

## CONSUMERS PERCEPTION TOWARDS GREEN MARKETING SPECIAL REFERENCE WITH CHENNAI CITY.

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**Abstract** - Green products have been used for over 50 years, but they have evolved over the last 7-5 years worldwide, including India. The term "green" does not imply that the products will be green. Green marketing denotes the use of natural formulations, ingredients, and packaging in the production of goods and services. There will be no use of synthetic or chemical products. In green products, the ingredients they use will be natural bacteria, oils from plants, sustainable products, renewable ingredients, biodegradable, recyclable, eco-friendly, etc. There is a large growth of technology, telecommunications, and social media, and all the consumers are becoming more aware of the ingredients that are used in the formulation and production of any product they use in their day-to-day lives, as well as the damage that is caused by those chemical products to the environment and to their own lives. As there is a high demand for green products by consumers, many new companies have started to enter the market, and many existing companies have started to switch to green product production. The existing pollution and the potential degradation of the planet's natural resources, together with the rising interest in selecting foods that are both nutritious and more eco conscious, gives rise to a new method of consuming that is referred to as "green consumption." As a result, businesses have realised the potential of this market, which has resulted in the launch of a number of different brands that are associated with the sale of items of this sort.

**Keywords** - consumer perception, green products, environmentally friendly products, Eco – friendly products, Concern, Consciousness

### INTRODUCTION

As a result of growing public awareness of environmental issues and customer interest in eco-friendly goods, a new marketing strategy known as "green marketing" has emerged. Marketers in the renewable energy industry have a lot to thank the growing interest and demand for eco-friendly goods. On the other side, businesses try to strike a balance between making a profit and caring about people and the planet. Importantly, these needs must be met with as little harm to the environment as feasible. It really is a method of business management that takes into account the whole picture to determine what customers want and then provide it in a manner that's lucrative, durable, and helpful for them. However, consumer behaviour is receiving attention in the academic and business worlds. Whether one is studying management, psychology, economics, history, or sociology, this is a complicated yet necessary topic. Marketers need information about customers' habits to design products that are likely to be successful. Successful businesses know their customers, what they want, and how they make choices. Thus, the origins of green marketing may

be traced back to the 1970s. In spite of this, it wasn't until the 1990s that academics began to really explore the numerous facets of green marketing. There is a need for additional study in several areas, including advertising and customer preferences. Furthermore, based on these earlier writers, the green overall revenue and the "profile" of the green consumer were the primary concerns at that time. Some academics have even claimed that researching the eco-conscious customer was solely interested in the consumer segment. Green marketing, on the other hand, encompasses not only consumer items but also industrial products and services. The end objective of green marketing is to increase both financial and social profit/responsibility.

In marketing, marketing and segmentation are two key areas to focus on. Since more and more businesses are entering the green market, it is essential that these tactics be modified to meet their needs. According to these writers, segmentation is the procedure of choosing a collection of features or factors to utilise in classifying people into similar categories. These groups may be specified by using clearly visible descriptors, such as relative location or demographics. It is important to investigate the "greener" segments since, in comparison to the other segments, they exhibit extremely distinct properties. They need to do research on how they intend to market themselves to these customers and grab their attention. Knowledge of environmental reasons, greater customer demanding and selectivity, and increased competition are the primary obstacles that need to be overcome in order for green marketing to be successful. Organizations who do not answer to the "green challenge" with goods that are healthier for the environment face the danger of losing any credibility in the eyes of customers who are most concerned about sustainability concerns if they do not answer to the "green challenge." In furthermore, businesses who use eco-friendly marketing strategies are in a better position to capitalise on the many possibilities made available by sustainable consumption.

### **GREEN MARKETING PRACTICE**

It turns out that people have different ideas about what counts as environmentally friendly. The term "green product" has yet to be agreed upon. Even though green marketing may be defined in a variety of ways, there are a few constants among the items that are universally recognized as environmentally friendly.

1. Saves energy (both in use and in production).
2. Water consumption (in use and in production)
3. Less emission of hazardous gas.
4. Harmless and healthy product.
5. Recyclable product.
6. Renewable product.
7. Reusable products.
8. Locally produced.

Increasingly, manufacturers of consumer durables are advertising Energy Star-labeled items with claims that their usage would significantly cut energy use and result in significant savings for end users over time. In order to encourage people to upgrade to more eco-friendly goods, companies like Godrej, Coco Custo (detergent powder), LG, HCL, Haier, Samsung, TATA, MRF, IndusInd

Bank, Ola bikes, TVS, MG cars etc. Consumer Products are using green marketing strategies. More and more businesses are providing environmentally friendly options for consumers, with recycled goods being one of the most sought after. To save waste, several businesses have switched to utilising recycled paper shopping bags instead of plastic ones. The government and businesses both are making an effort to keep the environment safe. The Environment Protection Act was enacted in India in 1986, and an environmental audit was conducted in 1992. The Indian city of New Delhi was one of the most polluted until the country's highest court ordered a switch to cleaner energy. To control pollution, the Supreme Court ordered the widespread use of compressed natural gas (CNG) in all public transportation systems in 2002. Over time, a plethora of greenhouse gas emission reduction markets have arisen, ready to serve as catalysts for initiatives that will have significant impacts on local economies, ecosystems, and quality of life.

Also, the consumer perception towards buying any green product in market is based on different perception one is purely for their wellbeing and mind set of another group is that they feel that buying a green product either its food, electronics or any other products as their status symbol and also there are group of consumers who prefer and get attracted by advertisement that the brand is going green. and also, there are group of consumers who prefer these green buying as they get quality and harmless product at a minimal price. This makes the manufacturer and the producer to change their way of making product as they are bound to produce anything on the favour of the consumer without the consumer there won't be any business sustain in the market. So as to go with the trend also by having the other environmental hazards bigger brands are also going green these days.

### **LITERATURE REVIEW**

According Bhatia.M., & Jain, A. environmental concerns and reveals consumers' green values, as well as their degree of environmental knowledge and preference for environmentally friendly goods and methods of living. Using a well-designed questionnaire, this article explores how consumers feel about green marketing and the items it promotes. The customers were found to have a high degree of knowledge of green marketing and its techniques. Moreover, respondents exhibited a high level of support for environmentally friendly principles. Green goods have a high perceived value among customers, and research has provided useful insights for green product marketers. According to the findings of a regression study, consumers are more likely to purchase and prefer green goods over conventional ones when they believe that the firms selling such items take green marketing seriously.

Linu James (2021) states that consumer awareness, the connection between customer awareness and product use, the impact of green goods, and the advantages of green products are only few of the topics covered in the green marketing literature. "The study of the positive and negative aspects of marketing activities on pollution, energy depletion, and non-energyresource depletion" is how the American Marketing Association (AMA) defines green marketing. The purpose of the research is to determine how well consumers understand environmental issues and how likely they are to purchase environmentally friendly goods. However, a fundamental tenet of green marketing is that customers would pay extra for an eco-friendly option. The information from the 114 participants

was collected using a well-structured and closed-ended questionnaire. Chi-square testing, the Friedman test, and percentage analysis were used to examine the data. The study's findings highlight the positive outlook for green goods in the current context and the variables that increase the appeal of green products to consumers.

The movement of environmentalism is rapidly becoming a global phenomenon. Companies in the world of marketing are also responding to the situation and reacting to environmental threats by using green marketing tactics. Indian customers have become more educated about green marketing. Attitudes toward the environment, social influence, health consciousness, and perceived customer efficiency are shown to be critical in increasing green purchase intention among the general population. Ms. R. Vijayalakshmi, Dr. Anita raman (2021) found that the quality, durability, and diversity of green goods had a significant impact on customers' knowledge and adoption of those items' eco-friendly qualities.

Suman Kundu argues that companies are increasingly focusing on "green" customers those who are worried about the surrounding and let it influence their buying choices —as part of their company's responsibilities. Green marketing is an industry that will continue to expand in both practise and necessity, as this paper demonstrates by looking at current trends in green marketing in India and describing the reasons why businesses are embracing it.

According to Ashu kumar (2012) The number of people who worry about the environment has increased considerably in recent years. Everything in a system's immediate vicinity that has any kind of influence on that system is part of that environment. Many different types of systems are subject to the influence of their own ecosystems. We might think of marketing as a system that has to adapt to new circumstances. As with the human body, it might have difficulties when confronted with new circumstances. To the same extent, firms run the risk of perishing if they do not adjust to a dynamic marketplace. As a result, green business techniques, also known as Green Marketing, have emerged to cater to the growing interest in protecting the environment and the growing awareness of the importance of consumer safety and well-being. To reduce environmental impact, businesses are increasingly focusing on eco-friendly product design and packaging. Success in green marketing may improve a company's standing with consumers, government agencies, and competitors. This article will try to explain what green marketing is, how the green marketing mix works, why green marketing is so crucial, and what challenges it faces. The article also discusses the future of green marketing and provides many successful Indian firms as examples of current green business strategies.

### **OBJECTIVE OF THE STUDY**

1. To know the factors influencing the perception of customers towards green marketing.
2. To find whether there is a relationship between education and Environmental concern

### **RESEARCH METHODOLOGY**

Empirical research methods were used to compile the data for this study. The questionnaire is the main data collection tool, and the survey methodology is utilised to obtain the data. In this study, we will rate the independent variables on a five-point Likert scale. consumer perception and environmental concern, as well as dependent variables such as consumer purchasing of green

goods, where a score of 1 denotes the least agreed statement and a score of 5 represents the most agreed statement. For the purpose of conducting additional research, a representative sample of 108 customers was taken in the city of Chennai, and SPSS 24 was chosen as the statistical programme to be used in examining the main data.

**ANALYSIS AND INTER PRETATION**

**RELIABILITY ANALYSIS**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.886	16

**INTERPRETATION**

From the above reliability statistics, it is found that the Cronbach’s alpha value is 0.886 which is more than 0.8 which is good to proceed with the data collection and hence the reliability is proved.

**FREQUENCY AND PERCENTAGE ANALYSIS**

<b>Gender</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	68	63.0	63.0	63.0
	Female	40	37.0	37.0	37.0
	Total	108	100.0	100.0	

<b>Age</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Upto 25 Years	39	36.1	36.1	36.1
	26-35 Years	57	52.8	52.8	88.9
	36-45 Years	12	11.1	11.1	11.0
	Total	108	100.0	100.0	

<b>Monthly Income</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Upto 25,000	39	36.1	36.1	36.1
	25,000-35,000	37	34.3	34.3	70.4
	35,001-45,000	10	9.3	9.3	79.6
	45,000-50,000	22	20.4	20.4	100.0
	Total	108	100.0	100.0	

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	39	36.1	36.1	36.1
	Private Sector	27	25.0	25.0	61.1
	Public Sector	10	9.3	9.3	70.4
	Business	11	10.2	10.2	80.6
	Professional	21	19.4	19.4	100.0
	Total	108	100.0	100.0	

Educational qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Higher Secondary	70	64.8	64.8	64.8
	Undergraduate	30	27.8	27.8	92.6
	Postgraduate	8	7.4	7.4	100.0
	Total	108	100.0	100.0	

Number of Members in Family					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	6.5	6.5	6.5
	3	23	21.3	21.3	27.8
	4	45	41.7	41.7	69.4
	5	33	30.6	30.6	100.0
	Total	108	100.0	100.0	

**INTERPRETATION**

The above table depicts the frequency and percentage analysis of the respondents which shows the majority results of each factor. 63% of the respondents are Male, 36% of the respondents belong to the age of 26 – 35 years, 36% of the respondents Income level is Upto 25,000, 36% of the respondents are students, 65% of the respondent’s qualification are higher secondary, 42% of the respondent’s family size contains 4 members.

**ONE WAY ANOVA**

**H0: There is no Significant relationship between Income and Factors influencing perception of Consumer in Green Marketing**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.

Factors influencing perception of Consumer in Green Marketing	Between Groups	8.073	1	8.073	4.731	.032
	Within Groups	180.890	106	1.707		
	Total	188.963	107			
Factors influencing perception of Consumer in Green Marketing	Between Groups	6.981	1	6.981	4.157	.044
	Within Groups	177.982	106	1.679		
	Total	184.963	107			
Factors influencing perception of Consumer in Green Marketing	Between Groups	4.393	1	4.393	2.654	.006
	Within Groups	175.459	106	1.655		
	Total	179.852	107			
Factors influencing perception of Consumer in Green Marketing	Between Groups	5.647	1	5.647	3.397	.048
	Within Groups	176.232	106	1.663		
	Total	181.880	107			
Factors influencing perception of Consumer in Green Marketing	Between Groups	7.865	1	7.865	4.690	.033
	Within Groups	177.765	106	1.677		
	Total	185.630	107			
Factors influencing perception of Consumer in Green Marketing	Between Groups	8.200	1	8.200	4.032	.047
	Within Groups	215.541	106	2.033		
	Total	223.741	107			
Factors influencing perception of Consumer in Green Marketing	Between Groups	3.269	1	3.269	1.730	.191
	Within Groups	200.360	106	1.890		
	Total	203.630	107			

## INTERPRETATION

From the above table it is found that the important products consumer use do not harm the environment and income is significant with respect to age ( $F= 4.731, p=0.032$ ). This implies that the Consumer considers about the product they use does not harm the environment.

It is found that the consumer considers the potential environmental impact of my actions when making many of my decisions is significant with respect to income. It Shows that Strengthening the Quality of products and services leads to recommendations with respect to age ( $F=4.157, p=0.44$ ). This implies that the consumer consider the potential environmental impact of my actions when making many of my decisions.

It is inferred from the above table that the purchase habits are affected by my concern for our environment and income is significant with respect to age that is (F=2.654, p=0.006). This implies that the consumer agree that purchase habits are affected by my concern for our environment and income. That is the income of the consumer is high.

It is exhibited from the above table that the consumers concerned about wasting the resources of our planet. and income is significant with respect to age that is (F=3.397, p=0.048). This implies that the consumers concerned about wasting the resources of our planet and improving the efficiency of income.

It is understood from the above table that willingness to be inconvenienced in order to take actions that are more environmentally friendly is significant with respect to income that is (F=4.690, p=0.033).

It shows that the consumer Preferring Green marketing is increasing our value and level among peer group ( status symbol ) and income is significant with respect to age that is (F=4.032, p=0.047).

It is inferred from the above table that the consumer prefer green product as it is worth the money spent and income services is significant with respect to age that is (F=1.730, p=.191). This implies that when the products and services provided is of higher quality this may lead to customer retention of using the same products or services without going for alternatives.

**CHI-SQUARE TESTS**

**H0: There is no Association between Gender and Factors influencing perception of Consumer in Green Marketing**

Factors	Pearson Chi-Square	Value	df	Asymp. Sig. (2-sided)
Factors influencing perception of Consumer in Green Marketing	Pearson Chi-Square	5.041 <sup>a</sup>	4	.003
Factors influencing perception of Consumer in Green Marketing	Pearson Chi-Square	5.079 <sup>a</sup>	4	.029
Factors influencing perception of Consumer in Green Marketing	Pearson Chi-Square	12.401 <sup>a</sup>	4	.015
Factors influencing perception of Consumer in Green Marketing	Pearson Chi-Square	15.265 <sup>a</sup>	4	.004
Factors influencing perception of Consumer in Green Marketing	Pearson Chi-Square	10.382 <sup>a</sup>	4	.034
Factors influencing perception of Consumer in Green Marketing	Pearson Chi-Square	8.765 <sup>a</sup>	4	.007
Factors influencing perception of Consumer in Green Marketing	Pearson Chi-Square	5.613 <sup>a</sup>	4	.001



Factors influencing perception of Consumer in Green Marketing	Pearson Chi-Square	13.267 <sup>a</sup>	4	.010
Factors influencing perception of Consumer in Green Marketing	Pearson Chi-Square	11.652 <sup>a</sup>	4	.020

**INTERPRETATION**

From the above chi square table it is found that gender and factors influencing perception of consumer in green marketing has significant relationship with all the variables.

**CORRELATION**

Correlations											
		F 1	F2	F3	F4	F5	F6	F7	F8	F9	F10
F1	Pearson Correlation	1	.893*	.651*	.676*	.564*	.688*	.626*	.518*	.533*	.503*
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N		108	108	108	108	108	108	108	108	108
F2	Pearson Correlation		1	.652*	.667*	.614*	.696*	.524*	.545*	.528*	.601*
	Sig. (2-tailed)			.000	.000	.000	.000	.000	.000	.000	.000
	N			108	108	108	108	108	108	108	108
F3	Pearson Correlation			1	.860*	.725*	.813*	.687*	.650*	.646*	.394*
	Sig. (2-tailed)				.000	.000	.000	.000	.000	.000	.000
	N				108	108	108	108	108	108	108
F4	Pearson Correlation				1	.731*	.859*	.657*	.723*	.739*	.440*
	Sig. (2-tailed)					.000	.000	.000	.000	.000	.000
	N					108	108	108	108	108	108

F5	Pearson Correlation					1	.874*	.811*	.708*	.702*	.589*
	Sig. (2-tailed)						.000	.000	.000	.000	.000
	N						108	108	108	108	108
F6	Pearson Correlation						1	.797*	.802*	.763*	.533*
	Sig. (2-tailed)							.000	.000	.000	.000
	N							108	108	108	108
F7	Pearson Correlation							1	.758*	.751*	.537*
	Sig. (2-tailed)								.000	.000	.000
	N								108	108	108
F8	Pearson Correlation								1	.927*	.722*
	Sig. (2-tailed)									.000	.000
	N									108	108
F9	Pearson Correlation									1	.719*
	Sig. (2-tailed)										.000
	N										108
F10	Pearson Correlation										1
	Sig. (2-tailed)										
	N										
**. Correlation is significant at the 0.01 level (2-tailed).											

## INTERPRETATION

From the above correlation table the significant value of all the factors are 0.000 which is significant at 1% level and the correlation table also shows that all the values of the factors are positively co-related. This shows the relationship.

## **FINDINGS**

From the research it is found that the male respondents are higher when compared to female respondents.

The frequency and percentage analysis of the respondents which shows the majority results of each factor. 63% of the respondents are Male, 36% of the respondents belong to the age of 26 – 35 years, 36% of the respondents' Income level is Upto 25,000, 36% of the respondents are students, 65% of the respondent's qualification are higher secondary, 42% of the respondent's family size contains 4 members.

The Consumer considers that the product they use does not harm the environment from the study. The consumer considers the potential environmental impact of their actions when making many of their decisions in buying green products.

The consumer agrees that purchase habits are affected by their concern for our environment and income. That is, the income of the consumer is high.

Consumers are concerned about wasting the resources of our planet and improving the efficiency of income.

Consumers Preferring Green marketing is increasing our value and level among peer group (status symbol) and income is significant with respect to age.

When the products and services provided is of higher quality this may lead to customer retention of using the same products or services without going for alternatives.

From the study, it is also found that gender and factors influencing the perception of the consumer in green marketing has a significant relationship with all the variables. There is also positive correlation between the factors.

## **CONCLUSION**

The study has revealed that the male consumers are more concerned about the green products and their perception of buying green products are higher when compared to female consumers. Also, most of the respondents of this study is male consumers. Consumers are gaining knowledge about the products which they use and the effects of the products so, they started to choose the products wisely and also there is a greater impact of income as the green products are higher in price when compared to non – green products in the market. So the brand should also make the product price reasonable as the consumers of green products are from different age group with different income level. And also marketers should avoid duplicate products.

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