

A STUDY ON CONSUMER AWARENESS AND PREFERENCES TOWARDS GREEN MARKETING WITH REFERENCE TO CHENNAI CITY

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Abstract

From consideration for society companies are starting to change the natural environment actions that address society's "new" concerns. Some companies are embracing concepts like high speed environmental management systems and waste minimization; we integrate environmental issues into every aspect of our organization activities. Therefore, green marketing covers a wide range activities involving product modifications or changes manufacturing process, packaging changes and modifications advertisement. Many companies are beginning to realize that this is the case. You are a member of a larger community and should act accordingly eco-friendly fashion. This is a translation of beliefs we believe that companies must meet their environmental goals profit-related goals. Government regulations contributing to conservation in connection with environmental marketing consumers of all kinds in many different ways have the ability to evaluate the environmental configuration of was. Government issues regulations for management the amount of hazardous waste produced by a company. On the other hand, companies must take great responsibility for the environment deterioration, it is the consumer who ultimately demands the product, and that causes environmental problems. What you need for green marketing consumers want and want a cleaner environment "Pay" as it can be changed by more expensive items individual lifestyles and even government intervention. that requires coordination between consumers and organizations you can lead the green marketing revolution.

Keywords: Society, Green Marketing, Government, Environment, Management

Introduction

Businesses need to constantly evaluate the latest and most appealing marketing trends. Marketing trends can be identified through continuous research on changes in consumer behaviour in the market. By identifying changes in consumer behaviour, companies can adapt their services to consumers. Today, consumers are more concerned about environmental degradation and the negative impact that the use of products and services has on the environment. The reason for this concern may be visible climate change, global warming, and increased air and water pollution. The use of green marketing by organizations not only provides opportunities to not only to meet

consumer expectations and address environmental concerns, but also to gain competitive advantage and a strong consumer base.

Environmental marketing is also called environmental marketing or environmental marketing. According to the American Marketing Association, marketing of natural products is called green marketing. Therefore, green marketing involves many different activities, including changing products, changing production and manufacturing processes, and changing advertising or eliminating activities related to the environment. Today, there are more environmental problems facing the country, so it is important for businesses to promote and promote themselves in an environmentally friendly way. Eco-friendly marketing is becoming a popular promotional strategy due to increasing consumer awareness and concern.

The concept of eco-marketing or eco-design requires companies to adhere to ethical and environmentally friendly practices when dealing with customers, suppliers, customers, and employees. Companies are starting to promote themselves as environmentally friendly companies. Public institutions and state governments are currently very concerned about environmental issues such as global warming, environmental pollution, and water pollution, and are beginning to take measures to prevent environmental pollution. environment. Recently, the National Geographic Society and the international polling company Globescan (2010) conducted a survey called "Consumer Grenades" to determine consumer attitudes toward the environment. The highest value customers come from developing countries such as India, Brazil, and China, with developed countries coming in second place. position. Consumers in India, Russia, and the United States showed a significant increase in environmental behavior (However al ., 2010). Companies that succeed in green marketing must be able to operate in an environmentally friendly manner.

As today's consumers become more aware of natural products, companies are beginning to take notice change your thinking and behaviour to try to address customer concerns. Green marketing is becoming increasingly important to the business world as consumers are increasingly concerned about our limited resources Ground floor. By implementing eco-friendly marketing practices to save the earth's resources in production, In terms of packaging and performance, the company shows customers that they have the same concerns environment and increase reliability. The government has taken many steps and made laws participating in green marketing to protect the environment. Green marketing is very important It is meaningful until the end of the world because everyone depends on it th nvironment, protecting the environment is the responsibility

Review of Literature

Bhanu &Ruchi (2019) in their research entitled "A Study on Consumer Awareness Towards Green Marketing with Special Reference to Indore Region" Consumers are more concern towards environment and health issues as they are more focused on green marketing & green products purchasing. Consequently, this research is based on to investigate the degree of the effect of customers" awareness conduct towards the advertising of green marketing & green product purchasing in the Indore city of Madhya Pradesh. .

Cherian & Jacob (2012) studied consumers Attitude towards environmental consideration product. They presented the concept green marketing framework and Different types, different

consumers etc. Attributes are related to the concept of green marketing. It was concluded that there is The need for green marketing Changes in consumer behavior and attitudes Towards an environmentally friendly lifestyle. Researchers recommended exploration Factors that encourage consumers to do so We will cooperate with green marketing.

Kumar (2015) attempted to find out that How can we raise awareness? With consumers regarding green marketing Investigating consumer attitudes towards environmentally friendly/green products. The research emphasized that Marketers need to focus on green Marketing is possible because consumers are willing to pay. Premium prices for eco-friendly products of the biggest hurdle for eco-friendly products in India is Lack of education and insufficient research Initiatives in the field of environmentally friendly products.

Khan & Mohsin (2017) In their research entitled "The Power of Emotional Values: Exploring Its Implications" the influence of values on consumer choice behavior towards environmental products", using consumer value theory, this study intends to explore the choice behavior of Pakistani consumers towards environmentally friendly products. Features value (price and quality), social value, bond value, cognitive value and emotional value environmental values are used to study consumer choice behavior towards environmental products. measured again to what extent do emotional values mediate the impact of other consumer values on environmental outcomes? consumer choice behavior. Based on a sample of 260 respondents, the results show that it works value (price), social value and environmental value have a positive effect on consumption of environmentally friendly products choice behavior, although conditional value and psychological value have negative effects. hey moral, emotional values influence work values, social values, configurative value, epistemic value, and environmental value. It's guaranteed, it will increase significantly literature on consumer choice behavior towards eco-friendly products in developing markets.

Kulbir & Kaur (2016) reveals the prevalence of green marketing and its important role in India. Green market, various green marketing strategies and opportunities for organizations and the challenges faced by producers and marketers who choose green marketing. change going from brown to green will benefit consumers, the economy and the world.

Saari & Baumgartner (2018) developed a green marketing framework for manufacturing. Businesses and consumers are moving towards green marketing. They focus on the environment-oriented framework productivity, green production, green supply chain management and green analysis of seven major industrial fields the marketing framework. The authors found that consumers know very little about natural products and green marketing, but there are still many consumers who do not know about natural products and natural products.

Maheshwari & Sakthivel (2015) conducted a study on customer attitudes, perceptions, perceptions and satisfaction levels towards green marketing products in the city of Coimbatore. The survey results showed that Coimbatore is an educational city and all respondents were aware of organic products. But at the same time, the utility score of respondents in Coimbatore city is average.

Importance of the Study

Green marketing is currently one of the key areas of interest for marketers as it can provide a competitive advantage. However, it requires investment in improving technology, changing processes, and communicating the benefits to customers. Due to certain government regulations and changing consumer preferences across the world, many Indian companies have now started promoting themselves as eco-friendly companies. However, not much research has been conducted on green marketing in Chennai City, and there are questions about consumer awareness of green products. Chennai city consumer attitudes towards green products and the relationship between attitude and behavior are also questionable. Because green marketing is different from traditional marketing, marketers need to understand the factors that influence consumers to purchase environmentally friendly products. This study aims to clarify the research question of what factors influence consumers' beliefs about whether to purchase environmentally friendly products.

Research Gap

Most of the research that has been done is green marketing mix, challenges of marketing natural products, the effect of green marketing on consumer satisfaction environmental safety, changing consumer behavior reference for evaluating the effectiveness of green marketing and green marketing mix for customer satisfaction loyalty etc. This gift aims to fill the gap between the two past research will see the current trends through this research consumer awareness and perceptions of green marketing Chennai city products.

Objective of the Study

1. To analyses the level of Consumer awareness and preferences towards green marketing in the Study area,
2. To Identifying factors that influence consumers to buy environmental products.
3. To understand the issues and challenges of green marketing.

Research Methodology

This study is a major data-driven exploratory study. Data was recorded in a well-structured manner questionnaire. The questionnaire was created by collecting ideas from various related literature study. This data was collected from people who had heard of the term "green products." of the sampling method used in this study was convenience sampling as it was difficult to reach the population. In this study, the likert scale is summarized from 1 to 5, where "1" means complete rejection and "5" means complete rejection. It means that we fully agree to analyze consumer perception towards eco-friendly products. The survey was conducted on: 100 respondents of various ages from Chennai city who fulfilled the objectives of the study. Both are descriptive (frequency, percentage, mean, standard deviation) and inferential analysis techniques (ANOVA) were used.

Limitations of the Study

1. Due to time constraints, the sample data taken was only 100 respondents the special mention of Chennai city only.
2. This research is based on the residents and community of Chennai city and it is not possible to get these results it can be scaled to other geographic areas.

3. Collect results and data from customer’s choices and behaviours are personal and therefore may vary from person to person.

Data Analysis and Interpretation

Table 1
Age of the Respondents

S.No	Age	No of Respondents	Percentage
1	15-25	11	11
2	25-35	50	50
3	35-40	17	17
4	Above 40	22	22
Total		100	100

Source: Primary Data

Table 1 shows that, out of 100 respondents, 11 respondents were under 15-25 years old, 50 respondents were between 25-35 years old, and the following 17 respondents fell into the section 35 - 40 years, i.e. the rest fell into the top 40 articles .Most of the respondents are more than 25-35 years old.

Table 2
Gender of the Respondents

S.No	Gender	No of Respondents	Percentage
1	Male	58	58
2	Female	42	42
Total		100	100

Source: Primary Data

Table 2 shows that, out of 100 respondents, 58 respondents were male respondents and 42 respondents were female respondents .Most of the respondents are male candidates.

Table 3
Awareness of Green marketing Product

S.No	Awareness	No of Respondents	Percentage
1	Yes	85	85
2	No	15	15
Total		100	100

Source: Primary Data

Table 3 shows that among our 100 respondents, everyone knows about environmentally friendly products, but the level of awareness varies, with 85 per cent knowing about environmental products. Were aware of good products for the environment, but 15 per cent know little about them.

Table 4
Awareness of companies going Green

S.No	Scale	No of Respondents	Score
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1	Strongly Disagree	2	4.51
2	Disagree	3	
3	Agree nor Disagree	5	
4	Agree	25	
5	Strongly Agree	65	
Total		100	

Source: Primary Data

Table 4 shows that respondents strongly indicate that Agree with the company's environmental awareness the mean value is 4.51. This means consumers are paying attention companies are going green.

Table 5
Companies are hesitant to introduce green marketing concepts

S.No	Scale	No of Respondents	Score
1	Strongly Disagree	8	4.4
2	Disagree	5	
3	Agree nor Disagree	9	
4	Agree	35	
5	Strongly Agree	43	
Total		100	

Source: Primary Data

Table 5 shows the respondents Agree that companies are reluctant to adopt green The average for marketing is 4.4. so you can derive it Companies are taking a cautious approach to adoption ecological marketing.

Table 6
Governments should work to encourage businesses to adopt green marketing approaches

S.No	Scale	No of Respondents	Score
1	Strongly Disagree	1	4.63
2	Disagree	1	
3	Agree nor Disagree	2	
4	Agree	11	
5	Strongly Agree	85	
Total		100	

Source: Primary Data

Table 6 clearly shows the respondents the government clearly agrees with the program relocating the business to be more environmentally friendly has an average of 4.63. We it can be concluded that the government is carrying out promotions green company.

Table 7
Consumer perceptions of environmentally friendly products

S.No	Variable	Mean	SD
1	I am willing to accept this problem in order to do more for the environment	3.41	0.90
2	I consider myself an environmentalist	3.91	0.76
3	I am concerned about the waste of our planet	4.07	0.86
4	My buying habits are influenced by my concern for the environment.	3.75	0.74
5	I consider the impact of my actions on the environment when making many decisions	3.81	0.66
6	It is important to me that the products I use do not harm the environment	4.44	0.81

Source: Primary Data

Table 7 shows that among the six opinions related to consumers' perceptions of environmentally friendly products, Points 1 and 4 are 0f 4 or more on the rating scale. Likert-5. (point 1, 2, 3, 4, 5), which means that the majority of respondents strongly agree with the statement and is supported by small SDs (0.81 and 0.86). For considerations 2, 3, and 5, the respondents gave positive average values between 3 and 3.91 (1, 2, 3, 4, and 5 are marked), which means that the more respondents agree with these themes, the SD of these themes is false. also small the average score given by the respondents is 3.41, they also agree with this theme, but the standard deviation of this opinion is 90. It means that there are different opinions of the respondents on this topic, and their measurements are well supported. It can be seen from the table above that the respondents have a positive attitude towards environmentally friendly products.

Table 8

Analysis of variance test based on respondents' green product purchase intention and multiple demographic factors

	SD	Age	Gender	Education	Income
		F Value (Sig)	F Value (Sig)	F Value (Sig)	F Value (Sig)
Pay attention to the environment when buying eco-friendly products product.	3.66 (1.06)	7.65 (.00)	2.81 (.014)	0.91 (.48)	1.62 (.17)
When making a purchase, read the product label to see if the contents are eco-friendly.	3.98 (2.42)	2.34 (0.05)	3.31 (0.05)	0.52 (0.74)	1.20 (0.41)
For a healthy life, I buy too expensive eco-friendly products	3.56 (1.13)	3.13 (0.04)	1.82 (0.15)	1.53 (0.22)	0.65 (0.62)

Table 8 shows the results of the ANOVA F-test and the corresponding p-values. It was conducted to determine whether there is a significant difference in purchasing intentions depending on the age of consumers. Income, education, and occupation. Test results show a significant increase in purchase intent it varies depending on the age and occupation of the respondent. Meanwhile, consumer education levels and incomes are increasing. No significant impact on purchase intention.

Table 9
Factors influencing the purchase of environmentally friendly products

S.No	Variable	Mean	SD
1	Providing Environmentally Friendly Product Information	7.56	3.20
2	Previous Experience	7.45	2.67
3	Availability of Natural Products	11.43	3.75
4	Awareness of Eco-Friendly Products	8.57	3.23
5	Product Price	13.51	6.37

Source: Primary Data

The table 9 shows that the factors that influence the purchase of environmentally friendly products. Respondents are asked to allocate points among the factors. The total score will be 50 points. This table shows that customers care more about the price of environmentally friendly products. The mean value is 13.51 and the standard deviation is 6.37, which shows that customers have different opinions regarding product price as an important factor. The next thing customers care about is the availability of environmentally friendly products. The mean is 11.43 and the SD is 3.23, again showing differences in customer opinions. The next factor that influences the purchase of eco-friendly products is awareness towards eco-friendly products. The mean is 8.57 and the SD is 3.75. Another element is information about green products. The mean is 7.56 and the standard deviation is 3.20. There are variations here too. Also, the customer's previous experience had a mean of 7.45 and SD of his was 2.67. Customers also value their past experience purchasing environmentally friendly products. Therefore, from the above table we can conclude that customers are more concerned about the price of the product, the availability of environmentally friendly products and the perception towards the product. However, there are differences in the opinions of respondents. This suggests that there is no consensus between opinions. It is supported by the SD value.

Finding of the Study

To study the positive and negative effects of environmental marketing, most respondents agreed willing to pay more for environmentally friendly products Accepts environmental responsibility reasons to buy. Most of the respondents prefer natural products. Green marketing is a new concept the biggest problems faced were the implementation and all the marketing aspects related to their sales behaviour. Respondents strongly agreed that environmental marketing is better than

traditional marketing respondents agreed that natural products help conserve resources and manage global waste.

Conclusion

After analysing and interpreting the collected data, it can be concluded that the introduction of green colour marketing influences consumer behaviour in Chennai city. It was the beginning of environmental marketing it improves the use of resources in the area and also helps in conservation environment for future generations and has a positive impact on environmental security. clear, consumers are paying more attention to environmentally friendly products and are willing to pay more for environmentally friendly products this study found that consumers' preferences for traditional shopping have changed significantly to green shopping marketing the importance of green marketing will be very important until the end of the world because everything and everyone depends on the environment, so we have a responsibility to protect it. In short, it can be seen from a general perspective that green marketing has a lot of benefits to green marketing in my country. In the economic and environmental spheres, green marketing is not only a tool to protect the environment; good marketing strategy.

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