# Determinants of Drivers of Green Marketing and its Impact on Consumer Awareness and Purchase Intention: An India Perspective

**Sayyed Arbaina,**

Scholar,
Institute of Management,
Christ University, India.

**A. S. Suresh,**

Associate Professor,
Institute of Management,
Christ University, India.

## ABSTRACT

*Green or Environmental Marketing comprises of all activities that generate and facilitate any exchange that is intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs,with little detrimental impact on the natural environment.*

*Green marketing is a phenomenon which is growing in importance in the realm of marketing.*

*Impetus for this study came from the fact that not many empirical studies have been conducted in India context and it is vital to understand and garner insights into whether Consumers, producers and manufacturers have an inclination towards environment friendly products that are "green" or environment friendly.*

*This study is an endeavour to identify and explore the awareness quotient of consumers about Green Marketing and Green products in India. Main objective of this paper is to identify factors affecting the consumer's awareness and perception and its impact on the consumer's decision while buying green products.*

*The target population for this study is city of Bangalore.The data was collected from 206 respondents through convenience sampling method representing appropriate demographics and analyzed. Correlation and Regression was performed.Study revealed that variables such as social responsibility, indifferent attitude,Brand consciousness,promotion,price and awareness play a vital role in influencing the customer's decision.*

*Green marketing is relatively a recent phenomenon and awareness amongst consumers and businesses as to how they can reduce the impact on the environment is increasing exponentially.Marketers and investors view this as an opportunity to invest by creating and marketing product that satisfy the customers that are environmental friendly.*

*However the results revealed that not many are aware about the green products and consider its price to be premium and hence marketers need to realign their strategy accordingly.*

**Keywords:** Green marketing, Consumer, sustainability, Green products, Social responsibility, Price. Brand.

## INTRODUCTION:

Sustainability will gradually transform into the Holy Grail for businesses, governments and non-profit organizations in the years to come. Even though it has gained momentum in the past decade, it is difficult to measure the impact. Triple bottom line approach, Social responsibility are buzzwords which are fast gaining currency. Day will not be far off when dynamics of business will take a 360 degree turn from mere maximization of wealth to sustainable development. Marketing is fulcrum of any business and hence cannot remain untouched by the idea of sustainability which in other words is about the idea of green marketing. "Green or Environmental Marketing consists of all activities that generate and facilitate any exchange that is intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with little detrimental impact on the natural environment".

However for marketers' philosophy of Green marketing entails developing and marketing products and Services that addresses consumer prerequisites of quality, performance, affordable pricing and convenience for consuming a product or services without having a detrimental impact on the environment. According to a study one third of the consumers are now patronizing brands based on their social and environmental impact. Green products by definition is something which is originally grown or recyclable, reusable and biodegradable, or made from natural ingredients, or contains recycled contents, non-toxic chemical, or products that do not harm or pollute the environment etc. Businesses and organizations are now acutely conscious of the impact their operations can have on the ecological system and environment and hence are adopting ways to create environmental friendly products in order resolve this issue.Many prominent multinational companies have been proactively developing innovative green products such as LG and HCL developing LED monitors and eco-friendly notebooks respectively. Companies like Haier have implemented eco branding by launching life series green initiative.

However some of the constraints of green marketing strategy is standardization for certifying product as green. It is relatively a new concept and there is lack of awareness amongst consumers about not only green marketing but also about threats to environment and yet to generate interest in marketers or attract investors as it requires long gestation periods to provide returns and lastly avoiding Green Myopia which means that It is definitely not going to suffice if the product is green but does not satisfy the customer needs. Green marketing is a phenomenon which has increased its importance in the market. Consumers, producers and manufacturers are more inclined towards products that are "green" or environment friendly. Green product development is something other than making products that are environmentally friendly, it is about fundamental change in the public perception that incorporates buyers, producers and the general commercial structure within which they negotiate.

## LITERATURE REVIEW:

R. Surya, O.M. Hajamohideen (2018)state that one thing that is being repeated is that the present utilization levels of resources are too high and are unsustainable. Hence there is a requirement for green marketing and for a shift in the buyer's behaviour and attitude towards more environmental friendly life styles. This study is an aggregation of different viewpoints identified with green marketing. Organizations still trust that marketing aspects such as developing a proper supply chain, packaging, pricing etc take precedence over green marketing initiatives. However, this is all changing. People are beginning to realize their role and responsibilities towards the environment. Although this change is not happening quickly, it is happening.

Patel chitral pravinkumar (2016)opines that in India, to the extent current circumstance is concerned the progress from standard showcasing to green brand is troublesome. There is a reluctant portion of investors, proprietors, architects and customers in the construction industry in India, who are not willing to put resources into or construct green homes because of the basic acknowledgment of the conviction that green buildings cost more. Be that as it may, one cannot ignore the savings through green building in the long run green building due to sustainable energy efficiency for a greener future.

Yeng, W. F., & Yazdanifard, R. (2015)found that environmental issues continue to affect human activities and society now regards them with much concern. Most firms have started using sustainable development framework which is known as green marketing and most of the organizations have acknowledged green products which are environmentally friendly. Marketing managers can use green marketing to earn profits. Green marketing is not only an environmental protection tool but also a marketing strategy. Other than that, marketers can provide training to their employees, especially sales representative to enable them to promote green products effectively by clearly presenting the main message to the consumers. Green marketing covers a wide range of business activities and it is similar to marketing mix. Therefore, marketers should adopt a suitable single green marketing mix and strategy and align it to consumers' demands and personality. In addition, companies that carry out green marketing at the right place and on the right target may garner support from the consumers to gain competitive advantage.

Sao, A. (2014)opines that it is imperative now to adopt "Green Marketing" all around. It will accompany extreme change in the realm of business if all countries take stringent initiatives as green marketing is fundamental to spare world from contamination.Author further states that an astute advertiser is one who persuades the customer, as well as includes the purchaser in promoting his product. Green marketing should not be considered as only one more way to deal with promoting, yet must be sought after with significantly more noteworthy force, as it has an ecological and social measurement aspect to it. With the risk of a worldwide temperature alteration posing a potential threat, it is critical that green marketing turns into the standard instead of a special case or only a prevailing fashion. Reusing of paper, metals, plastics, and so on in a safe and earth innocuous way ought to end up being significantly more systematized and normative. It is important to change the general standard for

utilizing effective lights and other electrical products. Marketers additionally have the duty to influence the buyers to comprehend the requirement for and advantages of green products when contrasted with non-green ones. In green marketing, consumers will pay more to keep up a cleaner and greener condition. Finally industrial buyers and providers need to work on limiting the negative consequences of their processes for the earth.Green advertising assumes significantly more significance and importance in creating nations like India.

Shruti P Maheshwari (2014)reveals that given India's fast GDP development rate and the exceedingly negative environmental impact, demand for eco-label products may create the necessary customer pressure to guarantee a cleaner environment. This study affirms the presence of an environmental value-action gap, a gap between consumer's convictions and practices over being green.Author examines different parts of consumer behaviour and demonstrates that customer inclination for greener products could be affected by promotion. Products given more exposure will probably offer in more prominent numbers. Pro-environmental values will probably result in more pro-environmental behaviour when values and beliefs are enough and the green activity lines up with consumers' subjective interest, and product attributes are emphatically seen.

Bhatia, M., & Jain, A. (2013)found that, Consumers' level of mindfulness about green products was observed to be high and yet customers were not aware about green activities embraced by different government and non-government offices connoting requirement for more endeavours from associations in such manner. Daily newspaper remains wellspring of data for the majority of the respondents and ought to be use more to connect with the buyers in regards to green items and practices. Responses were on direct positive level and can be presumed that shoppers are not cynical about green cases of the associations and customers are rather worried about the present and future condition of requirement for green items and practices. Advertisers can think of new green items and impart the advantages to the shoppers. Because of expanded mindfulness and concern customer may favour green items over traditional items to protect nature.

Anirban sarkar (2012)states that, Green product development is something other than making products that are environmentally friendly, it is about foundational change in the public eye that incorporates buyers, producers and the general commercial structure within which they negotiate. By broadening and extending the significance of green, pertinent actors will have a economic incentive to pursue green products development. Harnessing the market forces that support green product development will lead to mainstream green. Marketers additionally have the obligation to influence the shoppers to comprehend the need and benefits of green products when contrasted with non-green ones. In green marketing, consumers are willing to pay more to keep up a cleaner and greener environment.

Carrete, L., Castaño, R., Felix, R., Centeno, E., & González, E. (2012)conducted this study to add to a superior comprehension of more profound inspirations and inhibitors of green consumer behaviour with regards to developing economies and give suggestions to marketers and for policy making. Three dominant themes related to uncertainty in the adoption of environmentally-friendly behaviours:consumer confusion, trust and credibility, and compatibility emerged. According to authors green practices appear to be imbued in the conventional legacy of savings and frugality rather than based on strong environmental values. Hence propose that the variables that drive customers from positive attitudes and intention to the actual adoption of green behaviour which are a mix of perceived personal benefits, decreased perceived risk and uncertainty, a sense of control over costs, and a decomposition and reconstruction of deeply embedded cultural values and practices be factored.

Moloy Ghoshal (2011)discovered that green marketing is still in nascent stage, probably due to the multidisciplinary idea of the enterprise. Political economists focus around aggregate activity quandaries innate in green marketing at the consumer and producer level. Clearly there are numerous lessons to be figured out to evade perplexity i.e "Green Marketing Myopia". The green marketers must comprehend the way that they need to fulfil two objectives: enhanced environmental quality and consumer loyalty. Research demonstrates that many green products have failed as a result of green marketing myopia; marketer's myopia focuses on their products' greenness over the more extensive desires for customers. The effective green marketing requires applying great showcasing standards to make green products desirable for customers.

Rahbar, E., & Abdul Wahid, N. (2011)identify the impact of green marketing tools on consumers' actual purchase behaviour in case of Penang (Malaysia).The result uncovered that customer's trust in eco-label and eco-brand and their perception of eco-brand demonstrate positive and huge effect on their actual purchase behaviour. This paper offers supportive role for government to formulate the green policies for example, giving promotional incentives to green products manufacturers and encouraging public to buy products with eco-label.

Jansson, J., Marell, A., & Nordlund, A. (2010) state that Knowledge of green buyer behaviour is essential for ecological and business reasons.Authors examined determinants of green curtailment behaviours and consumers adoption of innovation advertised as green (eco-innovations), and also introspect the variables enunciating these two

kinds of green behaviours.Results demonstrate that values, beliefs, norms, and habit strength determine willingness to curtail and willingness.Alternate determinants have changing influence depending on type of behaviour. Artee aggrawal (2010)examines aspect of Green marketing and its impact on company's promoting claims. While firms must bear a significant part of the duty regarding environmental degradation, ultimately it is consumers who demand products, and create environmental issues. It gives the idea that consumers are not excessively dedicated to enhancing their environment and may be looking to place too much onus on industry and government.Further green marketing necessitates that customers need a cleaner environment and are willing "pay" for it, through higher priced goods, modified lifestyles, or even government intercession. Welling, M. N. and Chavan, A. S. (2010)state that Green marketing is not going to be a simple concept.Firms need to plan and research to discover as to how attainable it will be. Green marketing needs to develop since it is still at its infancy stage. Adoption of Green marketing may not be simple in the short run, but rather over the long run it will positively affect the firm. Government and Social organizations may force all the organization to practice Green Marketing for supportable improvement. Customers too will be prepared to pay premium price for green products. A smart marketer is one who persuades the buyer, as well as includes him in marketing his product. Green marketing should not be considered as only one more way approach to marketing, but has to be pursued with more prominent life as it has societal and environmental dimensions. Marketing has the obligation to make the stakeholder aware about the need and the advantages of green products. The green marketers will then have full support of the Government, and the consumers also will not mind paying more for a cleaner and greener environment.

Dief, M. E., & Font, X. (2010)identified variables underlying the pro-environmental behaviour of marketing managers.Authors investigate the determinants of green marketing practice in the Red Sea hotel division in Egypt.Research model measures green marketing practice against the personal and organisational values of the marketing managers, together with a scope of organizational and demographics factors anticipated that would impact hotels' environmental behaviour. Personal environmental values did not clarify the pro-environmental behaviour of marketers, and the organisational environmental values that had clarified some portion of their moral conduct which had resulted from voluntarism rather than utilitarian or conformance-based values.

Kalafatis, S. P., Pollard, M., East, R., & Tsogas, M. H. (1999)examine the determinants that impact buyers' intention to purchase environmental friendly products. Ajzen's theory of planned behaviour (TPB) gives the conceptual framework of the exploration and the appropriateness of the theory and is tested in two different economic situations (UK and Greece). The study offers extensive help for the strength of the TPB in clarifying intention in both the samples, there is some sign that the theory is more proper in well established markets that are described by clearly formulated behavioural patterns (i.e. the model fitting elements of the UK sample are better than the comparing ones got from the Greek sample).

Straughan, R. D., & Roberts, J. A. (1999)opine that green marketing inspects the dynamic idea of ecologically conscious consumer behaviour.This study additionally gives a strategy for profiling and segmenting college students based upon ecologically conscious consumer behaviour. Regardless of a lot of past research consideration, demographic criteria are not as helpful a profiling technique as psychographic criteria. Consistent with past findings, the result shows that perceived consumer effectiveness (PCE) provides the greatest insight into ecologically conscious consumer behaviour.Further, the consideration of altruism to the profile seems to add fundamentally to past endeavours.

Kilbourne, W. E. (1998)says theoretical perspective of green marketing, derived from within institutional economics, environmental politics, and technological theory, is a multi-disciplinary perspective suggesting that a potential environmental crisis resides not necessarily in specific behaviour but instead within the dominant social paradigm (DSP) of Western industrial societies. Effective policies and strategies then must perceive the crisis as one of paradigms. This paper addresses the failure of contemporary green marketing to move past the constraints of the common worldview. While there are nascent macro developments in marketing thought that might lead to green marketing considering sustainability, holistic thought, and the limitations of the prevailing paradigm, they remain thus far on the periphery of the discipline.

Johri, L. M., & Sahasakmontri, K. (1998)state that Utilization of conventional cosmetics and toiletries made from herbs and plant extracts has been famous in numerous Asian nations. Nonetheless, green advertising of these products is somewhat recent.Authors studied this trend in Thailand wherein encouraged by the growing environmental consciousness with respect to residents and a developing market for cosmetics and toiletries, several global and regional organizations have entered Thailand. An international company, The Body Shop, and local company, Oriental Princess, have utilized green marketing procedures to construct their consumer base in the Thai market. Two companies have made

legitimate endeavours to embrace green marketing strategies. However, Thai consumers consider non-green attributes more essential in making their purchase decisions.

Lampe, M., & Gazda, G. M. (1995)say that Concern for the environment has become one of the most vital issues of the 1990s. Both in Europe and the United States, organizations have found that customers will purchase products, or avoid their purchase, based upon environmental considerations. This phenomenon, alluded to as Green Marketing, involves the marketing response to the design, production, packaging, use and disposal of products. This article follows the development of green business, and the societal impetuses and pressures that have resulted in green marketing.

Shearer, Jeffery W. (1990)state that organizations see environmental marketing to be an opportunity that can be utilized to accomplish its targets. Organizations trust they have an ethical commitment to be all the more socially responsible. Competitors' environmental activities pressure firms to change their environmental marketing activities. Cost factors related with waste disposal, or reduction in material usage forces firms to adjust their behaviour.

**Research Gap:**

Empirical studies in the area of Green marketing has predominantly been made in the idea of green marketing, sustainability, challenges related to green marketing. There are no studies integrating consumer behaviour aspects and its effects on consumer's brand choice, purchase quantity, and category frequency when using different types of promotional tools. All variables pertaining to green marketing has not been considered. This study is an attempt to evolve a generic framework for drivers of green marketing

**METHODOLOGY;**

In this exploratory research, primary data was collected from 206 respondents in a probabilistic multi stage sampling process with the help of 5-Point Likert Scale based Questionnaire. The study was mainly conducted in the city of Bangalore. Data so collected was then analysed using frequency analysis, cross tabulation and linear regression.

Secondary data was collected by reviewing previous literature that helped in understanding consumer perception and buying intention in general and develop the feasibility of the study

**Statement of the Problem:**

Green marketing is relatively a recent phenomenon and awareness amongst consumers and businesses as to how they can reduce the impact on the environment is increasing exponentially. Marketers and investors view this as an opportunity to invest by creating and marketing product that satisfies the customers that are environmental friendly.It is crucial to identify factors affecting the consumer's decision and important variables affecting the consumer's decision while buying green products. However not many are aware about the green products and consider its price to be premium and hence marketers need to realign their green marketing strategy accordingly.

**Objectives:**
  ❖ To analyse the consumers' awareness and preferences regarding Green marketing.
  ❖ To determine the factors affecting Green purchasing behaviour.
  ❖ To identify the interrelations of factors and its impact on consumer purchase decision

**Hypothesis:**

First hypothesis is a composition of the understand the consumer awareness, advertisement and promotion towards consumer purchase intention.

The second hypothesis is a composition of lifestyle, price, certification and social responsibility

Bhatia, M., & Jain, A. (2013) found that, Consumers' level of mindfulness about green products was observed to be high and yet customers were not aware about green activities embraced by different government and non-government offices connoting requirement for more endeavours from associations in such manner. Daily newspaper remains wellspring of data for the majority of the respondents and ought to be use more to connect with the buyers in regards to green items and practices.

Artee aggrawal (2010) examines aspect of Green marketing and its impact on company's promoting claims. While firms must bear a significant part of the duty regarding environmental degradation, ultimately it is consumers who demand products, and create environmental issues. This led to the development of hypothesis 1.

**H1:** There is a positive and a significant relationship between consumer's awareness and preferences regarding green marketing.

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Jansson, J., Marell, A., & Nordlund, A. (2010) state that Knowledge of green buyer behaviour is essential for ecological and business reasons. Authors examined determinants of green curtailment behaviours and consumers adoption of innovation advertised as green (eco-innovations), and also introspect the variables enunciating these two kinds of green behaviours.Results demonstrate that values, beliefs, norms, and habit strength determine willingness to curtail and willingness. Alternate determinants have changing influence depending on type of behaviour. This led to the development of hypothesis 2.

**H2:** There is a positive and a significant relationship between green factors and green purchase intention

**Conceptual Framework:**
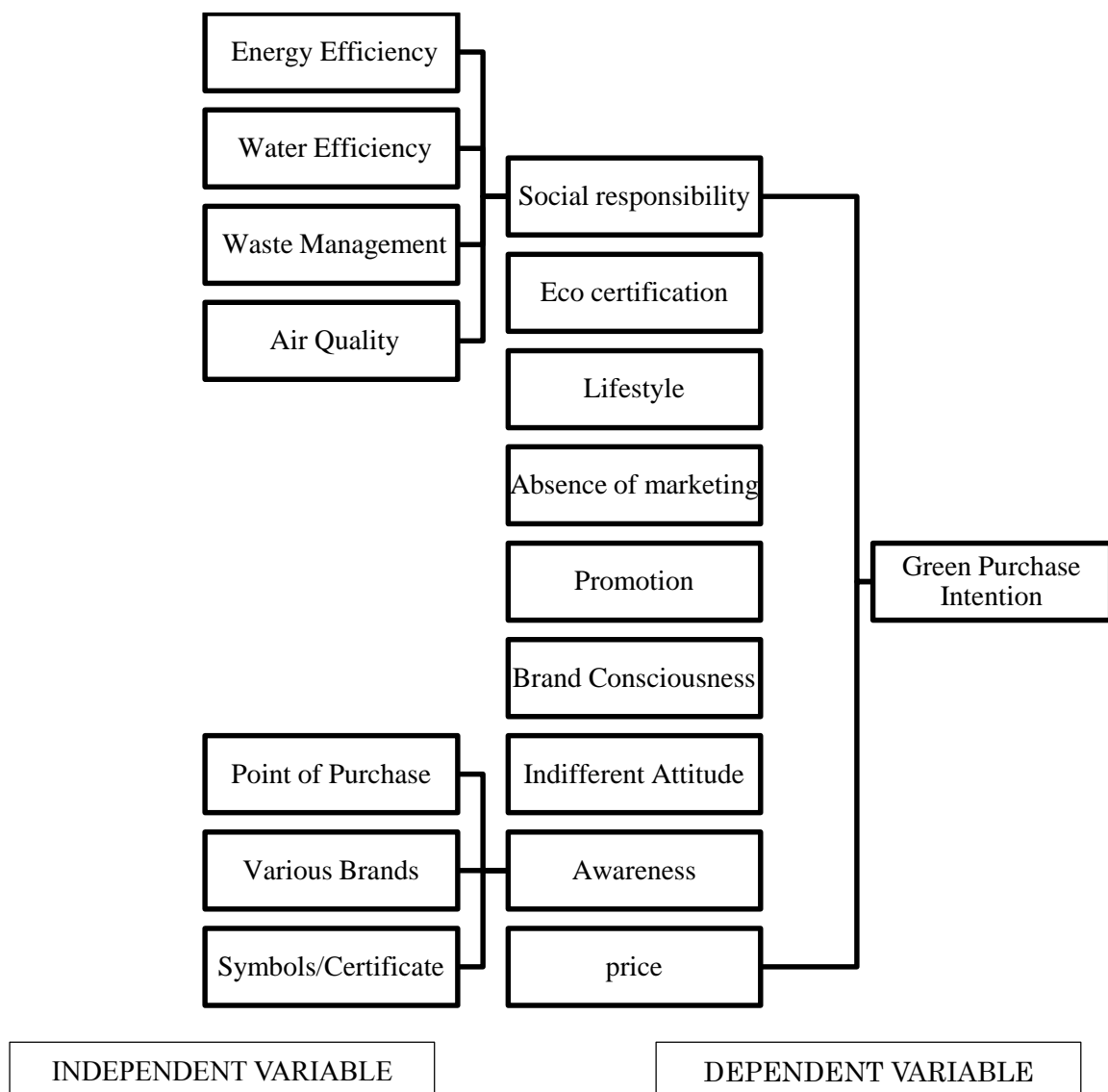


In this case the conceptual framework is a combination of two hypotheses to provide a complete overview of the objectives that is desired to be achieved through this study. Hence, the independent factors such as awareness, price, lifestyle, certification and social responsibility have been related to buying behaviour as both Indian and global literature validates these established relations.

## DATA INTERPRETATION

Data analysis will help in understanding the various factors that influences the customers while buying a product. In order to identify various factors; descriptive statistics and linear regression is used.

**Descriptive Statistics:**

### Table 4.1: Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Gender | 206 | 1.0 | 2.0 | 1.383 | .4874 |
| Age | 206 | 1.0 | 4.0 | 2.345 | 1.0558 |
| Income | 206 | 1.0 | 6.0 | 2.544 | 1.8039 |
| I am aware of the benefits of green products for health | 206 | 1.0 | 5.0 | 3.282 | 1.0352 |
| I am aware of the benefits of green products for the environment | 206 | 1.0 | 5.0 | 3.515 | .9613 |
| I am aware of the point of purchase for green products | 206 | 1.0 | 4.0 | 2.000 | .7522 |
| I am aware of various brands offering green products | 206 | 1.0 | 3.0 | 2.238 | .7694 |
| I am aware of various symbols certifications other identifications | 206 | 1.0 | 3.0 | 2.029 | .5919 |
| I make an effort to buy paper products that are recycled paper | 206 | 2.0 | 4.0 | 3.010 | .5673 |
| I buy the products that can be recycled | 206 | 2.0 | 4.0 | 3.320 | .4882 |
| I promote environmental awareness by working for various campaigns | 206 | 1.0 | 3.0 | 2.165 | .4653 |
| To save energy I use public transport as much as possible | 206 | 2.0 | 4.0 | 3.141 | .7154 |
| I buy energy efficient house hold appliances | 206 | 2.0 | 4.0 | 3.529 | .6890 |
| I look for eco-friendly certification while buying a product | 206 | 2.0 | 5.0 | 2.544 | .8297 |
| The product being environmental friendly is the only criteria I | 206 | 2.0 | 4.0 | 2.757 | .6838 |
| I get value for money while buying green products | 206 | 1.0 | 4.0 | 2.859 | .6660 |
| Green products are high quality products | 206 | 2.0 | 4.0 | 3.364 | .8545 |
| The green products are not well promoted in the market | 206 | 2.0 | 5.0 | 4.243 | .8493 |
| The green products are not affordable | 206 | 1.0 | 5.0 | 2.903 | 1.0455 |
| I look for good offers to buy green products | 206 | 2.0 | 5.0 | 3.791 | .8323 |
| I look for varieties while buying eco-friendly products | 206 | 2.0 | 5.0 | 3.461 | .7625 |
| I am not brand conscious for eco-friendly products | 206 | 1.0 | 5.0 | 3.607 | 1.1627 |
| I usually purchase the lowest priced product regard less of its | 206 | 1.0 | 5.0 | 3.510 | 1.0534 |
| I buy green products of the brands which I rely upon | 206 | 1.0 | 54.0 | 4.092 | 5.1254 |
| Paying premium price for green products is a mere wastage of money | 206 | 1.0 | 5.0 | 3.995 | .9703 |
| I would pay even extra price for environment friendly products | 206 | 1.0 | 5.0 | 3.505 | .8009 |
| I prefer to buy products made or packaged in recycled materials | 206 | 1.0 | 5.0 | 3.262 | 1.0496 |
| I avoid buying products from companies which are not environment | 206 | 1.0 | 5.0 | 3.621 | .8902 |
| Before buying green products I compare its price with traditional products | 206 | 1.0 | 5.0 | 2.951 | .9200 |
| I would prefer to buy green products if I have enough information | 206 | 2.0 | 5.0 | 4.044 | 1.2190 |
| I will purchase any green products | 206 | 1.0 | 1.0 | 1.000 | 0.0000 |
| Valid N (listwise) | 206 | | | | |

From the above table we can say that factors such as energy efficiency, Water efficiency, waste management, air quality, information, awareness, price, promotion and branded green products are considered to be important. Further these statements are validated through regression Analysis.

**Regression Analysis:**

Regression Analysis will help in identifying the important factors. Any statement that has significance value above .05 is considered to be significant.

In the below tables the relation between all Independent variables and dependent variable i.e Gender, Age and Income was analysed.

**Table 4.2: Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .981[a] | .963 | .957 | .0043 |

From the above table provides the R and $R^2$ values. The R value represents the simple correlation and is 0.981 (the "R" Column), which indicates a high degree of correlation. The $R^2$ value (the "R Square" column) indicates how much of the total variation in the dependent variable.

**Table 4.3: ANOVA[a]**

| | Model | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 642.170 | 28 | 23.784 | 169.769 | .000[b] |
| | Residual | 24.937 | 178 | .140 | | |
| | **Total** | **667.107** | **205** | | | |

This table indicates that the regression model predicts the dependent variable significantly well. In the above table we need to see the "Sig." column. This indicates the statistical significance of the regression model that was run. Here, p < 0.000, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data).

**Co-efficient**

| Model | Sig(Gender) | Age | Income |
|---|---|---|---|
| (Constant) | 0.018 | 0 | 0 |
| I am aware of the point of purchase for green products | 0.719 | 0.719 | 0.719 |
| I am aware of various brands offering green products | 0 | 0 | 0 |
| I am aware of various symbols /certifications / other identifiers which declare the product as green product | 0.145 | 0 | 0 |
| I make an effort to buy paper products that are recycled paper | 0.067 | 0 | 0.067 |
| I buy the products that can be recycled | 0.134 | 0.067 | 0.134 |
| I promote environmental awareness by working for various campaigns | 0 | 0.134 | 0.677 |
| To save energy, I use public transport as much as possible | 0 | 0 | 0 |
| I buy energy efficient household appliances | 0 | 0 | 0.004 |
| The product being environmental friendly is the only criteria I see when I buy green product | 0 | 0 | 0 |
| I get value for money while buying green products | 0 | 0 | 0 |
| Green products are high quality products | 0 | 0 | 0 |
| The green products are not well promoted in the market | 0.024 | 0 | 0.024 |
| The green products are not affordable | 0 | 0.024 | 0 |
| I look for good offers to buy green products | 0 | 0 | 0.001 |
| I look for varieties while buying eco-friendly products | 0.134 | 0 | 0 |
| I am not brand conscious for eco-friendly products | 0 | 0 | 0 |
| I usually purchase the lowest priced product, regardless of its impact on society | 0.032 | 0 | 0 |
| I buy green products of the brands which I rely upon. | 0 | 0 | 0 |

| Model | Sig(Gender) | Age | Income |
|---|---|---|---|
| Paying premium price for green products is a mere wastage of money | 0.002 | 0 | 0.002 |
| I would pay even extra price for environment friendly products to save our environment. | 0.053 | 0.002 | 0.099 |
| I prefer to buy products made or packaged in recycled materials | 0 | 0 | 0 |
| I avoid buying products from companies which are not environmental responsible | 0 | 0 | 0 |
| Before buying green products I compare its price with traditional products | 0.02 | 0 | 0.02 |
| I would prefer to buy green products if I have enough information that confirms their greenness | 0 | 0.02 | 0 |

From the above table we can infer that the following statements have p-value less than .05 which means that these statements are significant:-

| Table 4.11 GENDER | REGRESSION EQUATION |
|---|---|
| I am aware of various brands offering green products | .000G+.000A+.000I+.000 |
| I promote environmental awareness by working for various campaigns | .000G+.000A+.000I+.000 |
| To save energy, I use public transport as much as possible | .000G+.000A+.000I+.000 |
| I buy energy efficient household appliances | .000G+.000A+.000I+.000 |
| The product being environmental friendly is the only criteria I see when I buy green product | .000G+.000A+.000I+.000 |
| I get value for money while buying green products | .000G+.000A+.000I+.000 |
| Green products are high quality products | .000G+.000A+.000I+.000 |
| The green products are not well promoted in the market | .000G+.000A+.000I+.024 |
| The green products are not affordable | .000G+.000A+.000I+.000 |
| I look for good offers to buy green products | .000G+.000A+.000I+.000 |
| I am not brand conscious for eco-friendly products | .000G+.000A+.000I+.000 |
| I usually purchase the lowest priced product, regardless of its impact on society | .000G+.000A+.000I+.032 |
| I buy green products of the brands which I rely upon. | .000G+.000A+.000I+.000 |
| Paying premium price for green products is a mere wastage of money | .000G+.000A+.000I+.002 |
| I prefer to buy products made or packaged in recycled materials | .000G+.000A+.000I+.000 |
| I avoid buying products from companies which are not environmental responsible | .000G+.000A+.000I+.000 |
| Before buying green products I compare its price with traditional products | .000G+.000A+.000I+.002 |
| I would prefer to buy green products if I have enough information that confirms their greenness | .000G+.000A+.000I+.000 |
| **Table 4.12 AGE** | |
| I am aware of various brands offering green products | .000G+.000A+.000I+.000 |
| I am aware of various symbols /certifications / other identifiers which declare the product as green product | .000G+.000A+.000I+.000 |
| I promote environmental awareness by working for various campaigns | .000G+.000A+.000I+.000 |
| To save energy, I use public transport as much as possible | .000G+.000A+.000I+.000 |
| I buy energy efficient household appliances | .000G+.000A+.000I+.000 |
| The product being environmental friendly is the only criteria I see when I buy green product | .000G+.000A+.000I+.000 |
| I get value for money while buying green products | .000G+.000A+.000I+.000 |
| Green products are high quality products | .000G+.000A+.000I+.000 |
| The green products are not well promoted in the market | .000G+.000A+.000I+.024 |
| The green products are not affordable | .000G+.000A+.000I+.000 |
| I look for good offers to buy green products | .000G+.000A+.000I+.000 |
| I look for varieties while buying eco-friendly products | .000G+.000A+.000I+.000 |

| | |
|---|---|
| I am not brand conscious for eco-friendly products | .000G+.000A+.000I+.000 |
| I usually purchase the lowest priced product, regardless of its impact on society | .000G+.000A+.000I+.000 |
| I buy green products of the brands which I rely upon. | .000G+.000A+.000I+.000 |
| Paying premium price for green products is a mere wastage of money | .000G+.000A+.000I+.000 |
| I would pay even extra price for environment friendly products to save our environment. | .000G+.000A+.000I+.000 |
| I prefer to buy products made or packaged in recycled materials | .000G+.000A+.000I+.000 |
| I avoid buying products from companies which are not environmental responsible | .000G+.000A+.000I+.000 |
| Before buying green products I compare its price with traditional products | .000G+.000A+.000I+.020 |
| I would prefer to buy green products if I have enough information that confirms their greenness | .000G+.000A+.000I+.000 |
| **Table 4.13 INCOME** | |
| I am aware of various brands offering green products | .000G+.000A+.000I+.000 |
| I am aware of various symbols /certifications / other identifiers which declare the product as green product | .000G+.000A+.000I+.000 |
| I buy energy efficient household appliances | .000G+.000A+.000I+.004 |
| The product being environmental friendly is the only criteria I see when I buy green product | .000G+.000A+.000I+.000 |
| I get value for money while buying green products | .000G+.000A+.000I+.000 |
| Green products are high quality products | .000G+.000A+.000I+.000 |
| The green products are not well promoted in the market | .000G+.000A+.000I+.024 |
| The green products are not affordable | .000G+.000A+.000I+.000 |
| I look for good offers to buy green products | .000G+.000A+.000I+.000 |
| I am not brand conscious for eco-friendly products | .000G+.000A+.000I+.000 |
| I look for varieties while buying eco-friendly products | .000G+.000A+.000I+.000 |
| I usually purchase the lowest priced product, regardless of its impact on society | .000G+.000A+.000I+.000 |
| I buy green products of the brands which I rely upon. | .000G+.000A+.000I+.000 |
| Paying premium price for green products is a mere wastage of money | .000G+.000A+.000I+.002 |
| I prefer to buy products made or packaged in recycled materials | .000G+.000A+.000I+.000 |
| I avoid buying products from companies which are not environmental responsible | .000G+.000A+.000I+.000 |
| Before buying green products I compare its price with traditional products | .000G+.000A+.000I+.020 |
| I would prefer to buy green products if I have enough information that confirms their greenness | .000G+.000A+.000I+.000 |

**From the above analysis we can say that both Hypothesis 1 and Hypothesis 2 have been proven:**
**Hypothesis 1**
**H₀:** There is a positive and a significant relationship between consumer's awareness regarding green marketing.
**Hₐ:** There is no positive and a significant relationship between consumer's awareness regarding green marketing.
**Regression Equation:** 0.000Gender+.000Age+.000Income+.000(I am aware of various brands offering green products)
**Regression Equation:** 0.000A+.000I+.000(I am aware of various symbols /certifications / other identifiers which declare the product as green product)
Therefore we accept null hypothesis and fail to accept alternative hypothesis because the statements show significance above .05 which means they are considered to be significant.
**Hypothesis 2**
**H₀:** There is a positive and a significant relationship between green factors and green purchase intention
**Ha:** There is no positive and a significant relationship between green factors and green purchase intention
From the above analysis we can say that the following regression equation has been proven.
Regression Equation for Gender.

000 Gender +.000(aware) +.000(promote environmental awarenes) +.000 (I use public transport) +.000 (efficient household appliances) +.000 (environmental friendly) +.000 (value for money) +.000 ((quality products) +.+.024 (products are not well promoted) +.000 (affordable) +.000 (offers) +.000 (eco-friendly) +.032 (lowest priced product) +.000 (rely upon) +.002 (Paying premium price) +.000 (packaged in recycled) +.000 (environmental responsible) +.002 (price) +.000 (information).

**Regression Equation for Age**: .000 Age+ 000 (aware) +.000 (aware of various symbols /certifications) +.000 (promote environmental awareness) +.000 (public transport) +.000 (energy efficient household appliances) +.000 (environmental friendly) +.000 (value for money) +.000 (high quality) +.024 (promoted) +.000 (affordable) +.000 (offers) +.000 (eco-friendly) +.000 (eco friendly) +.000 (lowest priced product) +.000() +.000 (rely upon) +.000 (premium price) +.000 (price) +.000 (recycled materials) +.000 (environmental responsible) +.020 (price) +.000 (information )

**Regression Equation for Income:**.000 Income +.000 (aware) +.000 (aware of various symbols /certifications ) +.004 (efficient household appliances) +.000 (environmental friendly ) +.000 (value for money ) +.000 (high quality products) +.024 (promoted) +.000 (affordable) +.000 (offers ) +.000 (eco-friendly products) +.000 (eco-friendly products) +.000 lowest priced product) +.000 (I rely upon.) +.002 (premium price) +.000 (recycled materials) +.000 (environmental responsible) +.020 (price) +.000 (information)

Therefore we accept null hypothesis and fail to accept alternative hypothesis because the statements show significance above .05 which means they are considered to be significant.

### FINDINGS:

101 respondents who are male disagreed that they were aware of the point of purchase of green products. Only 26 of the total male respondents agreed to have known about the point of purchase of green products. 73 of the female respondents were not aware about the point of purchase for green products. 7 of the total female respondents were aware of the point of purchase for green products. The total number of male respondents was 127, female respondents was 79. 21%of the male respondents were aware about the point of purchase whereas only 7% of the female respondents were aware of the point of purchase. The total number of respondents was 206. In the income segment, 43 of the dependents were unaware of the point of purchase,13 of the total dependents were aware about the same. Of the 108 respondents with income less than 20000, 89 were unaware and 19 were aware about the point of purchase. None of the respondents with income above 80000 were aware about the point of purchase for green products. So, companies should ensure there are sufficient points of purchase for their green products.

30 respondents under the age of 23 were unaware of the point of purchase for green products, 19 of the 49 respondents under the age of 23 were aware of the same. 100% of the respondents between the age of 24-27 were not aware of the point of purchase for green products. Respondents between the age of 28-35 fare much better with 13 of the respondents knowing about the point of purchase for green products. Respondents above the age of 35 were completely unaware about the point of purchase for green products. Of the 206 respondents 84% of them were unaware about the point of purchase for green products. 35 of the male respondents were unaware of the benefits of green products for health, 57 were aware of the health benefits of green products . 18 of the female respondents were unaware of the benefits, 42 of the female respondents were aware of the benefits. In the income segment, 28 of the dependents were unaware about the benefits of green products for health,, only 15 of the dependents were aware. 5of the respondents with an income of less than 20000 were unaware of the benefits, 68 were aware of the benefits. Out of the respondents who earned more than 80000, 20 were unaware of the benefits and 16 were aware of the benefits .Companies should promote their products and create awareness of the product.

18 respondents under the age of 23 were unaware of the benefits of green products to health, 8 were aware of the same. 10 respondents between the age of 24-27 were unaware of the benefits, 49 were aware. 5 respondents between the age of 28-35 were unaware and 26 were aware of the benefits. Of the respondents above the age of 35, 16 were aware and 20 were unaware of the benefits of green products for health.

Both male and female respondents were completely unaware of the various symbols and certifications of green products. The same applies for the income and the age group where none of the respondents were aware of the symbols and certifications involved.

It is seen that of the male respondents none would make an effort to buy paper products made of recycled paper. 24 of the female respondents made an effort to buy paper products made of recycled paper. All 24 of the respondents belong to the age group of under 23 and 10 respondents belong to the age group of 24-27. Out of which 27 are dependents and 7 are with an income of less than 20000.

30 of the male respondents disagreed to have used public transport to save energy, 42 of the male respondents agreed to have used public transport with a view to save energy. 27 of the female respondents agreed to have used public transportation, 10 of them disagreed to have used public transportation to save energy. 17 of the respondents under the age of 23 and 42 of the respondents above the age of 35 agreed to have used public transportation to save energy. 27 of the respondents were dependents and 42 were earning above 80000.

40 of the male respondents disagreed on the product being environmental friendly as the only criteria while buying, 29 of the male respondents agreed. 39 of the female respondents disagreed on the same. 10 of the respondents who disagreed were under the age of 23, 69 of them were between the age of 24-27. 29 of the respondents who agreed were above the age of 35.

16 of the male respondents disagreed on buying energy efficient household appliances, 93 of them agreed. 7 of the female respondents disagreed and 39 of them agreed. 11 of the respondents under the age of 23 disagreed, 4 of the respondents agreed. 3 of the respondents between the age of 24-27 disagreed and 59 of the respondents agreed. 2 of the respondents between the age of 28-35 disagreed and 34 of them agreed. 7 of the respondents above the age of 35 disagreed and 35 of them agreed. 37 of the respondents who disagreed were dependents. 100 of the respondents who disagreed and 2 of the respondents who agreed were earning an income of less than 20000. 1 respondent disagreed and 41 agreed who were earning an income of above 80000.

Respondents prefer buying products when the offers are good on green product and variety of green products. So therefore companies should focus more on providing offers on green products and there should be variety of products too. Paying premium product is considered wastage of money. So the companies should make products that are easily affordable by all because the respondents are willing to make a difference to the environment but are not ready to pay a premium price. Respondents compare their prices with the traditional products. So if the green products are priced at a premium no respondent is going to buy the product. They would rather buy a traditional product. So therefore the companies should make its pricing similar to that of the traditional products. Respondents feel that they don't get enough information about the green products. Had it been customers getting enough information, there are high chances of them buying the green products.

## CONCLUSION:

Green marketing is not going to be an easy concept. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. Companies should provide more information to the customers about green products, their benefits, various brands offering green products and the point of purchase for green products companies should make an effort of showing various benefits the recycled paper or using public transport has on the environment. Consumers today are concerned about how they are contributing to the environment and have become conscious while purchasing a product. They prefer buying recycled material used for packaging, reusable product, energy efficient house appliances, look for certification while buying. Therefore the company should try to use energy efficient materials in their products, should have a certification in order to build trust amongst customers, providing offers on green products, range of products and affordable pricing. Hence we can say that green marketing is a tool for protecting the environment for the future generation and it has a positive impact on environmental. Due to the concern of environmental protection, there was a need for the emergence of a new market which is the green market. For companies to survive in this market, they need to go green in all aspect of their business. As such, green marketing is not just an environmental protection tool but also, a marketing strategy

## MANAGERIAL IMPLICATION:

Marketers should focus more on promoting green products which will have a positive impact on the environment. They should provide with the necessary information to the customers and make them understand the importance of using an environmental friendly product. Creating a positive effect on the environment can be done by using green products. The marketers should create awareness, have wide range of green products and should keep their consumers informed about the point of purchase. Today consumers want to identify with the companies that are green compliant and are willing to pay premium for a green life.

## RECOMMENDATION:

- ❖ More promotional activities should be done in order to increase the visibility of the green products.
- ❖ More information should be provided on green products.
- ❖ Increase the number of point of purchase.

❖ Provide more number of green products.
❖ Reduce the price of the green products when compared to that of the traditional products.

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