

# A Study on Awareness on Green Marketing Among Consumers with Reference to Palakkad Town

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**Abstract-** Green marketing has emerged as a pivotal approach for businesses seeking to align their strategies with sustainable development goals and environmental concerns. This study explores consumer awareness of green marketing in Palakkad Town, focusing on the extent of awareness, find the willingness of the consumers to pay more for green products and evaluate the satisfaction level of consumers on green marketing. A structured survey was conducted among diverse demographic groups to assess their familiarity with eco-friendly products, green branding, and sustainability initiatives. The findings reveal varying levels of awareness and highlight key drivers, such as education and environmental consciousness that influence consumer perceptions. The study underscores the need for enhanced communication and promotional strategies to bridge knowledge gaps and foster a deeper commitment to green practices. These insights can aid businesses and policymakers in promoting sustainable consumer habits in Palakkad and similar regions.

## INTRODUCTION

Green Marketing refers to holistic marketing thought wherein the production, marketing utilization and disposal of products and services occur in a manner that is less harmful to the environment with increasing awareness about the implications of global warming, non- biodegradable solid waste, harmful contact of pollutants etc. consumers are becoming more and more sensitive to the need for changing in to green products and services. While the moving to green may appear to be expensive in the short term, it will certainly prove to be necessary and valuable, cost-wise too, in the long run. There are number of attribute of green products; the products those are manufactured through green technology and that caused no environmental hazards are called green products.

The consumer needs to be educated and made aware of the environmental threats; the investors and corporate companies need to view the environment as a major long-term investment occasion and the

marketers need to look at the long-term benefits from this new green movement. It will require a lot of endurance and no direct results. The corporate should not expect huge benefits for implementing Green Marketing at once. Green marketing is focusing on customer reimbursement i.e. the primary cause why consumers buy certain products in the first place. If the green products are priced very high then again it will lose its market adequacy. (Marketing Myopia) etc.

## SIGNIFICANCE OF THE STUDY

Understanding consumer awareness of green marketing helps assess their contribution to sustainable consumption and promotes environmentally responsible behavior. It empowers consumers to make informed choices aligned with their values and environmental concerns, supporting companies that prioritize sustainability. Green marketing initiatives succeed when consumers trust companies' claims, making transparency and credibility essential. Analyzing consumer perceptions helps identify gaps and opportunities for businesses to improve accountability and trustworthiness. Ultimately, increased awareness drives demand for sustainable products, fostering responsible consumption, business practices, and environmental stewardship.

## STATEMENT OF THE PROBLEM

This project aims to investigate consumer awareness and understanding of green marketing practices, which are crucial in addressing environmental concerns. Despite the growing emphasis on sustainability, many consumers remain unfamiliar with green marketing concepts, limiting the adoption of eco-friendly products and practices. By bridging this knowledge gap, the study seeks to promote sustainable choices and make environmentally friendly products mainstream.

### OBJECTIVES OF THE STUDY

1. To study the awareness of consumers with respect to green marketing.
2. To find the willingness of the consumers to pay more for green products.
3. To know whether consumers are satisfied with green marketing.

### SCOPE OF THE STUDY

This study examines consumers' awareness and understanding of green marketing, focusing on their familiarity with sustainable practices, factors influencing eco-friendly purchasing decisions, and barriers they face. It explores information sources like social media, product labels, and certifications while gathering consumer suggestions to improve communication, transparency, and sustainability efforts. The research aims to provide insights into consumer perspectives and their implications for promoting sustainable consumption and business strategies.

### RESEARCH METHODOLOGY

Methodology is a way to systematically show the research problem. It deals with the type of research design, sources of data, tools of data collection and analysis.

### RESEARCH DESIGN

The research design adopted for the study is descriptive. As the name implies, it describes the state of affairs as it exists at present.

### SOURCES OF DATA

The data are collected from both primary and secondary sources.

#### ➤ Primary Data

The primary data is collected from consumers through questionnaire.

#### ➤ Secondary Data

The secondary data is collected from books, journals, articles and internet.

### SAMPLE DESIGN

#### ➤ Sample Size

Sample sizes of 50 consumers have been selected for this survey.

#### ➤ Sample Unit

Sample unit in the study is the consumers of Palakkad town.

#### ➤ Sampling Method

The sampling method used for the present study is convenient sampling.

#### ➤ Period Of Study

The study covers a period of 21 days.

### TOOLS FOR DATA COLLECTION

Questionnaire is used to collect data from consumers.

### REVIEW OF LITERATURE

1. Jeevarathnam P et al. 2016, in his research paper examine, at an exploratory level, the influence of green marketing on the purchasing behavior of South African consumers. A survey was conducted on a sample of 100 consumers using a quantitative, exploratory and descriptive design. The majority of respondents perceived green products not to be reasonably priced and displayed price sensitivity with regard to green products. Green products, through low sales volumes, are bound to be more expensive than traditional products. This presents an opportunity for marketers to create a value proposition for green products to consumers, leading to consumers appreciating that a higher price for green products is justified.
2. Kulbir Kaur Bhatti 2016 revealed the prevalence of green marketing in India, the vital role of the green markets, the various green marketing strategies followed by the organizations, the opportunities and challenges faced by the producers and marketers who have opted for green marketing. The change from brown to green will benefit the consumers, business and the world.
3. Subooh Yusuf & Zeenat Fatima 2015 in their article "Consumer attitude and perception towards green products" has stated the concept of green marketing, or green products in relation to consumer behaviours. In this article the researchers concluded that large population thinks that eco-friendly products are good for the environment and are also healthy for them. Eco-friendly products are good quality and the performances of these are better than the conventional products.
4. Michael Jay Polonsky 2014 in his article "An

introduction to green marketing” attempts to introduce the terms and concepts of green marketing, why going green is important, reasons that for adopting organizations green marketing philosophy by organizations and some the problems with green marketing. The researcher concluded that industrial buyer also has the ability to pressure suppliers to modify their activities. Thus an environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally “responsible” fashion. Finally consumers and industrial buyers also have the ability to pressure organizations to integrate the environment into their corporate culture and thus ensure that all organizations minimize the detrimental environmental impact of their activities.

5. Ashwani K. Gupta & Shariq Abbas, SM 2013, in their article “Green Marketing and Indian Consumer” says that today’s consumer is also a stake holder. The main objective is to investigate the attitude of consumers towards green marketing initiatives by various companies and to suggest how green marketing initiatives can be made successful for government, industry and consumers. The researcher concluded that the government should promote green concept of product and services and eventually should move towards green economy. Government should subsidize the green efforts, so that marketers could avail green product and services at reasonable prices.

#### MEANING OF GREEN MARKETING

Green marketing is all those activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment. It is a full service marketing strategy and brand development firm offering a complete array of services including marketing plan development, sustainability auditing and planning, branding/creative strategies graphic/copyrighting, public relations and integrated marketing communications development, among a host of others.

#### FOUR SERVICE OF GREEN MARKETING

- Satisfaction of customer needs and wants
- Safety of products and production for consumers, society, workers and for the environment
- Social acceptability of a product, its production and other activities of the company
- Sustainability of the product, their production process and other activities of the company

#### BENEFITS OF GREEN MARKETING

- Green marketing increases the competition in the environment and sustained long term growth with sustainability development.
- Green marketing saves time and money in the long term.
- Green marketing manufacturers and provide goods to the customers which are eco-friendly in nature and do not degrade the environment.
- Green marketing helps in the better utilization of resources and save the resources for future generation.
- Green marketing helps in the saving of energy, reduce use of natural resources and also reduces carbon footprint.
- Green marketing recycles the products into a new product which can be use in future into another form.
- Green marketing reduce the negative impact on the environment.
- Green marketing helps in the implementation of new innovation and technology according to the environment.
- Green marketing also to builds the reputation of companies and enjoy the goodwill.

#### CHALLENGES OF A GREEN MARKETING

- Green marketing is a new concept and many consumers around the world are still not aware about the green products, it is great challenge for the manufacturers to achieve green marketing successful.
- There is no compulsory rules and regulations for the consumers to purchase the green products.
- Renewable resources and recyclable materials that are used in the production of a green product is expensive in nature.
- Green marketing requires a new technology

which requires lot of investment for the research and development.

- Some customers are not aware about the green products and services so they purchase traditional products over green products.
- Customers are not ready to pay premium prices for the green products because products are expensive and everyone can't afford it.
- It is difficult to convince the customers to purchase green products.

#### COMMON GREEN MARKETING CLAIMS BY FIRMS

- VOC Free- VOC stands for Volatile organic compounds. VOC usually found in paints, floor polishing, household cleaning products, charcoal lighter fluid and some hair styling products. VOC emitted gases which are negative for the environment and health of the people.
- Free from harmful chemicals- Companies claims that their products are green in nature and free from any harmful chemicals and do not have negative impact on the health of the users.
- Non-Toxic- Marketers states that their products are non-toxic in nature and it is safe for both humans and environment.
- Ozone Friendly- The ozone layer in the atmosphere prevents harmful radiation from the sun from reaching the earth. Company states that their products are ozone free and their products do not harm the upper ozone layer and the air at ground level.
- Biodegradable- Company claims that their products are easily biodegradable in nature and do not pollute the environment and does not cause harm to animals and people.
- Recyclable products- Business firms claims that their products are easily recyclable in nature and can be used in another form and used for further manufacturing of products.
- Carbon Offset Claims- Companies can make claims to take action in reducing greenhouses gases in the environment like planting of more trees, using green technology which is safe for the environment and reduce carbon footprint.
- Renewable resources- Many companies claims to use more renewable resources in place of nonrenewable resources and promote sustainable

development by conserving the natural resources or using it in a proper way.

#### TYPES OF GREEN MARKETING STRATEGIES

Green strategy helps to take decisions and transform business strategies into green strategies to improve the quality of the environment. Green strategy helps to define the goals, mission and vision of a company according to the environment and their top priorities is to provide green goods and services in the global market place. There are different green strategies which are explain below-

- Green Design- First green marketing strategies is to design their product and services into green from the beginning. Companies have to change their production process into green process and advertising into green advertising. Green designing is the production of products that are eco-friendly in nature and uses less energy, flexible in nature and designed for longer use and fulfil the condition of reuse, reduce and recycle.
- Green Positioning- Green positioning builds brand positioning by providing information about the products. Eco-friendly products will not be successful if they are not communicated properly to the customers. Green positioning is of two types i.e. functional positioning and emotional positioning which are related to customer preferences of a product.
- Green Pricing- Green pricing is important strategy for the green marketing because cost of production and demand of a product depends upon green pricing. Green pricing should be fixed in such a way that customers can purchase green products and allows customers to take participate in the sustainability of an environment.
- Green Packaging- Green packaging attracts the customers to purchase the products. Green packaging is done by using raw materials and manufacturing methods that are eco-friendly in nature and has low impact on the energy consumption and on the environment. Companies should use bio-degradable packaging and provides customers with a symbol of the company claiming that companies are adopting green strategy. For example- use paper bags for packaging in place of plastic bags.

- Green Disposal- Green disposal considered every step of product life cycle from production to disposal. Green disposal is the recycling of products into new products and can be used in another form or used in manufacturing of other products. Green disposal reduces emissions of harmful materials and reduces pollution in the environment.

Green marketing is a vital tool for conserving natural resources and addressing environmental challenges like global warming and pollution. Though its

adoption is still in the early stages, it holds long-term benefits for businesses, society, and the environment. Consumers are increasingly willing to pay premium prices for green products, reflecting a shift in preferences towards sustainability. Governments and businesses must collaborate to implement green strategies, ensuring rules, transparency, and education about eco-friendly practices. Ultimately, green marketing is essential for achieving sustainable development and positively impacting global markets.

ANALYSIS AND INTERPRETATION

1. AWARENESS ON GREEN MARKETING

Table 1. Awareness of Green Marketing

Awareness on Green Marketing		No of Respondents	Per cent
Medium of awareness	Television	6	10
	Social media	33	55
	Friends and relatives	15	25
	Others	6	10
	Total	60	100

Table 1. Shows the medium of awareness on green marketing in which 10 per cent by television, 55 per cent by social media, 25 per cent by friends and relatives and 10 per cent by others.

2. Willingness to pay more for green products

Here the willingness of consumers to pay more for products that are environment friendly or labeled as “Green” is presented in Table 2 using percentage analysis.

Table 2. Willingness to pay more for green products

Products labeled as green		No of Respondents	Per cent
Willingness to pay	Always	17	28.3
	Often	41	68.3
	Never	2	3.3
	Total	60	100

Source: Primary Data

Table 2 shows the willingness of consumers to pay more for products that are environment friendly or labeled as “Green”. Here 68.3 per cent of the respondents are often willing to pay and 28.3 per cent are always willing to pay more for green products while 3.3 per cent are not willing to pay more.

3. LEVEL OF SATISFACTION OF GREEN MARKETING AMONG CONSUMERS

Consumer awareness of green marketing is essential for fostering sustainable consumption patterns, encouraging responsible business practices, and promoting environmental stewardship. In this situation it is very important to know whether the consumers are happy and satisfied with the various

aspects of green marketing.

Aspects of green marketing influencing satisfaction level

Here the level of satisfaction of consumers on various aspects of green marketing are analysed using Mann-Whitney U test and the output is presented in the Table 3 and Table 4.

Hypothesis can be stated as,

H0: There is no significant difference in the median responses on the various aspects of green marketing influencing satisfaction level and gender.

H1: There is significant difference in the median responses on the various aspects of green marketing influencing satisfaction level and gender.

Table 3. Gender wise mean rank on aspects of green marketing influencing satisfaction level

Aspects	N(60)	
	Male(19)	Female(41)
Transparency of environmental claims	37.45	27.28
Clear communication of benefits	38.87	26.62
Actual environmental impact of the product/service	31.26	30.15
Meeting quality/performance expectations	30.34	30.57
Availability and accessibility of green products/services	27.05	32.10
Pricing and affordability	35.39	28.23

Source: Primary Data

Figures in parenthesis denotes number of respondents

Table 4. Test Statistics on aspects of green marketing

	Transparency of Environmental Claims	Clear Communication of Benefits	Actual Environmental Impact of the Product/Service	Meeting Quality/Performance Expectations	Availability And Accessibility of Green Products /Services	Pricing And Affordability
Mann-Whitney U	257.500	230.500	375.000	386.500	324.000	296.500
Wilcoxon W	1118.500	1091.500	1236.000	576.500	514.000	1157.500
Z	-2.133	-2.583	-.237	-.049	-1.065	-1.565
Asymp. Sig. (2-tailed)	.033	.010	.812	.961	.287	.117

Source: Primary Data

\*Significant at 5 per cent

The result of Mann-Whitney U test on aspects of green marketing influencing satisfaction level based on gender of the respondents is found to be rejected with respect to Transparency of environmental claims and Clear communication of benefits as their p values 0.033 and 0.010 are less than 0.05 ( $p < 0.05$ ). As such, in the case of transparency of environmental claims and clear communication of benefits the null hypothesis ( $H_0$ ) is rejected. The lowest mean score represents high satisfaction level towards the aspect. The mean score is found to be lower in the case of respondents belonging to female class in transparency of environmental claims (27.28 < 37.45) and (26.62 < 38.87) in the case of clear communication of benefits. Based on the result we can infer that consumers prefer transparency of environmental claims and clear communication of benefits than other various aspects of green marketing.

#### SUMMARY OF FINDINGS

The present study attempts to find out the level of awareness, practices, purchasing behaviour, campaigns or initiatives, satisfaction and problems faced by consumers in Green Marketing. This part covers the outcomes or result. It tells about each matter that is drawn from the analysis and which explains new understanding or insight that emerged as a result

of the study. Here the evaluation on level of awareness and satisfaction on Green Marketing reveals the following findings.

#### ➤ Demographic Profile of Respondents

Out of 60 selected consumers 55 per cent belong to the age group of 18 - 24 and 31.7 per cent belongs to the age group of 25 - 34. Gender wise classification shows that male constitute 31.7 per cent and female constitutes 68.3 per cent. Educational qualification shows that 45 per cent belongs to UG and 38.3 per cent belongs to PG and above. The monthly income of consumers reveals that 58.3 per cent having income from 10000 - 30000 and 26.7 per cent having income below 10000.

#### ➤ Awareness on Green Marketing

Majority of the respondents become aware through social media. The medium of awareness on green marketing in which 10 per cent by television, 55 per cent by social media, 25 per cent by friends and relatives and 10 per cent by others.

#### ➤ Willingness to pay more for green products

Majority of the respondents (68.3 per cent) are often willing to pay and 28.3 per cent are always willing to pay more for green products while 3.3 per cent are not willing to pay more.

#### ➤ Level of satisfaction of green marketing among consumers

The result of Mann-Whitney U test on aspects of green marketing influencing satisfaction level based on gender of the respondents implies that consumers prefer transparency of environmental claims and clear communication of benefits than other various aspects of green marketing. The mean score is found to be lower in the case of respondents belonging to female class in transparency of environmental claims (27.28<37.45) and (26.62< 38.87) in the case of clear communication of benefits.

#### SUGGESSTIONS

- Since majority of the respondents are aware of Green Marketing only through social media, it is suggested that awareness should be created through other public means such as television, newspaper, journals, magazines, articles, etc.
- Green Marketing practices such as eco-friendly packaging, energy-efficiency, recycling initiatives, carbon off-set programs, sustainable sourcing of materials should be given due importance along with organic and natural ingredients.
- Concern for the environment and product quality should be considered while taking a decision to purchase environment friendly products.
- Most of the respondents are influenced by the alternatives available in green products as a factor concerning their willingness to pay more for these products. Not only this single factor but also factors such as environmental impact and health and safety benefits should also be considered.
- Launching campaigns through social media, workshops and webinars to inform consumers about the importance of Green Marketing and its positive impact on the environment.
- Encouraging companies to use eco-labels on their products to make it easier for consumers to identify environment friendly choices.
- Organise public events like eco-fares or green expos to showcase sustainable products and raise awareness about Green Marketing.
- Encouraging businesses to be transparent about their environmental practices, ensuring consumers are well-informed while making purchasing decisions.

#### CONCLUSION

A collective effort from businesses, consumer and policymakers is crucial to increase the awareness and the adoption of Green Marketing practices. As market plays a very significant role in creating awareness, green marketers need to use different attractive marketing strategies, but should not provide fake information just to increase their sales, as people do not have much knowledge about green products. Marketers have a great space in the market to promote green products, because consumers prefer as it does not harm the environment. Consumers' environmental beliefs should be reflected in their environmental behaviour as well as in their buying behaviour. All reputed brands need to use green features in their products as a beginning to new green era. For clean and safe environment pressure on consumers mind has created a demand for eco-labeled products. The study reveals that environmental thought of consumers given beginning to "go green" concept. The paper highlights the belief and behaviour of consumers towards environment and its effect on buying behaviour. The current level of awareness about green products, brands need to help raise the consumer consciousness. Green manufacturer has to find their market, even consumers are less aware of products because of the insufficient efforts made by the marketers.

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