources.



Graph 4.7 (Source: Primary data)

Table 4.7: Representation of the above bar chart of Likert scale on individuals concern worrying about wasting planet’s resources in tabular form for simple interpretation:

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree	40.7	33
Moderately agree	39.5	32
Neutral	11.1	9
Moderately disagree	3.7	3
Strongly disagree	4.9	4
Total	100	81

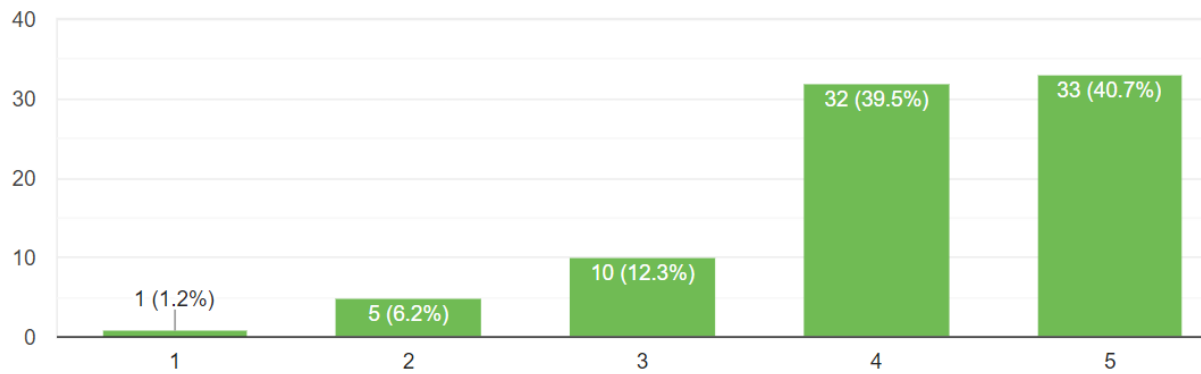
Interpretation: From the above table we can see that 33 responses agree strongly individuals concern worrying about wasting planet’s resources whereas 32 believe it moderately. 9 respondents are neutral towards that and only 4 respondents’ poll towards that they are totally disagree towards that

Inference:

Majority believe that consumer individuals concern that they are worrying about wasting planet’s resources

Question:

I consider myself to be a responsible environmental citizen.



Graph 4.7 (Source: Primary data)

Table 4.7: Representation of the above bar chart of Likert scale on individuals concern about themselves to be a responsible environment citizen in tabular form for simple interpretation:

Agreeable Disagreeableness	or	Responses in Percentage	Responses in Numbers
Strongly Agree		40.7	33
Moderately agree		39.5	32
Neutral		12.3	10
Moderately disagree		6.2	5
Strongly disagree		1.2	1
Total		100	81

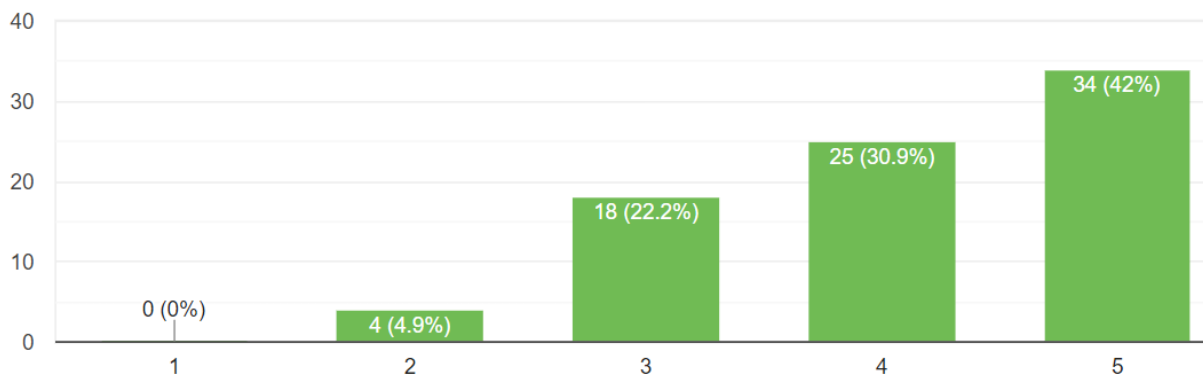
Interpretation: From the above table we can see that 33 responses agree strongly to be a responsible environment citizen whereas 32 believe it moderately. 10 respondents are neutral towards that and only 1 respondent poll towards that they are totally disagree towards that

Inference:

Majority believe that consumer individuals concern that they are worrying about wasting planet's resources

Question:

I'm ready to put up with hardships in order to make environmentally friendly decisions.



Graph 4.8 (Source: Primary data)

Table 4.8: Representation of the above bar chart of Likert scale on individuals' hardships to make environmentally friendly decisions in tabular form for simple interpretation

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree	42	34
Moderately agree	30.9	25
Neutral	22.2	18
Moderately disagree	4.9	4
Strongly disagree	0	0
Total	100	81

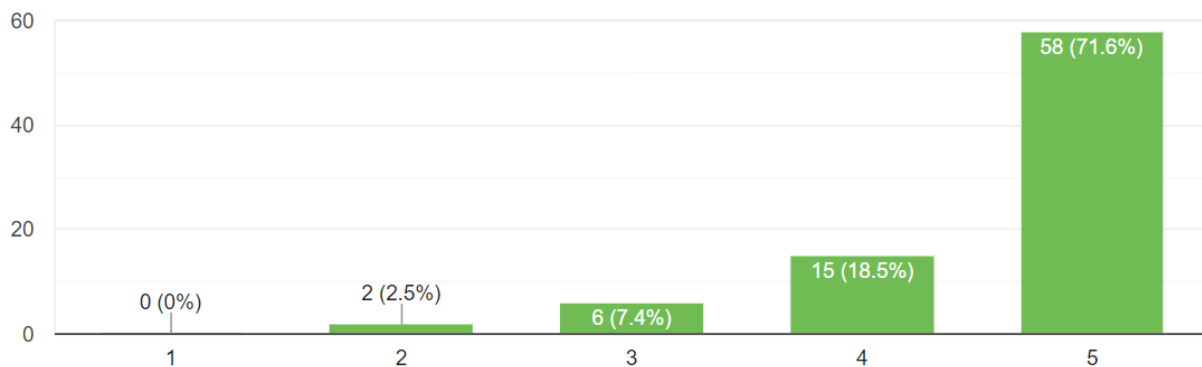
Interpretation: From the above table we can see that 34 responses agree strongly to be a individual's hardships to make environmentally friendly decisions whereas 25 believe it moderately. 18 respondents are neutral towards that and none respondents' poll towards that they are totally disagree towards that

Inference:

Majority believe that consumer individuals concern that they are ready to put hardships to make environmentally friendly decisions

Question:

Has environmental damage increased in the last ten years?



Graph 4.9 (Source: Primary data)

Table 4.9: Representation of the above bar chart of Likert scale on individuals view about increase of environment damage in last ten years in tabular form for simple interpretation

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree	71.6	58
Moderately agree	18.5	15
Neutral	7.4	6
Moderately disagree	2.5	2
Strongly disagree	0	0
Total	100	81

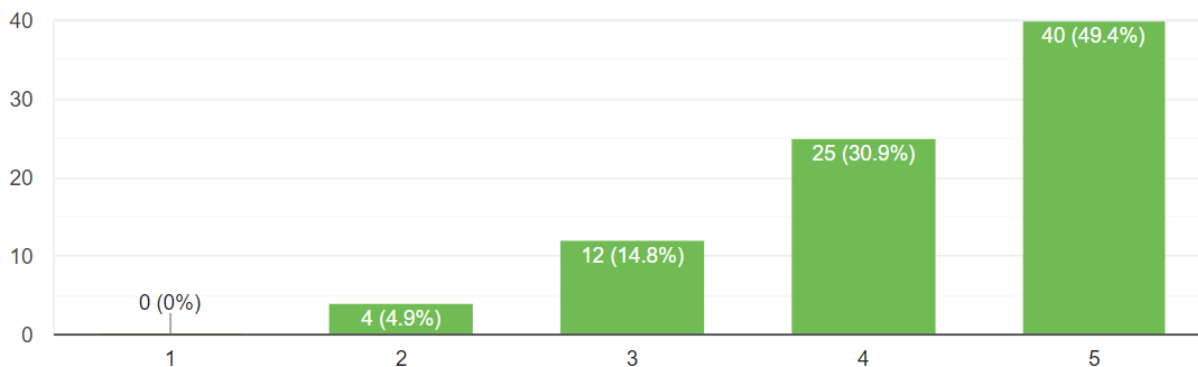
Interpretation: From the above table we can see that 58 responses agree strongly that there is increase of environment damage in last ten years whereas 15 believe it moderately. 6 respondents are neutral towards that and none respondents' poll towards that they are totally disagree towards that

Inference:

Majority believe that there is increase in environmental damage in last 10 years

Question:

Will the condition of the environment deteriorate more over the next five years?



Graph 4.10 (Source: Primary data)

Table 4.10: Representation of the above bar chart of Likert scale about response that environmental conditions will deteriorate more over the next five years in tabular form for simple interpretation:

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree	49.4	40
Moderately agree	30.9	30
Neutral	14.8	12
Moderately disagree	4.9	4
Strongly disagree	0	0
Total	100	81

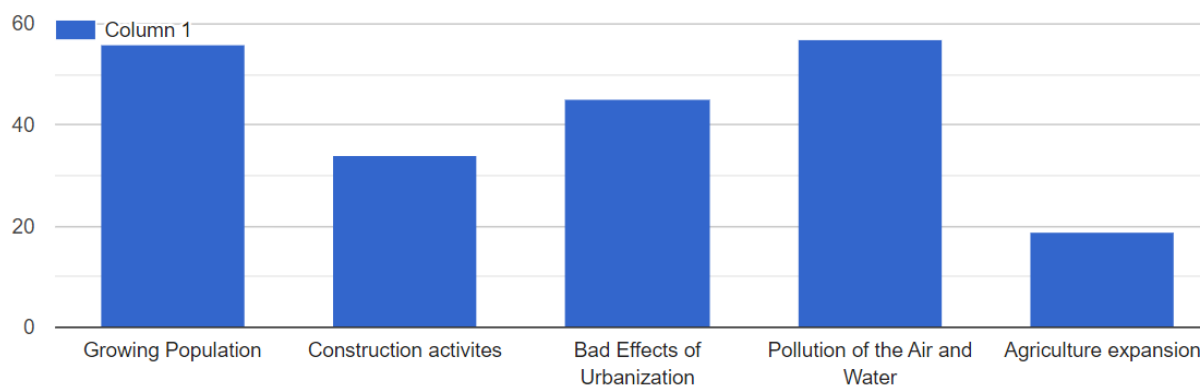
Interpretation: From the above table we can see that 40 responses agree strongly that environmental conditions will deteriorate more over the next five years whereas 30 believe it moderately. 12 respondents are neutral towards that and none respondents' poll towards that they are totally disagree towards that

Inference:

Majority believe that environmental conditions will deteriorate more over the next five years.

Question:

What are India's major environmental issues, in your opinion?



Graph 4.11 (Source: Primary data)

Table 4.11: Representation of the above bar chart about major environmental issues in tabular form for simple interpretation(one candidates can select multiple options):

Environmental issue	Number of responses
Growing population	56
Construction activities	34
Bad effects of urbanization	45
Pollution of the air and water	57
Agriculture expansion	19

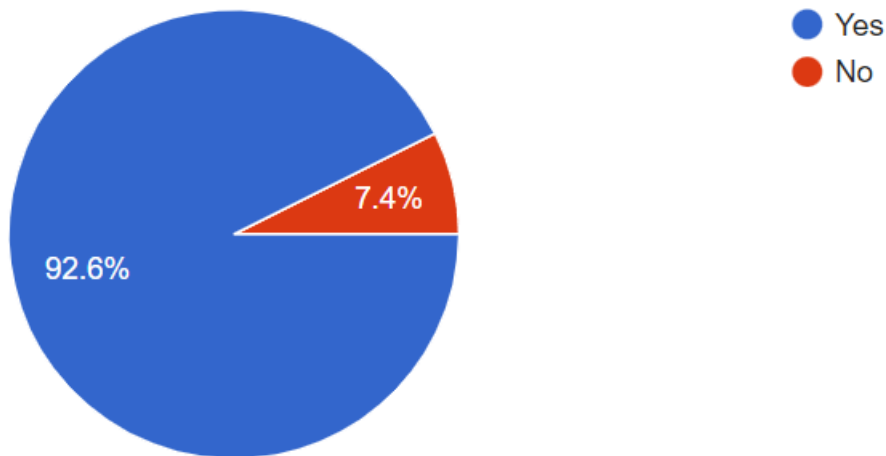
Interpretation: From the above table we can see that 56 respondents say that major environment issue is growing population whereas 34 believe in construction activities, 45 believe it is because of bad effects of urbanization, 57 vote as pollution of the air and water are major environmental issues and only 19 votes as agriculture expansion is the reason towards that.

Inference:

Majority believe that environmental issues are due to growing population and 57 give reason to increase of air and water pollution.

Question

Have you ever heard of "green marketing" or "environment friendly" goods or Products/Practices?



Graph 4.12 (Source: Primary data)

Table 4.12: Respondents prior awareness about green marketing for simple interpretation of above pie charts:

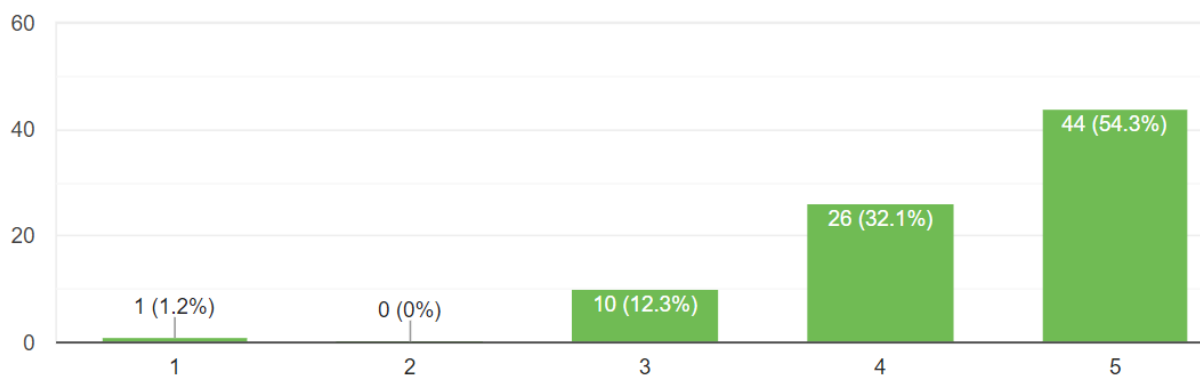
Do they know what green marketing earlier	Responses in percentage	Responses in numbers
Yes	92.6	75
No	7.4	6

Interpretation: From the pie chart we can clearly see that 75 respondents who very well what is green marketing is, only 6 out of 81 do not have any prior knowledge towards that

Inference: majority of the population knows what green marketing is all about.

Question:

It's crucial from an environmental standpoint to follow environmentally friendly marketing practices



Graph 4.13 (Source: Primary data)

Table 4.13: Representation of the above bar chart about importance of following environmentally friendly practices in tabular form for simple interpretation:

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree	54.3	44
Moderately agree	32.10	26
Neutral	12.3	10
Moderately disagree	0	0
Strongly disagree	1.2	1
Total	100	81

Interpretation:

From the above table we can see that 44 respondents strongly say yes that environmental practices should be followed, 26 are moderately agree towards that and 10 are neutral In that, only one respondents is not agree in that

Inference: Majority believe that environmentally friendly green marketing practices are very important

Question:

To Make environmentally beneficial products

Graph 4.14 (Source: Primary data)

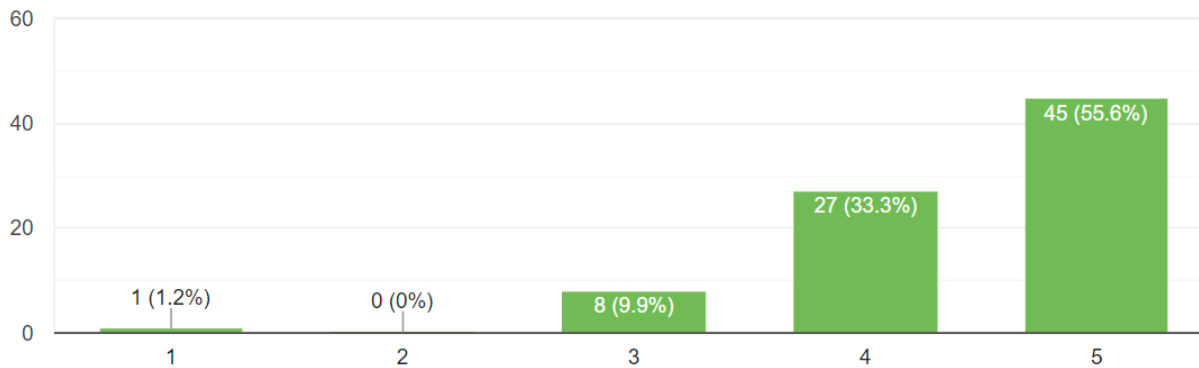


Table 4.14: Representation of the above bar chart about importance of following environmental friendly products in tabular form for simple interpretation:

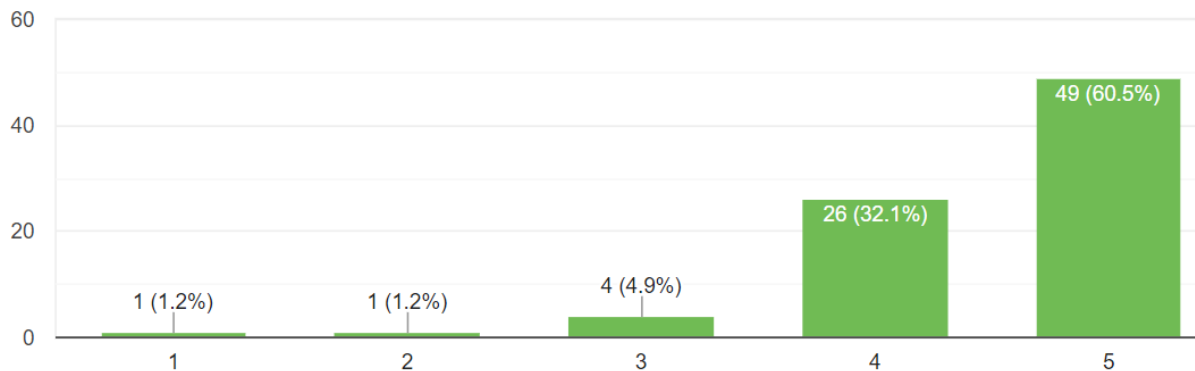
Agreeable Disagreeableness	or	Responses in Percentage	Responses in Numbers
Strongly Agree		55.6	45
Moderately agree		33.3	27
Neutral		9.9	8
Moderately disagree		0	0
Strongly disagree		1.2	1
Total		100	81

Interpretation: From the above table we can see that 45 respondents strongly agree in environmentally friendly products whereas 27 are moderately agree, only 1 is strongly disagree

Inference: Majority of the respondents strongly agree of having environmentally friendly products.

Question:

To produce goods using environmentally beneficial methods



Graph 4.15 (Source: Primary data)

Table 4.15: Representation of the above bar chart about importance of following to produce goods using environmentally beneficial methods in tabular form for simple interpretation:

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree	60.5	49
Moderately agree	32.1	26
Neutral	4.9	4
Moderately disagree	1.2	1
Strongly disagree	1.2	1
Total	100	81

Interpretation:

From the above table we can see that 49 respondents strongly agree that good should be produced with environmentally friendly practices whereas 26 are moderately agree and only 1 is strongly disagree towards that

Inference:

Majority of the population is strongly agreed that it is important to produce goods using environmentally beneficial methods

Question:

To promote goods using environmentally responsible communication methods

Graph 4.16 (Source: Primary data)

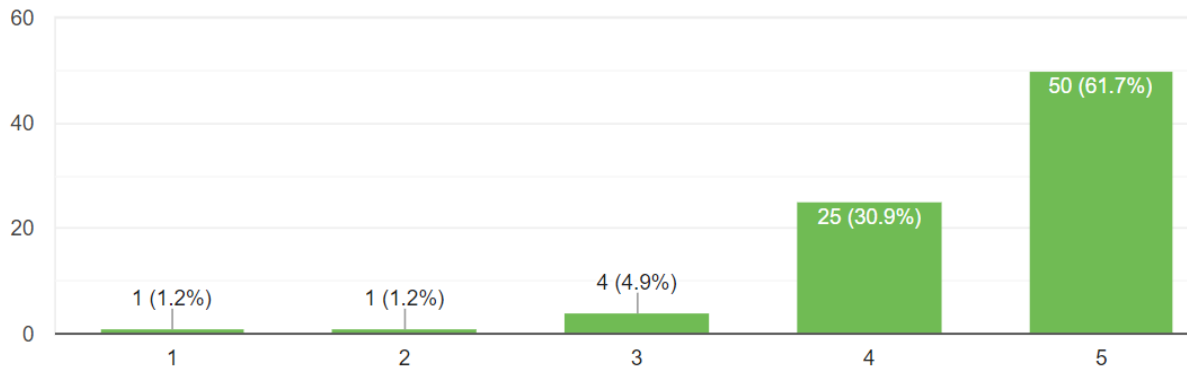


Table 4.16: Representation of the above bar chart about importance of following to promote goods using environmentally responsible communication methods in tabular form for simple interpretation:

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree	61.7	50
Moderately agree	30.9	25
Neutral	4.9	4
Moderately disagree	1.2	1
Strongly disagree	1.2	1
Total	100	81

Interpretation:

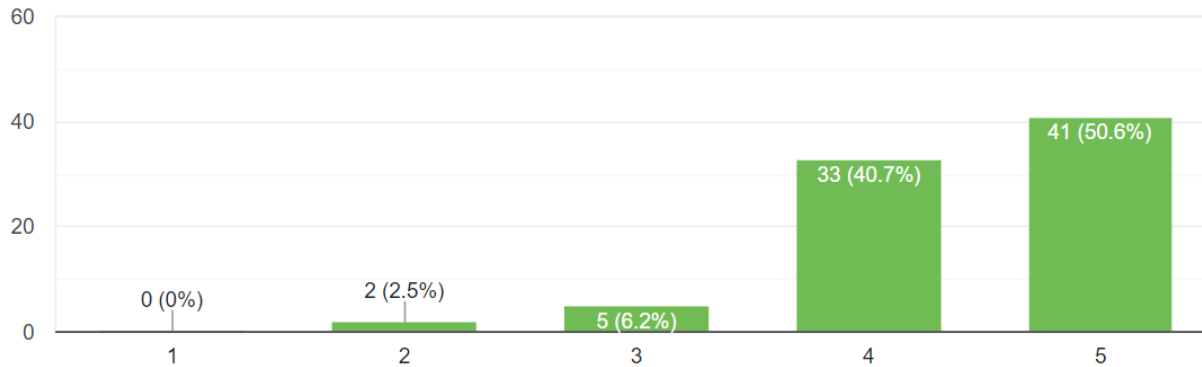
From the above table we can see that 50 respondents out of 81 are importance of following to promote goods using environmentally responsible communication methods, 25 are moderately agree and only one is strongly disagree towards that

Inference:

Majority of the respondents agree to the importance of following to promote goods using environmentally responsible communication methods

Question:

To promote goods using environmentally responsible communication methods



Graph 4.17 (Source: Primary data)

Table 4.17: Representation of the above bar chart about importance of following to promote goods using environmentally responsible communication methods in tabular form for simple interpretation:

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree	61.7	50
Moderately agree	30.9	25
Neutral	4.9	4
Moderately disagree	1.2	1
Strongly disagree	1.2	1
Total	100	81

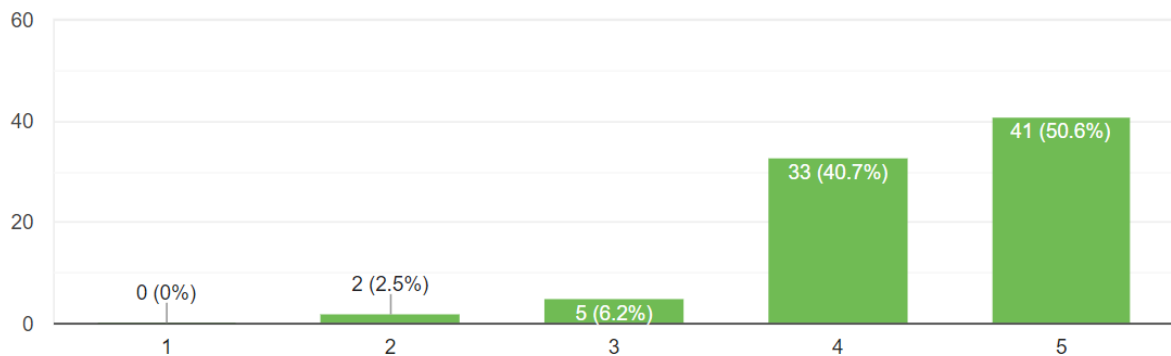
From the above table we can see that 50 respondents out of 81 are importance of following to promote goods using environmentally responsible communication methods, 25 are moderately agree and only one is strongly disagree towards that

Inference:

Majority of the respondents agree to the importance of following to promote goods using environmentally responsible communication methods

Question:

Branding a product with marketing strategies



Graph 4.18 (Source: Primary data)

Table 4.18: Representation of the above bar about branding a product in ecological marketing strategies in tabular form for simple interpretation:

Agreeable Disagreeableness	or	Responses in Percentage	Responses in Numbers
Strongly Agree		50.6	50
Moderately agree		40.7	33
Neutral		6.2	5
Moderately disagree		2.5	2
Strongly disagree		0	0
Total		100	81

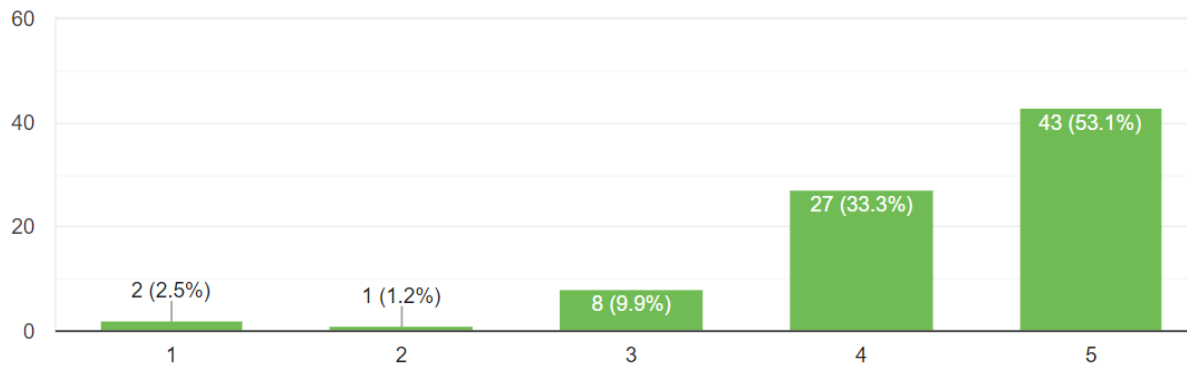
Interpretation: From the above table we can see that 50 respondents out of 81 are strongly agree that it is important to branding a product in ecological marketing strategies, 33 are moderately agree towards that and none is strongly disagreed towards that

Interpretation:

Majority is strongly agreed towards importance of branding a product in ecological marketing strategies

Question:

To modify and redesign product packaging to suit environment



Graph 4.19 (Source: Primary data)

Table 4.19: Representation of the above bar about modify and redesign product packaging to suit environment in tabular form for simple interpretation:

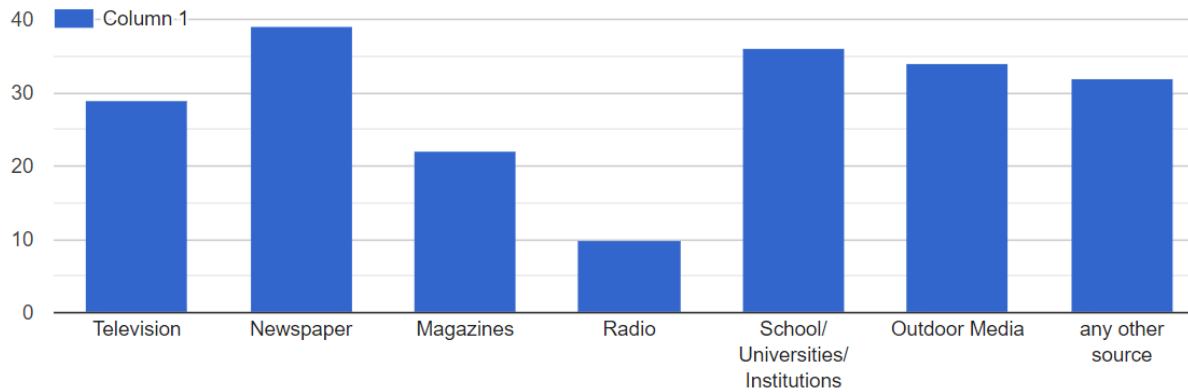
Agreeable Disagreeableness	or	Responses in Percentage	Responses in Numbers
Strongly Agree		53.1	43
Moderately agree		33.3	27
Neutral		9.9	8
Moderately disagree		1.2	1
Strongly disagree		2.5	2
Total		100	81

Interpretation: From the above table we can see that 43 respondents out of 81 is strongly agree about modify and redesign product packaging to suit environment is important 27 were moderately agree and 2 are strongly disagree towards that.

Inference: Majority is agreed that modifying and redesign product packaging to suit environment is very important

Question:

Where do you find knowledge on green marketing techniques?



Graph 4.20 (Source: Primary data)

Table 4.20: Representation of the above bar chart about knowledge on green marketing techniques in tabular form for simple interpretation (one candidates can select multiple options):

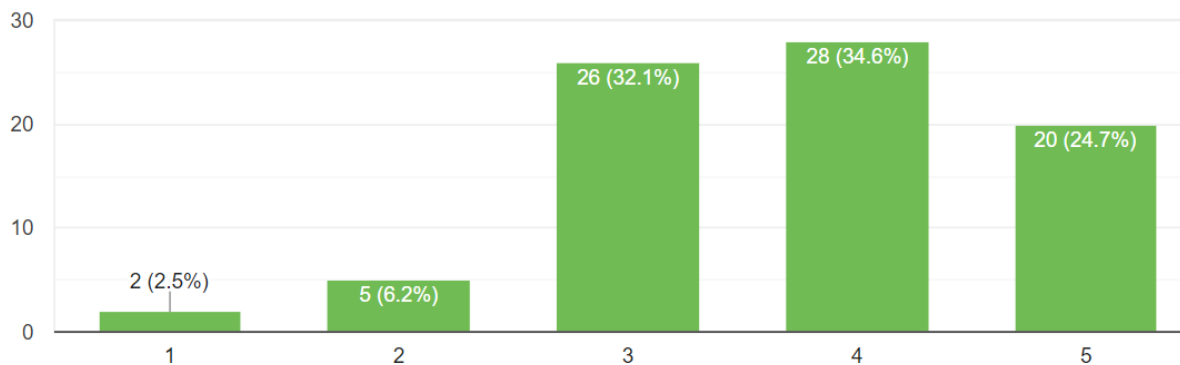
Medium	Number of responses
Television	29
Newspaper	39
Magazines	22
Radio	10
School/Universities/Institutions	36
Outdoor media	34
Any other medium	32

Interpretation:

From the above table we can see that 29 respondents come to know about the green marketing by television as media, 39 come to know through newspaper, 22 through magazines, 10 through radio, 36 is through school/ institutions and 34 is through outdoor media. 32 also come to know by other mediums

Question:

Green product manufacturers and organizations are genuinely worried about the environment.



Graph 4.21 (Source: Primary data)

Table 4.21: Representation of the above bar from respondents about green product manufacturers and organizations are genuinely worried about the environment in tabular form for simple interpretation:

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree	24.7	20
Moderately agree	34.6	28
Neutral	32.1	26
Moderately disagree	6.2	5
Strongly disagree	2.5	2
Total	100	81

In this table, the data is organized into columns representing different variables, including the agreeableness category, the percentage of respondents in each category, and the value of respondents in numbers for each category. The final row shows the total percentage of respondents and the total value of respondents across all categories.

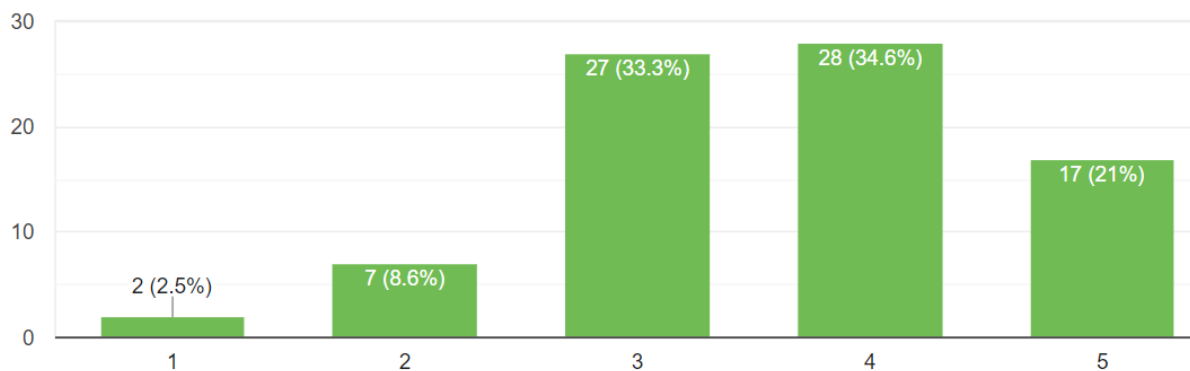
Interpretation: From the table we can see that 20 respondents which is 24.7 percentage of the survey strongly agree that green product manufacturers and organizations are genuinely worried about the environment whereas 34.6 percentage which is 28 respondents are moderately agree and 32.1 percentage or 26 respondents are neutral towards that. Only 2 respondents favour that organizations are not worried about environments

Inference:

Majority of the respondents believe that organizations are concerned about the environmental issues

Question:

Have consumers awareness about environmental preservation increased?



Graph 4.22 (Source: Primary data)

Table 4.22: Representation of the above bar from respondents about consumers awareness about environmental preservation increased in tabular form for simple interpretation:

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree	21	17
Moderately agree	34.6	28
Neutral	33.3	27
Moderately disagree	8.6	7
Strongly disagree	2.5	2
Total	100	81

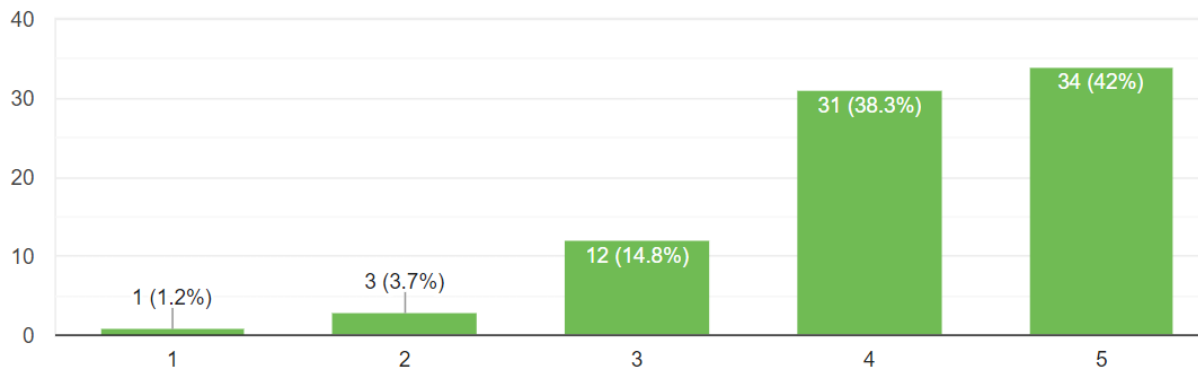
Interpretation: From the above table we can see that 17 responses agree strongly that consumers awareness about environmental preservation increased whereas 28 believe it moderately. 27 respondents are neutral towards that and only 2 respondents' poll towards that they are totally disagree towards that

Inference:

Majority believe that consumer awareness is increased towards environmental preservation, while almost 1/3rd is neutral in that

Question:

If a green product is offered in a popular product area, I would



Graph 4.23 (Source: Primary data)

Table 4.23: Representation of the above bar from the respondents about the purchasing behaviour if green products available in popular are about in tabular form for simple interpretation:

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree/definitely buy	42	34
Moderately agree	38.3	31
Neutral	14.8	12
Moderately disagree/may buy	3.7	3
Definitely not buy/strongly disagree	1.2	1
Total	100	81

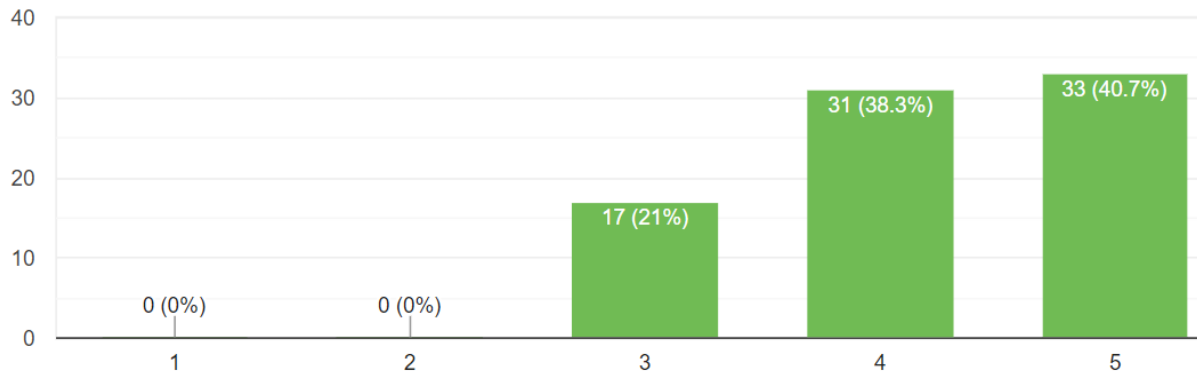
Interpretation: From the above table we can see that 34 respondents agree strongly that they will purchase green product if it is available in popular space of the marketplace. 31 were moderately agree and 12 are neutral towards that. Only 1 respondent is strongly disagreeing towards that

Inference: From the above we can see that majority of respondents are agree that they will purchase green products if it is available in popular marketspace

Question:

Following factors affect the purchase of green products in below points?
(Where "1" is "strong disagree" and "5" is "strongly agree")

Product Price



Graph 4.24 (Source: Primary data)

Table 4.24: Representation of the above bar from the respondents about the purchasing behaviour matter with respect to product prices in tabular form for simple interpretation:

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree/definitely buy	40.7	33
Moderately agree	38.3	31
Neutral	21	17
Moderately disagree/may buy	0	0
Definitely not buy/strongly disagree	0	0
Total	100	81

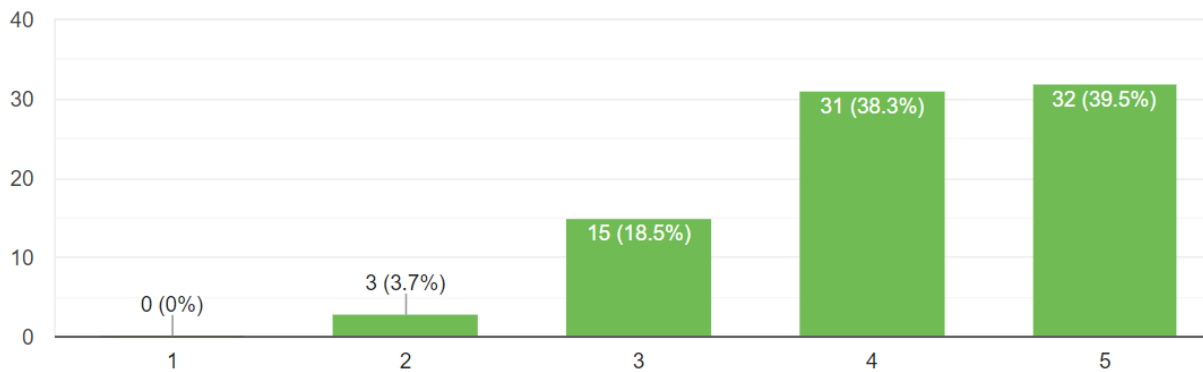
Interpretation:

From the above table we can see that 33 respondents out of 81 believe that product price matter to than while purchasing a product. 31 are moderately agree with that and 17 are neutral towards that. No one is said that product price does not affect to them.

Inference: We can conclude that price of product plays a very important role for purchasing it by consumers point of view

Question:

Awareness about Green Products.



Graph 4.25 (Source: Primary data)

Table 4.25: Representation of the above bar from the respondents about the purchasing behaviour matter with respect to awareness about green products in tabular form for simple interpretation:

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree/definitely buy	39.5	32
Moderately agree	38.3	31
Neutral	18.5	15
Moderately disagree/may buy	3.7	3
Definitely not buy/strongly disagree	0	0
Total	100	81

Interpretation:

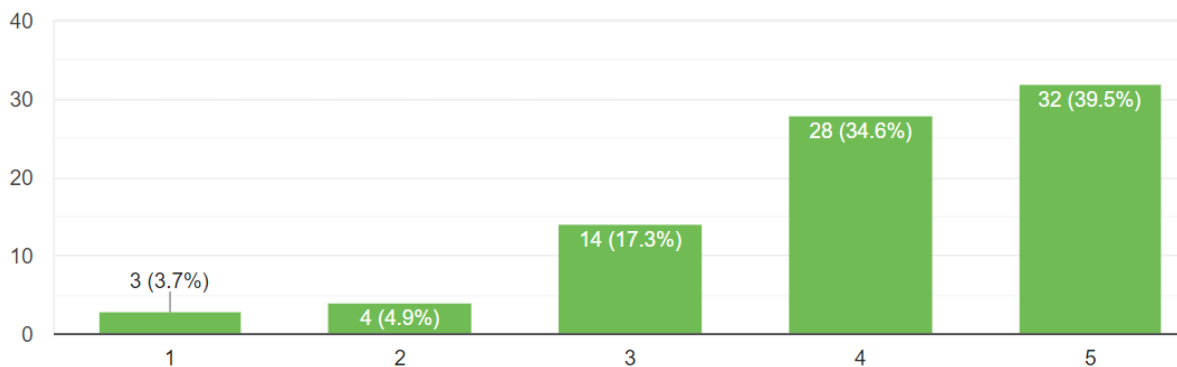
From the above table we can see that 32 respondents out of 81 agree that awareness about green products will affect their purchasing behaviour. 31 are moderately agree with that. 15 were neutral towards that and no one is disagreed that purchasing behaviour will not change if awareness is provided to them.

Inference:

From that we can say that majority of the people do say that they will change their purchasing behaviour if proper awareness is provided to them about the product.

Question:

Availability of Green Products



Graph 4.26 (Source: Primary data)

Table 4.26: Representation of the above bar from the respondents about the purchasing behaviour matter with respect to availability of green products in the market place in tabular form for simple interpretation:

Agreeable or Disagreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree/definitely buy	39.5	32
Moderately agree	34.6	28
Neutral	17.3	14
Moderately disagree/may buy	4.9	4
Definitely not buy/strongly disagree	3.7	3
Total	100	81

Interpretation:

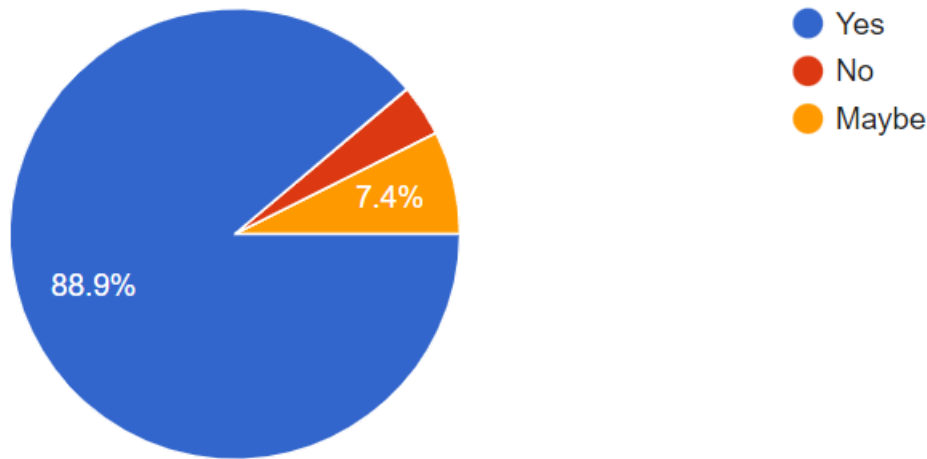
From the table we can see that 32 respondents which is 39.5 percentage of respondents will say that purchasing behaviour matter with respect to availability of green products. 34.6 percentage moderately agree and only 3.7 percentage which is 3 respondents will not affect/strongly disagree from the purchasing decisions even if green products will available in common market places

Inference:

Majority of the people are ready to change their purchasing behaviour if green products are available in popular market space

Question:

Will you suggest any green product to your friends/family member/ colleagues



Graph 4.27 (Source: Primary data)

Table 4.27: Respondents’ answer when asked about will they suggest any green product to their friends/family members/colleagues for simple interpretation of above pie charts:

Do they know what green marketing earlier	Responses in percentage	Responses in numbers
Yes	88.9	72
No	7.4	6
Maybe	3.7	3

Interpretation:

From the table we can say that almost 90 percentage of respondents which is 72 in numbers will suggest a green product to their friends/family members/colleagues and only 6 respondents will not suggest it to their friends

Inference:

Majority of the people are aware about green products and they were happy to share it to their friends or family members

4.2 Hypothesis tests and Analysis

Null hypothesis (Ho): Customer satisfaction with green products and willingness to pay more for green items are unrelated.

Alternative hypothesis (H1): Customers who are satisfied with green products are more inclined to pay more for them.

Analysis:

Table 4.28: Consumer perception about importance of green marketing practices

Green marketing practices	mean	Standard deviation
I take care that the goods I produce do not harm the environment	3.27	0.361
take the potential effects of my actions on environment into account	3.91	1.151
concern for earth has an impact on purchasing decisions	4.09	1.154
individuals concern worrying about wasting planet's resources	3.34	1.0749
individuals concern about themselves to be a responsible environment citizen	3.3	3.26
individuals' hardships to make environmentally friendly decision	3.09	1.62
Average mean	Average mean around = 3.5	

Table 4.28: Consumer perception about importance of green marketing practices

Way of calculation of mean and standard deviation of the above table green marketing practices is explained below with one description of the statement of "I take care that the goods I produce do not harm the environment" as with the data:

$$\text{Mean} = (\Sigma xi) / n$$

$$\text{Standard deviation} = \text{sqrt} [\Sigma(xi - \bar{x})^2 / (n - 1)]$$

where Σ is the sum of all values, xi is each individual value, n is the total number of values, and \bar{x} is the mean.

Using this formula, we can first convert the responses to their numerical values as follows:

Strongly Agree: 5

Moderately Agree: 4

Neutral: 3

Moderately Disagree: 2

Strongly Disagree: 1

Then, we can calculate the mean and standard deviation as follows:

$$\begin{aligned}\text{Mean} &= ((5 \times 21) + (4 \times 31) + (3 \times 20) + (2 \times 6) + (1 \times 3)) / 81 \\ &= 3.27\end{aligned}$$

Where sum of the frequencies is $21+31+20+6+3=81$

Here 21 is responses towards strongly agree and 3 is responses of strongly disagree out of 81 responses

Therefore, the mean of the data is 3.27.

To calculate the standard deviation, we first need to calculate the deviations of each value from the mean:

$x_i - \bar{x}$:

$$(5 - 3.27) = 1.73$$

$$(4 - 3.27) = 0.73$$

$$(3 - 3.27) = -0.27$$

$$(2 - 3.27) = -1.27$$

$$(1 - 3.27) = -2.27$$

Then, we square each deviation:

$(x_i - \bar{x})^2$:

$$1.73^2 = 2.9929$$

$$0.73^2 = 0.5329$$

$$(-0.27)^2 = 0.0729$$

$$(-1.27)^2 = 1.6129$$

$$(-2.27)^2 = 5.1529$$

Next, we sum the squared deviations:

$$\Sigma(xi - \bar{x})^2 = 10.4645$$

Finally, we use the formula to calculate the standard deviation:

$$\text{Standard deviation} = \sqrt{\Sigma(xi - \bar{x})^2 / (n - 1)}$$

$$= \sqrt{10.4645 / 80}$$

$$= \sqrt{0.1308}$$

$$= 0.361$$

Therefore, the standard deviation of the data is 0.361.

we conduct a one-sample t-test for each of the green marketing practices to determine whether the sample mean is significantly different from a hypothesized population mean. We set the null hypothesis as the population mean is equal to a certain value (e.g., 3.5), and the alternative hypothesis as the population mean is not equal to that value.

We calculate the correlation between the different statements related to green marketing practices. Here is the correlation matrix:

Statement	1	2	3	4	5
1. I take care that the goods I produce do not harm the environment	1	0.296	0.171	-0.032	0.362
2. Take the potential effects of my actions on environment into account	0.296	1	0.574	-0.156	0.327
3. Concern for earth has an impact on purchasing decisions	0.171	0.574	1	-0.291	0.547
4. Individuals concern worrying about wasting planet's resources	-0.032	-0.156	-0.291	1	-0.166
5. Individuals concern about themselves to be a responsible environment citizen	0.362	0.327	0.547	-0.166	1

Table 4.29 Correlations as a relationship among the statements from the above

The values in the table are Pearson correlation coefficients, which range from -1 to 1. A value of 1 indicates a perfect positive correlation, -1 indicates a perfect negative correlation, and 0 indicates no correlation.

Based on the correlation matrix, we can see that:

Statement 1 ("I take care that the goods I produce do not harm the environment") has a moderate positive correlation with Statement 5 ("Individuals concern about themselves to be a responsible environment citizens").

Statement 2 ("Take the potential effects of my actions on environment into account") has a weak positive correlation with Statement 1 ("I take care that the goods I produce do not harm the environment") and Statement 3 ("Concern for earth has an impact on purchasing decisions").

Statement 3 ("Concern for earth has an impact on purchasing decisions") has a moderate positive correlation with Statement 2 ("Take the potential effects of my actions on environment into account") and Statement 5 ("Individuals concern about themselves to be a responsible environment citizens").

Statement 4 ("Individuals concern worrying about wasting planet's resources") has a weak negative correlation with Statement 1 ("I take care that the goods I produce do not harm the environment") and Statement 3 ("Concern for earth has an impact on purchasing decisions").

Statement 5 ("Individuals concern about themselves to be a responsible environment citizens") has a moderate positive correlation with Statement 1 ("I take care that the goods I produce do not harm the environment"), Statement 2 ("Take the potential effects of my actions on environment into account"), and Statement 3 ("Concern for earth has an impact on purchasing decisions").

These correlations suggest that there are some interrelationships between the different statements related to green marketing practices. Specifically, it appears that people who are more concerned about the environment are more likely to take actions to reduce harm to the environment and to consider the potential effects of their actions on the environment. Additionally, those who are more concerned about being responsible environmental citizens are more likely to take actions to reduce harm to the environment, consider the potential effects of their actions on the environment, and have a greater impact on their purchasing decisions.

Observations:

The statement "Concern for earth has an impact on purchasing decisions" has a positive correlation with "Take the potential effects of my actions on the environment into account" and "I take care that the goods I produce do not harm the environment". This suggests that individuals who are concerned about the environment are more likely to take actions to reduce their impact on it and purchase products that align with their values.

The statement "Individuals concern about themselves to be a responsible environment citizen" has a positive correlation with "I take care that the goods I produce do not harm the environment" and "Individuals hardships to make environmentally friendly decision". This suggests that individuals who see themselves as responsible environmental citizens are more likely to take actions to reduce their impact on the environment, even if it requires more effort on their part.

The statement "Individuals concern worrying about wasting planet's resources" has a weak correlation with the other statements, indicating that it may not be strongly related to the other perceptions about green marketing practices. However, this perception may still be important for some individuals and may influence their behavior in other ways not captured in this study.

Analysis of respondents about green product manufacturers and organizations are genuinely worried about the environment from below table-B and respondents by age from Table -A

Table 4.30 Responses by age for regression

Age Bracket	Percentage of respondents	Value of respondents in numbers
15-20	3.7	3
20-30	66.7	54
30-40	11.1	9
40-50	12.3	10
More than 50	6.2	5

Table 4.31
Respondents on green product manufacturers and organizations are genuinely worried about the environment

Agreeableness	Responses in Percentage	Responses in Numbers
Strongly Agree	24.7	20
Moderately Agree	34.6	28
Neutral	32.1	26
Moderately Disagree	6.2	5
Strongly Disagree	2.5	2
Total	100	81

<i>Regression Statistics</i>	
Multiple R	0.540689
R Square	0.292345
Adjusted R Square	0.05646
Standard Error	11.66441
Observations	5

<i>MS</i>	<i>F</i>	<i>Significance F</i>
168.6246	1.239354	0.346767
136.0585		

<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
1.646242	0.198267	-10.5142	33.04883	-10.5142	33.04883
1.113263	0.346767	-0.56594	1.174912	-0.56594	1.174912

Output by solving:

Predicted values of the dependent variable based on the values of the independent variable. The equation will have the following form:

$$\text{Dependent variable (Y)} = a + b * \text{Independent variable (X)}$$

where "b" is the slope (the change in Y for every one unit increase in X) and "a" is the intercept (the value of Y when X is 0).

Here are the calculations for the regression:

Calculate the means and standard deviations for the two variables:

$$\bar{X} = 33.4, S_x = 21.83$$

$$\bar{Y} = 26.56, S_y = 19.36$$

Calculate the correlation coefficient:

$$r = \frac{\sum(X_i - \bar{X})(Y_i - \bar{Y})}{[(n - 1) * S_x * S_y]}$$

$$= \frac{((-17.4)(-6) + (-6.4)(-2) + 6.64 + 7.63 + (-15.4)(-1))}{[(5 - 1) * 21.83 * 19.36]}$$

$$= -0.283$$

Calculate the slope:

$$b = r * S_y / S_x$$

$$= -0.283 * 19.36 / 21.83$$

$$= -0.251$$

Calculate the intercept:

$$a = \bar{Y} - b * \bar{X}$$

$$= 26.56 - (-0.251) * 33.4$$

= 34.44

Therefore, the regression equation is:

Dependent variable (Y) = 34.44 - 0.251 * Independent variable (X)

This equation can be used to predict the values of the dependent variable (percentage of respondents in the second table) based on the values of the independent variable (value of respondents in numbers in the first table).

Interpretation:

The above output is from a simple linear regression analysis of the data, with the value of respondents in numbers in the first table being the independent variable (X) and the responses in numbers in the second table being the dependent variable (Y). Here is the interpretation of the output:

Multiple R: The correlation coefficient between X and Y is 0.54, indicating a moderate positive relationship between the two variables.

R Square: The coefficient of determination (R-squared) is 0.29, which means that about 29% of the variation in Y can be explained by the variation in X.

Adjusted R Square: The adjusted R-squared is 0.06, which suggests that the model is not a good fit to the data.

Standard Error: The standard error of the estimate is 11.664, which represents the average amount of error in the predicted values of Y.

Observations: There are 5 observations in the data.

ANOVA: The analysis of variance results are displayed in the ANOVA table along with the degrees of freedom, mean squares, F-statistic, and p-value. The p-value for the F-statistic is 0.35 and it is 1.24, which indicates that the regression model is not statistically significant at the 5% significance level.

Coefficients: The coefficients table shows the estimated intercept and slope coefficients for the regression equation. The intercept is 11.27, which represents the predicted value of Y when X is zero. The slope is 0.30, which indicates that for every one-unit increase in X, there is a predicted increase of 0.30 units in Y.

Overall, the regression analysis suggests that there is a moderate positive relationship between the two variables, but the model is not a good fit to the data and the regression coefficients are not statistically significant. Therefore, the predicted values of Y based on this model should be interpreted with caution.

Null Hypothesis (H0) :

There is No relationship between consumer who consider themselves environmental responsible citizens were also concern about earth has an impact on purchasing decisions.

Alternative Hypothesis (Ha) :

There is relationship between consumer who consider themselves environmental responsible citizens were also concern about earth has an impact on purchasing decisions.

concern for earth has an impact on purchasing decisions	individuals concern about themselves to be a responsible environment citizens
28	33
21	32
23	10
7	5
2	1

Table 4.32 : Table on concern for earth has an impact on purchasing decisions and individuals concern about themselves to be a responsible environment citizens.

Correlation between these two above statements is: 0.813366

Inference: From the above correlation of .813366 we see that there is strong relations between the person who says that earth has an impact on the purchasing decisions and the one who says themselves as responsible environment citizens

Hence, Reject the null hypothesis [Ho]and accept alternative hypothesis [Ha]

Suggestions

- The majority of consumers are aware of the green marketing concept; however, others still require further education. New marketing tactics must be created in response to this.
- A consumer starts by visiting the business' website. The organisation must provide more information about the green marketing principles it adheres to in order to attract customers and inform them.
- The majority of customers are willing to pay extra because they are aware that using greener options will increase the cost of the goods. If necessary, the company may also raise the price of the item.
- Customer satisfaction is crucial to a company's existence and reputation, so it is necessary to prioritise making customers happy by providing high-quality products that are also environmentally sustainable.

CHAPTER 5: CONCLUSION

This study examined how buyers of plastic bottles saw and acted towards the idea of green marketing. found that the majority of them were aware of it. They also think that action must be taken right away for a better future. The company needs to adapt its production process and its production materials primarily to protect the environment and move towards a more environmentally friendly business model. that results in a price increase for the product and determines that respondents are willing to pay extra for green products.

Human activities are still impacted by environmental challenges, which is why society is now quite concerned about them. The majority of businesses have begun utilising the sustainable development framework, also referred to as green marketing, and the majority of organisations now recognise green products as being ecologically benign. Marketing executives can profit by using green marketing. Additionally, green marketing can meet customer wants while protecting the environment. As a result, many businesses increasingly utilise green marketing as a method to boost their competitive edge given that environmental issues are currently a top concern for people. Companies that use green marketing must abide by the needs and desires of their customers.

Customers want to be associated with companies that uphold environmental standards and are willing to pay more for a greener lifestyle. As a result, green marketing serves as both a tool for environmental protection and a marketing strategy. (Yazdanifard, 2011). We can draw the conclusion that the business can become more environmentally friendly by training its staff, particularly its sales representatives. This would enable them to effectively market the green product to consumers by outlining the key points in a straightforward manner. to go green, the organisation must create new marketing plans and strategies. in order to outperform the market competition and improve the company's future. For all of it, businesses must educate their clients on the idea. Businesses that use green marketing in the appropriate context and with the appropriate target audience may help them to get a competitive edge.

Consumers have shown a good attitude towards green products, notwithstanding their worries regarding the cost and availability of these products. This argues that marketers should make environmentally friendly products available for consumption as consumers have indicated a willingness to buy them if they are presented. Even though they think green products are more expensive, consumers who are concerned about how production and consumption affect the environment might purchase one if marketers can persuade them of its benefits over conventional goods. Marketers must take into account the fact that a very small percentage of consumers only buy green products.

The study is important for consumers as well as marketers, and it firmly backs the start of a new era of green marketing in India. The study's generalizability is constrained due to its local focus, yet despite this, it nevertheless provides helpful insights into consumer attitudes towards green products. Future research can focus on consumer psychographic segmentation to assess their green preferences and values. To understand the phenomenon of going green and obtain more insight into consumer behaviour, the study might be expanded.

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ANNEXURE

List of Questionnaire:

Age

- (a) 15-20
- (b) 20-30
- (c) 30-40
- (d) 40-50
- (e) more than 50

Gender

- (a) Male
- (b) Female
- Prefer not to say

Qualification*

- (a) Matriculation (10th)
- (b) Secondary certificate (12th)
- (c) Graduation
- (d) Post graduation
- (e) M.Phil./P.H.D (doctorate)

Please let us know what you think about the following:
(Where "1" is "strong disagree" and "5" is "strongly agree")

I care a lot that the goods I use don't pollute the environment.

Strongly Disagree

- (a) 1
- (b) 2
- (c) 3
- (d) 4
- (e) 5

Strongly Agree

When making many of my choices, I take the potential effects of my actions on the environment into account. (Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree

- (a)1
- (b)2
- (c)3
- (d)4
- (e)5

Strongly Agree

My concern for the earth has an impact on my purchasing decisions.

(Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree

- (a)1
- (b)2
- (c)3
- (d)4
- (e)5

Strongly Agree

I worry about wasting our planet's resources. (Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree

- (a)1
- (b)2
- (c)3
- (d)4
- (e)5

Strongly Agree

I consider myself to be a responsible environmental citizen.

(Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree

- (a)1
- (b)2
- (c)3
- (d)4
- (e)5

Strongly Agree

I'm ready to put up with hardships in order to make environmentally friendly decisions.

(Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree

- (a)1

- (b)2
 - (c)3
 - (d)4
 - (e)5
- Strongly Agree

Has environmental damage increased in the last ten years?
Strongly Disagree

- (a)1
 - (b)2
 - (c)3
 - (d)4
 - (e)5
- Strongly Agree

Will the condition of the environment deteriorate more over the next five years? (Where "1" is "strong disagree" and "5" is "strongly agree")
Strongly Disagree

- (a)1
 - (b)2
 - (c)3
 - (d)4
 - (e)5
- Strongly Agree

Will the condition of the environment deteriorate more over the next five years?
(Where "1" is "strong disagree" and "5" is "strongly agree")

- Strongly Disagree
- (a)1
 - (b)2
 - (c)3
 - (d)4
 - (e)5
- Strongly Agree

What are India's major environmental issues, in your opinion?

Column 1

Growing Population
Construction activities
Bad Effects of Urbanization
Pollution of the Air and Water
Agriculture expansion
Growing Population
Construction activities
Bad Effects of Urbanization

Pollution of the Air and Water
Agriculture expansion

Have you ever heard of "green marketing" or "environment friendly" goods or Products/Practices? (Where "1" is "strong disagree" and "5" is "strongly agree")

- (a) Yes
- (b) No

It's crucial from an environmental standpoint to follow environmentally friendly marketing practices (Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree

- (a) 1
- (b) 2
- (c) 3
- (d) 4
- (e) 5

Strongly Agree

To Make environmentally beneficial products

(Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree

- (a) 1
- (b) 2
- (c) 3
- (d) 4
- (e) 5

Strongly Agree

To produce goods using environmentally beneficial methods

(Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree

- (a) 1
- (b) 2
- (c) 3
- (d) 4
- (e) 5

Strongly Agree

To promote goods using environmentally responsible communication methods

(Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree

- (a) 1
- (b) 2
- (c) 3
- (d) 4

(e)5
Strongly Agree

Branding a product with ecological marketing strategies
(Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree
(a)1
(b)2
(c)3
(d)4
(e)5
Strongly Agree

To modify and redesign product packaging to suit
environment
(Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree
(a)1
(b)2
(c)3
(d)4
(e)5
Strongly Agree

Where do you find knowledge on green marketing techniques?

Television
Newspaper
Magazines
Radio
School/Universities/Institutions
Outdoor Media
any other source

Green product manufacturers and organizations are genuinely worried about the environment.
(Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree
(a)1
(b)2
(c)3
(d)4
(e)5
Strongly Agree

Have consumers awareness about environmental preservation increased?
(Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree

- (a)1
- (b)2
- (c)3
- (d)4
- (e)5

Strongly Agree

If a green product is offered in a popular product area, I would
(Where "1" is " Definitely not buy" and "5" is " Definitely buy")

Definitely not buy

- (a)1
- (b)2
- (c)3
- (d)4
- (e)5

Definitely Buy

Following factors affect the purchase of green products in below points?
(Where "1" is "strong disagree" and "5" is "strongly agree")

Product Price

(Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree

- (a)1
- (b)2
- (c)3
- (d)4
- (e)5

Strongly Agree

Awareness about Green Products

(Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree

- (a)1
- (b)2
- (c)3
- (d)4
- (e)5

Strongly Agree

Availability of Green Products

(Where "1" is "strong disagree" and "5" is "strongly agree")

Strongly Disagree

- 1
- 2

3

4

5

Strongly Agree

Will you suggest any green product to your friends/family member/ colleagues

(a) Yes

(b) No

(c) Maybe

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