

Consumer Perception on Green Marketing - An Empirical Study in Namakkal District

V.L. SURESHBABU¹, Dr.K. VISVANATHAN²

¹*Ph.D. Research Scholar, Department of Commerce, K.S.Rangasamy College of Arts and Science (Autonomous) Tiruchengode, Namakkal (Dt.)*

²*Associate Professor and Head, PG and Research Department of Commerce, K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode, Namakkal (Dt.)*

Abstract—Green marketing is the practice of promoting products or services that are environmentally friendly or have a positive impact on the planet. It involves incorporating sustainability principles into various aspects of marketing, such as product design, packaging, messaging, and promotion. It is the promotion of goods and services with an emphasis on environmental advantages. 'Green marketing' refers to various activities, including product modification, manufacturing process improvements, sustainable packaging, and changes to marketing strategies. promotional actions designed to capitalise on shifting consumer perceptions of a brand. The policies and practises of an organisation that have an impact on environmental quality and demonstrate how much it cares about the community have a more and greater influence on these changes. Today's Consumers are more knowledgeable and sensitive than ever about the goods they purchase. This is unquestionably accurate when assessing the environmental effect and ethical standards of the businesses they support. In this point of view, the researchers aimed to examine the consumer perception on green marketing in Namakkal District. Descriptive research design has been realized as the nature of study. This study has approached both primary and secondary sources. The population of this study are consumers of green marketing and the sample size has covered of 210 consumers. The necessary sample data have been collected by applying random sampling method. For measuring the perception on green marketing among selected consumers, 5 points Likert scale method has been utilized. For collecting the consumers opinion, a questionnaire has been framed and distributed to them. For this study purpose, MS-Excel software has been utilized to process the collected information and the statistical techniques namely percentage analysis, mean score, standard deviation, ANOVA, Correlation analysis and Multiple regression analysis have been done. To examine the significant difference in mean consumer perception towards green marketing with respect to

selected variables of the consumers whereas they developed the null hypotheses also. This study justified that maximum level perception towards green marketing is attained by the selected consumers who belong to age group of 36-45 years, female, qualified professional degree, purchase green products in departmental store, purchasing for Rs.6001-Rs.10000 in the last year and using green products for 5-6 years.

Index Terms—Consumer perception, green marketing, satisfaction, environmental-friendly awareness, buying behaviour, etc.

I. INTRODUCTION

Green marketing is a special kind of advertising in which the advantages that goods have for the environment are highlighted. The term "Green" is used to describe items whose manufacture does not harm the environment in any way, and whose ingredients and packaging are likewise environmentally friendly. The phrase "green marketing" initially appeared in the late 1980s and early 1990s, when companies started using environmental awareness to attract customers. Green marketing has become one of the most often employed techniques in today's market as a result of the status of the environment and the impacts of climate change. Through green marketing activities, businesses show concern for the environment and support environmental preservation. The American Marketing Association (AMA) defines green marketing as the promotion of items considered ecologically beneficial. This organization's efforts include boosting industry knowledge of compliance marketing and changing products, manufacturing methods, packaging, labelling, and advertising techniques. Although green marketing is

often more costly than conventional marketing, this does not always indicate that it is more difficult to turn a profit. especially in light of market developments and the rise in demand for such practises. The goal of green marketing is to include environmentally beneficial practises while simultaneously enhancing the brand's reputation via the creation and promotion of eco-friendly goods.

Results from green marketing that would imply natural safety. It covers various processes, including result modification, manufacturing technique enhancements, controlled packaging, and altered marketing. Ecological marketing and biological showcasing are some more similar phrases. In the set of techniques that aim to solve the discrepancy between advertising as it is presently practised and the biological and social components of the wider promoting planet, green, natural, and eco-marketing also have a role. Green, natural, and eco-marketing are the only new promoting methodologies that don't just refocus, conform, or upgrade existing promoting speculation and practise. As the biological problems became worse, consumer concerns about natural insurance needs led to an expansion of customer buying behaviour towards a greener lifestyle. Improvement of green products and green item displaying Organisations will experience various cuts as they increase those reassuring natural earnings. Additionally, this will broaden the focus to the brand image of the company.

II. REVIEW OF LITERATURE

Sivesan et al. (2013) mentioned that Customer satisfaction was favourably correlated with green marketing techniques. Additionally, aspects of green marketing strategies, including green concerns about products, prices, promotions, and locations, significantly impact consumer satisfaction. Additionally, using green marketing techniques significantly increased client happiness. **ArvinLucy Onditi** (2016) revealed that by using various marketing strategies to influence consumers to purchase products and services, supermarkets attempted to get a competitive advantage over their competitors in the quick-paced commercial environment. Green-based products also use less resources, generate less waste, and use less energy. The use of green marketing strategies should be

prioritised in every company's product strategy, pricing plan, promotion strategy, and distribution strategy. Fouziya and Gracious (2018) displayed that the degree to which customers are aware of green marketing greatly influences their purchasing decisions. They also noted a high degree of consumer knowledge about eco-friendly marketing strategies and goods and a considerable influence of green marketing awareness on customers' perceptions. Lavanya and MadhanKumar (2019) understood that regarding environmental protection, customers were quite concerned. Additionally, they had a generally favourable attitude towards eco-friendly items and sought to preserve ecological sustainability for the present and the future. Most customers were aware of green goods and the businesses that promoted them. They believe that businesses making and selling green goods are concerned about the environment.

Thoria Omer Mahmoud (2017) pointed out that green goods, pricing, location, and promotion are the four components of the green marketing mix, and they were significantly positively correlated with purchase intention. Additionally, the results demonstrated a positive correlation between green marketing and purchase intentions among college students and a high link between green products, green advertising, and purchasing choices. Siva Prasad and Susmitha (2018) justified that many customers were knowledgeable about green practices and goods. Additionally, most customers needed to be aware of the steps made by the federal and state governments, NGOs, and corporate entities in Andhra Pradesh to promote green marketing practices. Additionally, they noted that newspapers and television were determined to be the best-recognised sources of information for customers on green goods. Anjana (2019) assumed that more than half of the respondents held knowledge of green goods. Additionally, people were choosing green items based on environmental safety and quality. Additionally, by offering environmentally friendly items, green marketing improved consumer happiness and environmental safety. Customers were ready to choose green products but needed to prepare to pay more for them.

Shuba (2019) asserted that most respondents said they had learned about green marketing techniques via the Internet, television, newspapers, and other sources.

They also agreed that businesses selling and advertising green goods were concerned about the environment. Additionally, most of them believed that the cost of green items was greater than that of conventional ones. Lakatos et al. (2021) mentioned that satisfaction with green goods was significantly predicted by customers' attitudes towards them and their degree of knowledge about them. Additionally, the significance of green items substantially predicted purchasing such goods. Ritika Agrahari (2022) explored that green marketing has become more critical, and commercial organisations have changed their behaviour to provide more environmentally friendly goods. Consumers have also expressed increasing concerns about green marketing and businesses turning green. Additionally, customers were fully aware that using green marketing led to a significant increase in productivity. Sharadhi et al. (2023) indicated that most respondents were familiar with "green practices" and its advantages. For them, goods, packaging, locations, and promotions were all crucial parts of green marketing that significantly affected consumers' purchasing decisions. Additionally, if necessary, they were inclined to buy the goods based on proper disposal after use. Additionally, customer purchasing decisions were not just impacted by product advertising but also by other elements such as product packaging, dependability, and simplicity of disposal.

III. STATEMENT OF THE PROBLEM

In India and other developing nations, the idea of "green marketing" has gained popularity. It is seen as a crucial strategy for encouraging long-term prosperity. These eco-friendly marketing initiatives increase consumer purchasing intentions. Recent years have seen a lot of journalistic coverage on environmental problems, reflecting a surge in public knowledge and concern. For a long time now, environmentalists have pushed for stronger environmental laws. Media coverage of them has significantly increased. The importance of green marketing strategies has expanded recently as a result of environmental difficulties India is experiencing as a result of its rapid industrialization. To address the environmental difficulties the nation is facing, businesses are compelled to embrace green marketing strategies and tactics.

Green marketing is a term well-known in the current industry, which is quite competitive. The promotion of ecologically friendly products is known as "green marketing." Green marketing covers a broad range of activities, including product modification, changes to the production process, sustainable packaging, and improved promotion. Even though green marketing offers more advantages, there is still a lack of consumer knowledge, as well as pricing variety, a lack of promotion, a standardisation issue, a bad marketing strategy and execution, etc. In this view, this study aimed to examine the consumer perception on green marketing in Namakkal District.

IV. RESEARCH AIM

- To discuss the socio-economic status of the selected respondents of green marketing in Namakkal District.
- To examine the consumer perception on green marketing in the study area.

V. HYPOTHESIS OF THE STUDY

- Various age category respondents are not having any significant difference in their mean perception score.
- Male and female respondents are not having any significant difference in their mean perception score.
- Different educational status respondents are not having any significant difference in their mean perception score.
- Buying locations does not affect mean perception score significantly.
- Amount spent for purchase green products does not influence mean perception score significantly.
- Using period of green products does not impact mean perception score significantly.

VI. RESEARCH METHODS

Because of descriptive research study, this research has used both primary and secondary data. In this study, a structured questionnaire has been administered for collecting the socio-economic profile and perception on green marketing among customers. The study instrument has consisted the 5 points

Likert's scale technique for converting the customer answers into numeric values for analysis purpose. The sample size has covered of 210 consumers who have been selected through random sampling method. The collected sample data are put into MS-Excel software

and analyzed by approaching the statistical techniques such as percentage analysis, mean score analysis, standard deviation, ANOVA, Correlation analysis and Multiple regression analysis by approaching SPSS 22.0 software.

VII. RESULT AND DISCUSSION

7.1 Socio-Economic Profile and Consumer Perception towards Green Marketing

The collected details of socio-economic profile of the selected consumers and their perception towards green marketing are given below.

Table 1: Socio-Economic Profile and Consumer Perception towards Green Marketing

No.	Variables Name	Number of Respondents	%	Mean
1	Age			
	• Less than 25 years	32	15.2	3.74
	• 25-35 years	61	29.0	3.50
	• 36-45 years	37	17.6	4.04
	• 46-55 years	53	25.3	3.88
	• Above 55 years	27	12.9	3.71
	Total	210	100.0	
2	Gender			
	• Male	123	58.6	3.68
	• Female	87	41.4	3.82
	Total	210	100.0	
3	Educational Qualification			
	• No formal education	33	15.7	3.44
	• School Level	57	27.1	3.82
	• College Level	81	38.6	3.74
	• Professional	39	18.6	3.87
	Total	210	100.0	
4	Place of Buying Products			
	• Whole seller	32	15.2	3.62
	• Retailer	57	27.1	3.69
	• Departmental Store	63	30.0	3.87
	• Showroom	39	18.6	3.68
	• Others	19	9.1	3.61
	Total	210	100.0	
5	Amount spent for purchasing products in the last one year			
	• Below Rs.3000	30	14.3	3.65
	• Rs.3000 – Rs.6000	59	28.1	3.74
	• Rs.6001 – Rs.10000	84	40.0	3.74
	• Above Rs.10000	37	17.6	3.81
	Total	210	100.0	
6	Period of Using			

No.	Variables Name	Number of Respondents	%	Mean
	• Upto 2 years	42	20.0	3.50
	• 3-4 years	60	28.6	3.74
	• 5-6 years	72	34.3	3.82
	• Above 6 years	36	17.1	3.84
	Total	210	100.0	

- The above table observes that 15.2% of the consumers are belong to less than 25 years, 29.0% of the consumers are 25-35 years aged, 17.6% of the consumers are 36-45 years aged, 25.3% of the consumers are 46-55 years aged and 12.9% of the consumers are belong to above 55 years age category.
- Male and female consumers contribute their percentages as 58.6 and 41.4.
- The analysis depicts that 15.7% of the consumers have no formal education, 27.1% of the consumers are educated school level, 38.6% of the consumers are qualified college level and 18.6% of the consumers are qualified professional degree.
- The analysis surmises that 15.2% of the consumers buy green products from whole sellers, 27.1% of the consumers purchase green products from retailers, 30.0% of the consumers are buying in departmental store, 18.6% of the consumers are purchasing from showroom and 9.1% of the consumers are buying green products from other sources.
- The analysis shows that 14.3% of the consumers spent below Rs.3000 for purchasing green products in the last one year, 28.1% of the consumers utilized Rs.3000-Rs.6000 for purchasing, 40.0% of the consumers spent Rs.6001-Rs.10000 and 17.6% of the consumers used above Rs.10000 for purchasing green products in the last one year.
- The analysis obtains that 20.0% of the consumers are using green products for upto 2 years, 28.6% of the consumers are utilizing for 3-4 years, 34.3% of the consumers are using for 5-6 years and 17.1% of the consumers are utilizing green products for above 6 years.

7.2 Consumer Perception towards Green Marketing

Green marketing is a sampling of an environmental management practice, aimed at reducing or avoiding negative impacts on the environment. The following table explored that the consumer perception towards green marketing in Namakkal District. For this study purpose, the researchers have developed eight statements related the consumer perception towards green marketing.

Table 2: Consumer Perception towards Green Marketing

S. No	Factors	Mean Score	SD
1	Use products free of strong toxicity materials.	3.81	1.36
2	Use environmentally friendly items to protect the environment.	3.82	1.15
3	Effective utilization of the green products	3.87	1.24
4	The green product companies control its distributors to prevent usage of chemicals that harm the environment.	3.63	1.25
5	The company is keen to specify low price for its green products	3.56	1.08
6	Environmentally friendly items are offered for sale by prestigious agencies.	3.78	1.17
7	The cost of green products is inversely correlated with their quality.	3.85	1.07
8	The manufacturers of green products are eager to work with agents that value the environment.	3.58	1.15

The above table justified that the Cronbach Alpha value for the statements of consumer perception towards green marketing is 0.862 which indicates the reliability of the given data. This study shows that the reliability of the consumer perception towards green marketing is good and fit for analysis. It is revealed that the values 3.87 and 1.24 refers mean score and standard deviation with regard to the statement 'effective utilization of the green products'. Another statement 'the cost of green products is inversely correlated with their quality' is secured the mean score and standard deviation of 3.85 and 1.07 respectively.

Hypothesis Testing (ANOVA)

7.3 Relationship between Socio-economic Profile and Consumer Perception towards Green Marketing

In this section, it is found that what extend the perception of the selected sample respondents towards green marketing products about their personal variables. For this, six variables have been selected and frame a null hypothesis, and tested by using Anova analysis.

Age and Consumer Perception towards Green Marketing

H_0 : Various age category respondents are not having any significant difference in their mean perception score.

Table 3: Age and Consumer Perception towards Green Marketing

	Sum of Squares	DF	Mean Score	F	'p' value
Between Groups	6.983	4	1.746	6.263	0.000*
Within Groups	57.144	205	0.279		
Total	64.126	209			

Note : * – Significant at 1% level

The result of anova analysis shows lesser 'p' value and the 'p' value is strongly indicated the rejection of null hypothesis. Hence, the result exposes the significant difference raised among the various age category of the respondents to their mean perception score.

Gender and Consumer Perception towards Green Marketing

H_0 : Male and female respondents are not having any significant difference in their mean perception score.

Table 4: Gender and Consumer Perception towards Green Marketing

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	1.078	1	1.078	3.556	0.061 ^{NS}
Within Groups	63.049	208	0.303		
Total	64.126	209			

Note : NS – Not Significant

The results found that the framed null hypothesis is accepted since the 'p' value is greater than 0.05. So, male and female consumers are not having significant difference in their perception score.

Educational Qualification and Consumer Perception towards Green Marketing

H_0 : Different educational status respondents are not having any significant difference in their mean perception score.

Table 5: Educational Qualification and Consumer Perception towards Green Marketing

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	4.018	3	1.339	4.590	0.004*
Within Groups	60.109	206	0.292		
Total	64.126	209			

Note : * – Significant at 1% level

The above table is clearly showing the significant result of 'p' value which indicates the rejection of null hypothesis. Therefore, it indicates respondents with different qualified in their education have different perception score towards green marketing.

Place of Buying Products and Consumer Perception towards Green Marketing

H₀ : Buying locations does not affect mean perception score significantly.

Table 6: Place of Buying Products and Consumer Perception towards Green Marketing

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	2.240	4	0.560	1.855	0.120 ^{NS}
Within Groups	61.886	205	0.302		
Total	64.126	209			

Note : NS – Not Significant

Since the greater value of the probability, the framed null hypothesis is accepted. It clears that buying locations does not affect the mean perception score significantly among the sample respondents.

Amount Spent for Purchasing Products and Consumer Perception towards Green Marketing

H₀ : Amount spent for purchase green products does not influence mean perception score significantly.

Table 7: Amount Spent for Purchasing Products and Consumer Perception towards Green Marketing

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	0.434	3	0.145	0.467	0.705 ^{NS}
Within Groups	63.693	206	0.309		
Total	64.126	209			

Note : NS – Not Significant

Spending amount indicates the consumers' perception level. But, in this case, the anova result has clearly explained the amount spent for purchase green products does not influence the mean perception score significantly among the sample respondents since the greater 'p' value.

Period of Using and Consumer Perception towards Green Marketing

H₀ : Using period of green products does not impact mean perception score significantly.

Table 8: Period of Using and Consumer Perception towards Green Marketing

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	3.381	3	1.127	3.822	0.011**
Within Groups	60.746	206	0.295		
Total	64.126	209			

Note : ** – Significant at 5% level

More utilization period of green products indicates the consumers satisfaction level. More satisfied consumers are purchase continuously the green products. It proved by the above anova result that shows the rejection of null hypothesis. So, period of purchase and using green products have highly impacted the mean perception score significantly among the sample respondents.

Degree of Relationship between selected variables and Perception towards Green Marketing (Correlation Analysis)

The following analysis has examined that the relationship between the selected variables and the dependent variable of consumer perception towards green marketing by using correlation analysis. For the objective, the variables have been selected namely age, educational qualification, amount spent for purchasing products and period of using green products.

Table 9: Degree of Relationship between selected variables and Perception towards Green Marketing (Correlation Analysis)

No.	Variables	Age	Educational Qualification	Amount spent for purchasing products	Period of Using	Perception towards green marketing
1	Age	1.000				
2	Educational Qualification	-0.350 (0.000*)	1.000			
3	Amount spent for purchasing products	0.071 (0.306 ^{NS})	-0.036 (0.604 ^{NS})	1.000		
4	Period of Using	-0.342 (0.000*)	0.843 (0.000*)	-0.001 (0.990 ^{NS})	1.000	
5	Perception towards green marketing	0.254 (0.000*)	0.182 (0.008*)	0.074 (0.287 ^{NS})	0.200 (0.004*)	1.000

Note: * - Significant at 1% level; NS - Not Significant

It is ensured that among the four selected variables, three namely age, educational qualification and period of using green products are having positive correlation with the consumer perception towards green marketing. On the other hand, the variable amount spent for purchasing products in the last one year is not associated with the consumer perception towards green marketing. The analysis assumed that whenever age, educational qualification and period of using

green products increases their perception towards green marketing also positively increases.

7.5 Relationship of Consumer Perception towards Green Marketing (Multiple Regression analysis)

The relationship of consumer perception towards green marketing with selected variables has been investigated in the below table.

Table 10: Relationship of Perception towards Green Marketing (Multiple Regression analysis)

No.	Variables	Coefficient	SE	't' value	'p' value
	(Constant)	2.700			
1	Age	0.159	0.029	5.391	0.000*
2	Educational Qualification	0.087	0.019	4.579	0.000*
3	Amount Spent for Purchasing Products	0.031	0.038	0.821	0.413 ^{NS}
4	Period of Using	0.218	0.036	6.056	0.000*

	R Value	0.906			
	R ² Value	0.821			
	F Value	90.109*			

Note: * - Significant at 1% level; NS - Not Significant

From the above analysis, it is noticed to be statistically fit as R^2 is 0.821 that indicates the present model has good fit. The regression coefficient value of age (15.9%), educational qualification (8.7%) and period of using (21.8%) have positive association on consumer perception towards green marketing.

VIII. FINDINGS

- The analysis indicated that majority of the consumers are belong to age group of 25-35 years. It is illustrated that consumers who came into age segment of 36-45 years are having high level perception towards green marketing.
- The analysis assumed that majority of the consumers are male. It is confirmed that female consumers are having high level perception towards green marketing.
- The analysis showed that majority of the consumers are qualified college level. It is inferred that consumers who qualified professional degree are having high level perception towards green marketing.
- The analysis revealed that majority of the consumers are buying green products in departmental store. It is pointed out that consumers who purchase green products in departmental store are having high level perception towards green marketing.
- The analysis measured that majority of the consumers are buying green products Rs.6001-Rs.10000 for purchasing green products in the last one year. It is asserted that consumers who spent above Rs.10000 are having high level perception towards green marketing.
- The analysis proved that majority of the consumers are using green products for 5-6 years. It is measured that consumers who utilizing green products for above 6 years are having high level perception towards green marketing.
- The mean score analysis assumed that most of the consumers opined like 'effective utilization of the green products' and 'price of the green products is proportionate with their quality' with the mean score of 3.87 and 3.85 respectively.
- The ANOVA pointed out that the result exposes the significant difference raised among the various age category of the respondents to their mean perception score.
- From the 'F' test, it is observed that male and female consumers are not having significant difference in their perception score.
- The result of ANOVA confirmed that respondents with different qualified in their education have different perception score towards green marketing.
- The 'F' test illustrated that buying locations does not affect the mean perception score significantly among the sample respondents.
- From ANOVA, it is confirmed that the amount spent for purchase green products does not influence the mean perception score significantly among the sample respondents.
- The 'F' test displayed that period of purchase and using green products have highly impacted the mean perception score significantly among the sample respondents.
- The Correlation analysis observed that whenever age, educational qualification and period of using green products increases their perception towards green marketing also positively increases.
- The multiple regression analysis justified that the coefficient value of age (15.9%), educational qualification (8.7%) and period of using (21.8%) have positive association on consumer perception towards green marketing.

IX. SUGGESTIONS

- The findings indicated that majority of the consumers are belong to age group of 25-35 years. Hence, the green product manufactures should produce the green products as attracting all age group people and features of green products should be widely provided through promotion.

- This study displayed that consumers who qualified professional degree are having high level perception towards green marketing accordingly they are aware about green products. So, government should ensure that people are educated about the role in protecting environment through conducting the awareness programs regarding the benefits of green products.
- It is pointed out that consumers who purchase green products in departmental store are having high level perception towards green marketing due to availability of green products. Thus, most of the green products companies should find the trend of the consumer requirements and move along with the perspectives also ensure wide availability of the products in all the sale points through proper distribution channels.
- It is illustrated that consumers who spent above Rs.10000 are having high level perception towards green marketing as they are able to spend more money. Hence, the green producers have to confirm the adoption of innovative manufacturing procedures in order to make new innovative products that are green as well as cost effective.
- It is measured that consumers who utilizing green products for above 6 years are having high level perception towards green marketing. Therefore, companies of green products should motivate all the consumers to shift from their conventional buying behavior to green buying through marketing green products by realizing their responsibility on environmental.
- Government should develop policies and procedures to sustain the growth of green marketing by taking severe actions for those companies that produce product that are harmful to the environment.

X. CONCLUSION

This study set out to examine how consumers in Namakkal District felt about green marketing. Because green marketing is growing more significant as people become more environmentally conscious and socially responsible, consumer perception of it has recently grown. According to the survey, the majority of customers believed that the price and efficiency of using green goods corresponded to the quality of such

items. According to this research, proper pricing techniques should be used to determine the prices of green goods. Companies should also confirm differential pricing or prestige pricing, since the majority of customers prefer to equate price with product quality. The results were based on the assumption that age, educational attainment, and length of time using green goods all significantly influenced mean customer perceptions of green marketing. Therefore, businesses should be aware of their obligation to safeguard the environment, and via green marketing, they should encourage customers to change from their traditional to green purchasing habits.

REFERENCES

- [1] Anjana, M.V., (2019). A study on impact of green marketing on customer satisfaction and environmental safety. *Journal of Emerging Technologies and Innovative Research*, 6(6), 850-856.
- [2] ArvinLucy Onditi, (2016). Green Marketing and Consumer Satisfaction. *Journal of Marketing and Consumer Research*, 29, 37-45.
- [3] Fouziya, R., & Gracious, J. (2018). Awareness of Green Marketing and Its Influence on Consumer Perception: An Exploratory Study. *SUMEDHA Journal of Management*, 7(2), 62-68.
- [4] Gupta, S.L. (2007). *Marketing Research*. 1st Edition, New Delhi: Excel Books.
- [5] Kiran Soni, & Toshika Pareek, (2016). An Overview of Green Marketing. *Modern Research Trends in Technology and Innovations*, Geetanjali Institute of Technical Studies, Udaipur, 297-301.
- [6] Kothari, C.R. (2016). *Research Methodology: Methods & Techniques*. 3rd Edition, New Age International (P) Limited, Publishers, New Delhi.
- [7] Lakatos, E.-S., Nan, L.-M., Bacali, L., Ciobanu, G., Ciobanu, A.-M., & Cioca, L.-I. (2021). Consumer Satisfaction towards Green Products: Empirical Insights from Romania. *Sustainability* 2021, 13, 10982, 1-15.
- [8] Lavanya, K., & MadhanKumar, P. (2019). Consumer perception towards green products and strategies that impact the consumers perception. *International Journal of Scientific & Technology Research*, 8(11), 3543-3548.

- [9] Rajendra Nargundkar, (2019). Marketing Research - Text and Cases. 4th Edition, McGraw hill Education (India) Private Limited, Chennai.
- [10] Ritika Agrahari, (2022). Consumers Awareness towards Green Marketing and Consumer Perception and Preferences in Varanasi. International Journal of Innovative Science and Research Technology, 7(10), 149-162.
- [11] Sharadhi, H.L., Navya Yarram, Vidhi Murarka, Uday Kiran, P., Varshini Shri, Richa Tiwari, & Vivek Gupta, (2023). A Study on the Consumer Perception towards Green Marketing Practices in FMCG Products. International Journal for Research in Applied Science & Engineering Technology, II(IV), 2455-2467.
- [12] Shuba, N. (2019). A Study on Consumer Perception towards Green Marketing with reference to Bangalore City. International journal of basic and applied research, 9(1), 475-485.
- [13] Siva Prasad, A.V.V., & Susmitha, K. (2018). Consumers' Perception on Green Marketing An Empirical Study of Consumer Buying Behaviour towards Eco-Friendly Fast Moving Consumer Goods in Andhra Pradesh, India. International Journal for Research in Engineering Application & Management, 04(04), 441-447.
- [14] Sivesan, S., Achchuthan, S., & Umanakenan, R. (2013). Green Marketing Practices and Customer Satisfaction: A Special Reference to Leather Goods. Global Journal of Management and Business Research Accounting and Auditing, 13(3/1.0), 51-59.
- [15] Thoria Omer Mahmoud, (2017). Impact of green marketing mix on purchase intention. International Journal of Advanced and Applied Sciences, 5(2), 127-135.
- [16] www.marketing91.com/green-marketing-definition-benefits-examples/
- [17] www.shopify.com/blog/what-is-green-marketing
- [18] www.upgrad.com/blog/what-is-green-marketing/