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## A STUDY ON THE IMPACT OF AWARENESS OF GREEN MARKETING ON CONSUMER BUYING BEHAVIOR WITH SPECIAL REFERENCE TO MEDCHAL REGION.

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### ABSTRACT

Since 1980s, when the term "green marketing" was first used. Globalization, industrialization, and climate change have all increased consumer and business interest in green marketing. According to recent research, businesses are becoming more conscious of their social duty. They have embraced social responsibility as a wise strategic decision to enhance their reputation among customers. Consumers' attitudes towards businesses with green policies or green products like lowpower consuming (energy efficient), organic food, lead free paints, recyclable papers, phosphate free detergents, and electrical appliances are changing because of growing environmental concern.

This essay aims to investigate Medchal consumers' perceptions and preferences about green marketing strategies and goods. From 100 responders, data was gathered. A practical sampling method was used to choose the respondents. The sample respondents were given a structured questionnaire to complete to obtain primary data.

The statistical data suggested a substantial correlation between customer perception, green consumer values, and product aspects in marketing tactics. According to the study, customer purchasing behavior is significantly impacted by their level of consumer knowledge of green marketing.

**Key Words :** Consumer Perceptions, Green Marketing, Consumer Values, Globalization etc.

## INTRODUCTION

The detrimental effects of human activity on the environment are clearly a cause for worry in the modern world. Governments all across the globe are working to reduce how much the environment is impacted by humans. The environment is becoming a bigger issue for our society and for the government. Businesses have started to change their conduct and have included environmental issues into organizational operations as a result of realizing the new concerns of society. Green themes have been included into academic areas' literature.

This also applies to the marketing discipline, and the curriculum includes terminology like "Green Marketing" and "Environmental Marketing." Governments throughout the world have tried to control green marketing because they are so concerned about it. Businesses are placing increasing emphasis on green marketing. Businesses are attempting to set themselves apart from the competition by carving out a niche for themselves, and most of them are concentrating on green marketing. Green marketing is the practice of advertising goods and services with an eye toward the environment. By promoting environmental core values, green marketing aims to go above and beyond standard marketing in the hopes that customers will connect their beliefs to the firm or brand. Since customers are more concerned with the environment and are prepared to pay more for those things, marketing their goods as environmentally friendly products has a positive effect on sales.

Recently, a new client segment has emerged in the market that is more concerned with the environment and believes it is their job to do their part to protect it. The manufacturing of goods and the provision of services have a significant influence on environmental challenges, thus there are several methods for businesses to promote their eco-friendly products and services. A product's ability to conserve water, lower greenhouse gas emissions, limit harmful pollutants, improve indoor air quality, and/or be readily recyclable are just a few of the concerns that green marketing may target. The more environmental marketing claims your product or service can make as compared to the competition, the more probable it is that the buyer would choose it, providing the price point is not much greater than the alternative.

## REVIEW OF LITERATURE

### **Sakshi Garga\*(2019).**

Environmental challenges are significant in the contemporary corporate environment. The majority of governments are concerned about environmental issues. Environmentally sustainable development has emerged as a crucial concern in modern business. Thus, one of the ways a company may use to do this is green marketing. The technique of selling goods and/or services based on their environmental impact is known as "green marketing." benefits. Such a good or service ought to be environmentally friendly either in its production or in its use. The term "Green" has gained popularity in today's ecologically aware society. Green issues are becoming more and more well-liked by the public, making green marketing beneficial for sales and public relations. The American Marketing Association defines "green marketing" as "the study of the advantages and disadvantages of marketing."

### **Ms. Sima Kumari(2012)**

Green marketing is a trend that has become increasingly significant in the contemporary market. This idea has made it possible to remarket and package existing items that already follow these rules. Additionally, the growth

of green marketing has provided businesses with the chance to cobrand their goods under several product lines, praising some for their eco-friendliness while disregarding others.

These marketing strategies will be clarified as a direct outcome of consumer market movement. Businesses now target consumers who are worried about the environment more frequently because of this. These same customers are interested in incorporating environmental concerns into the process and content of their purchase decisions because of their concern.

The paper's major goal is to determine whether individuals are aware of green marketing and whether they genuinely feel that this idea is true. The second goal is to determine whether green marketing actually aids in environmental protection. The article also looks at the future of green marketing and concludes that both its use and its demand will continue to increase.

### **Ms. Jesmy Thomas (2022)**

Green marketing has become more significant as people's knowledge of environmental concerns has grown. Organic foods, recyclable paper, and other items seen to be "green" or environmentally friendly have captured the interest of both consumers and businesses. Businesses have been implementing green marketing strategies and creating green products that are less detrimental to the environment than traditional ones. Customers are actively striving to lessen their influence on the environment by buying green products and adopting a greener lifestyle as they become more conscious of the environmental issues. This study aims to ascertain if green marketing initiatives used by businesses have an impact on customer purchase decisions in Twin Cities. A questionnaire was utilized to gather the main data from a sample of 100 respondents in Secunderabad and Hyderabad combined.

In this study, descriptive statistics (Mean, Standard Deviation, and Percentile) and an independent t-test were employed to analyse the primary data using SPSS version 16.0. The study's findings show that green marketing initiatives used by businesses have little influence on customer purchase decisions in Twin Cities. Consumers will, however, pay a greater price for "green" goods if they feel they will receive more value from them.

### **Jacob Cherian (2012)**

A change in consumer behavior is the result of growing consumer awareness of the many environmental issues. Consumer views about living a green lifestyle have changed. People are actively working to lessen their environmental effect. This is not common, though, and it's still developing. However, organizations and businesses have seen this shift in consumer views and are attempting to gain a competitive edge in the market by taking use of the green market industry's potential. The current study introduces the idea of "green marketing" and explores the numerous connections between various consumer traits and the idea of "green marketing." The material is examined considering a conceptual framework that is offered.

## **RESEARCH METHODOLOGY**

### **RESEARCH GAP**

A survey of the literature reveals that previous studies on the influences on consumer behaviour in green marketing were done. The relationship between factors and the level of awareness of green marketing is the research gap. In this study, the association between factors including gender, education level, monthly income,

age group, and level of green marketing awareness is examined.

## **NEED FOR THE STUDY**

As it may offer competitive benefits, green marketing has grown to become one of the main areas of focus for marketers. However, it necessitates investment in terms of process improvement, technology development, and consumer benefit communication, among other things. Due to new government restrictions and a shift in global customer preferences, many Indian businesses are increasingly promoting themselves as environmentally friendly businesses.

However, little study on green marketing has been conducted in India, and it is unclear if customers are aware of green products. It is also debatable how Indian customers feel about green products and how those feelings and actions are related. Marketers need to be aware of the elements that influence customer decision-making since green marketing differs from regular marketing.

## **PURPOSE OF STUDY**

This study intends to answer the research issue of what factors impact customer decision-making on whether to purchase a green product.

## **PROBLEM STATEMENT**

Since the term "GREEN" was first used in 1975, the 1980s and 1990s saw a significant increase in its significance and weight. Numerous variables influence customers who purchase green products in terms of their awareness and choices. The goal of the current study is to evaluate the many attribute-based influences on consumer knowledge of the green market and choices for green products.

## **OBJECTIVES OF THE STUDY**

1. To study the awareness of consumers about green marketing in Medchal Region.
2. To study the impact of Green Marketing on consumer buying behavior.

## **RESEARCH DESIGN**

A logical, methodical strategy created for guiding a research project is known as a research design. It is an effort to learn more. Research is the process of discovering new information and correlating it with previously known information by using scientific techniques to study a natural or social event.

**RESEARCH TYPE:** Descriptive in nature

**Sampling Technique:** Simple nonrandom sampling technique was utilized for the purpose of the study.

## **DATA COLLECTION METHODS**

Primary data are those that have been personally collected or have been obtained via direct observation.

It refers to information that is original in character and gathered for a specific purpose from the area of inquiry. Primary data for the study were mostly gathered utilizing the survey technique and the tool questionnaire.

On the other hand, secondary data refers to information that has already been gathered and subjected to statistical analysis by another party. Here is where the secondary data came from. different dictionaries, registries, publications, and journals. publications, etc. websites for the company

SAMPLE SIZE :200

SAMPLE UNIT: Medchal

#### QUESTIONNAIRE:

A well-structured questionnaire with straightforward questions is employed for data gathering. Closed-ended, Likert-scale, and multiple-choice items are all included in the survey.

TOOLS USED: Chi square, bar graphs, Percentages.

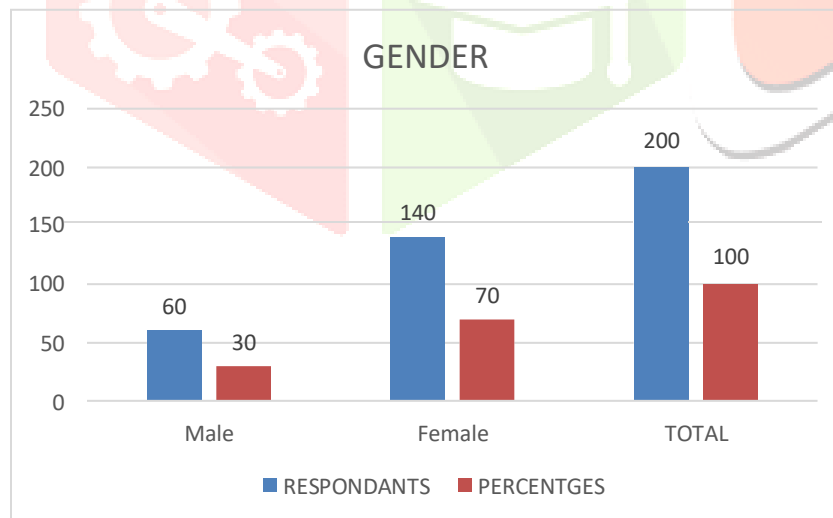
#### HYPOTHESIS:

H0: There is no relationship between Gender and status of awareness. H1: There is relationship between Gender and status of awareness.

H0: There is no relationship between Age and status of awareness .H1: There is relationship between Age and status of awareness.

#### DATA ANALYSIS

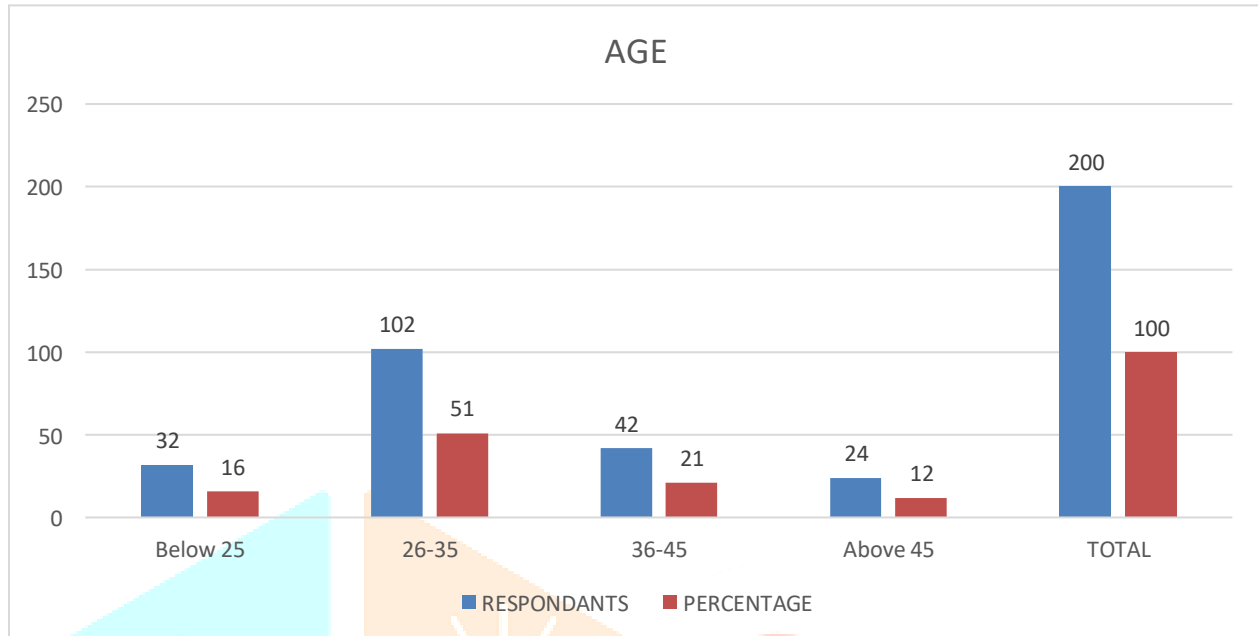
Gender	Male	Female	TOTAL
RESPONDANTS	60	140	200
PERCENTAGES	30	70	100



Interpretation: The total respondents are 200 out of which 30% are male and 70% are female.

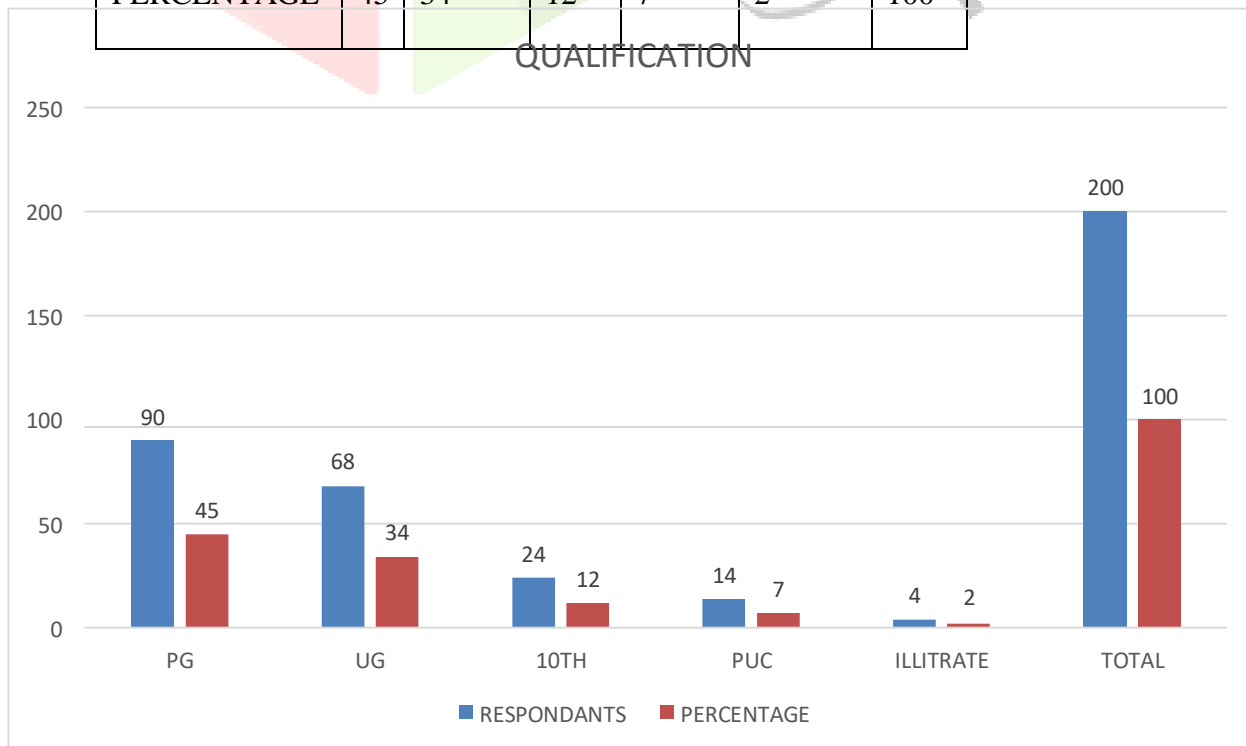
Age	Below 25	26-35	36-45	Above 45	TOTAL
RESPONDANTS	32	102	42	24	200

PERCENTAGE	16	51	21	12	100
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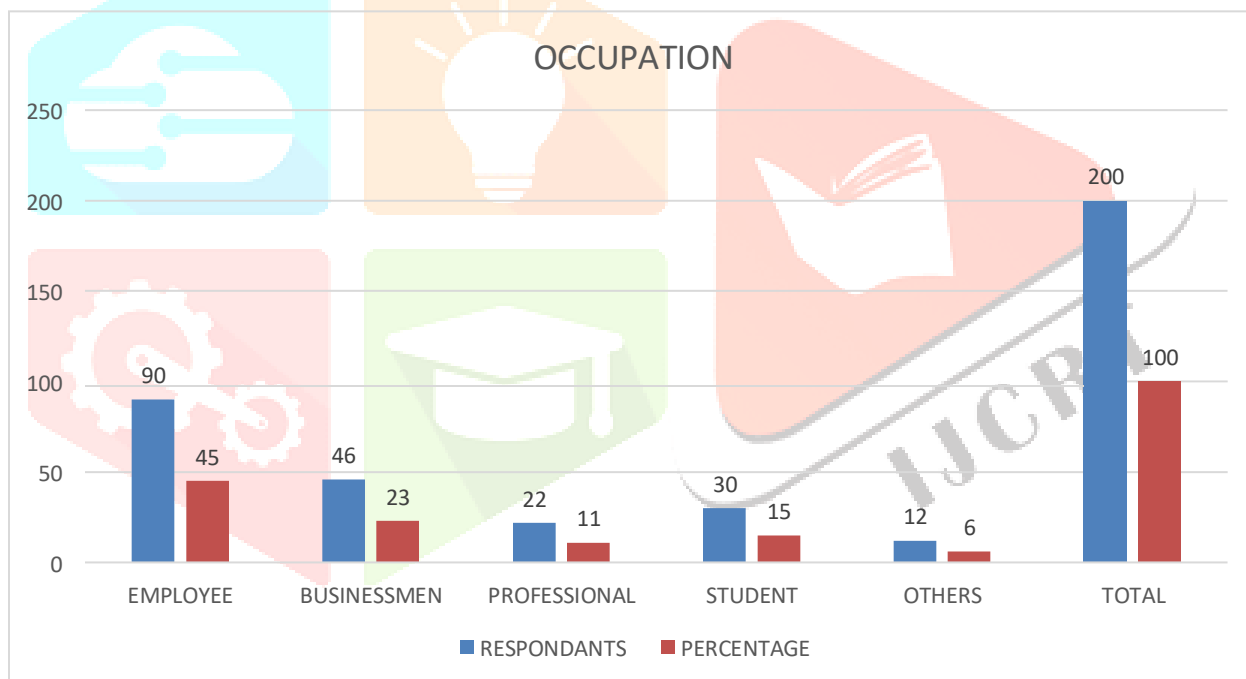
Interpretation : majority of the respondents are between age 26-35 and followed by age 36-45.

QUALIFICATION	P	UG	10TH	PUC	ILLITR	TOTAL
RESPONDANTS	90	68	24	14	4	200
PERCENTAGE	45	34	12	7	2	100



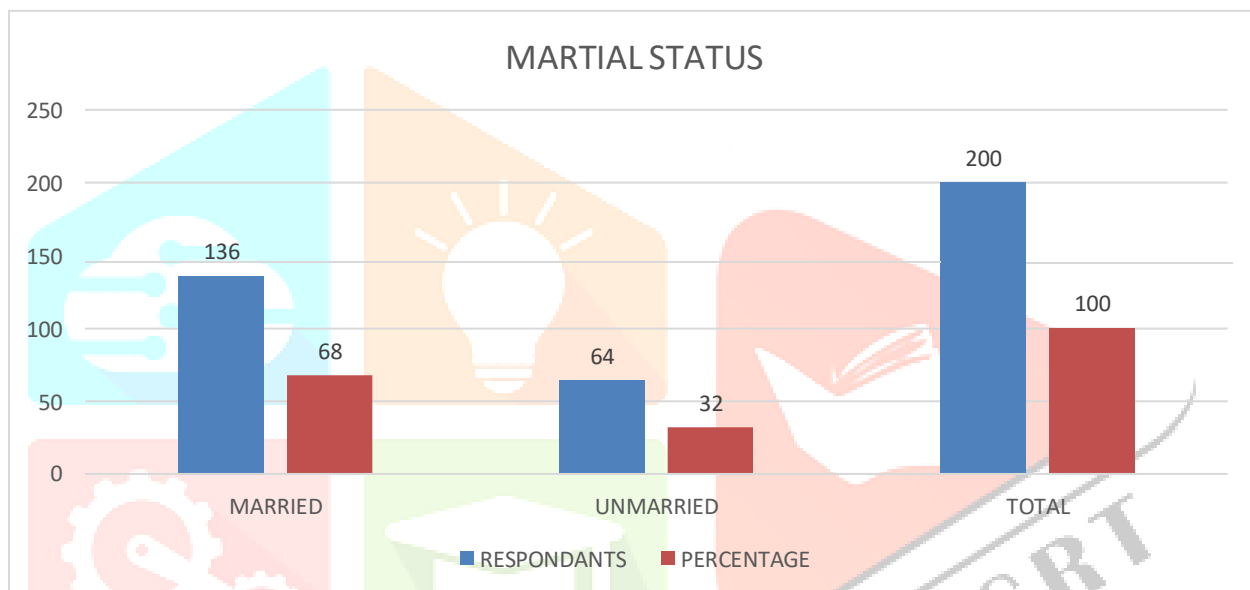
Interpretation : Most of the respondents are from PG followed by degree customers.

OCCUPATION	EMPLOYEE	BUSINESSMEN	PROFESSIONAL	STUDENT	OTHERS	TOTAL
RESPONDANTS	90	46	22	30	12	200
PERCENTAGE	45	23	11	15	6	100



Interpretation : Most of the respondents are employees which contribute 45% and next highest is business men around 23%.

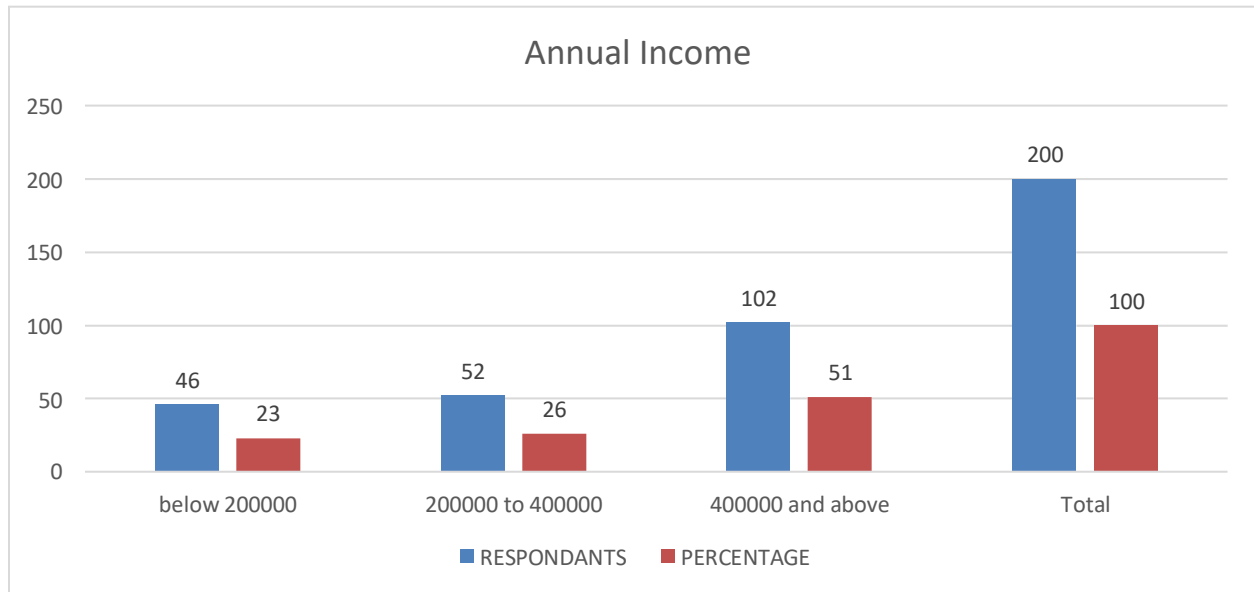
MARTIAL STATUS	MARRIED	UNMARRIED	TOTAL
RESPONDANTS	136	64	200
PERCENTAGE	68	32	100



Interpretation : It is observed that 68% of the respondents are married and balance 32% are unmarried.

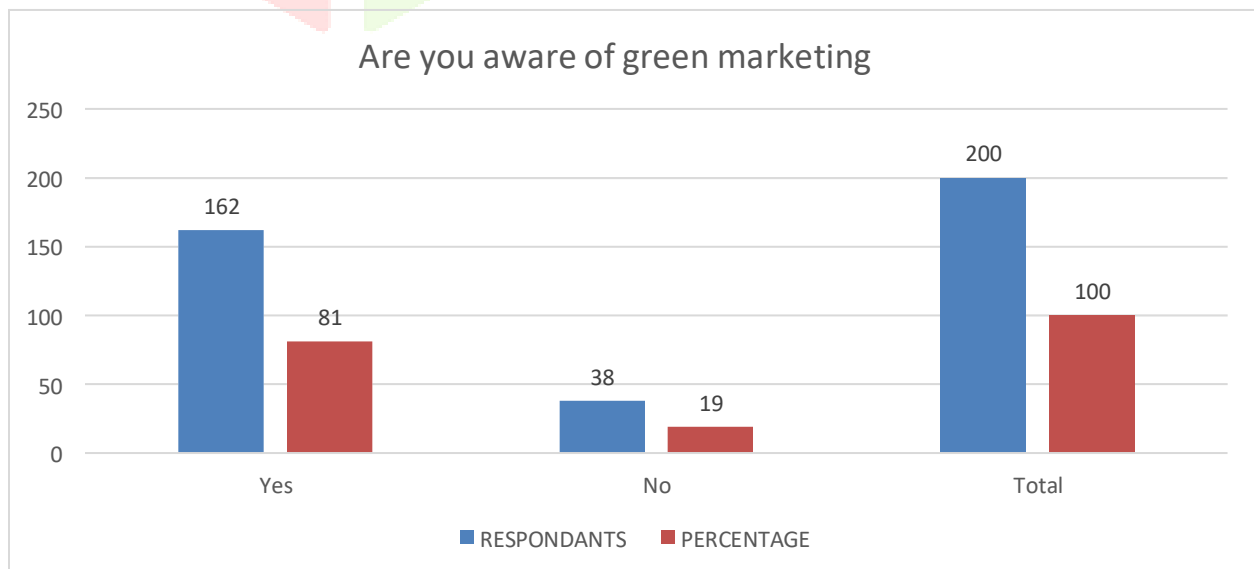
ANNUAL INCOME	below 200000	200000 to 400000	400000 and above	Total
RESPONDANTS	46	52	102	200
PERCENTAGE	23	26	51	100





Interpretation : most of the respondents income is 4 lakhs and above. Followed by the respondents having 2 lakhs to 4 lakhs.

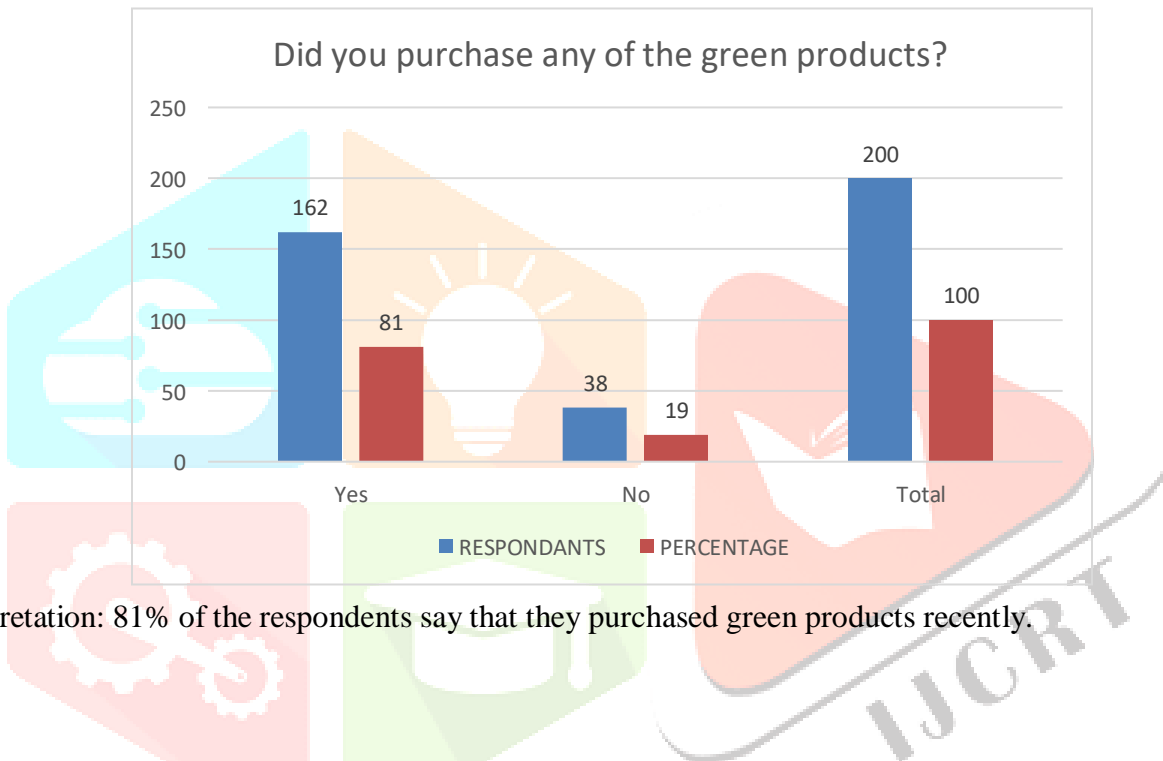
Are you aware of Green Marketing ?	Yes	No	Total
RESPONDANTS	162	38	200
PERCENTAGE	81	19	100



Interpretation: 81% of the respondents feel that they are aware of green marketing while 19% said they are not

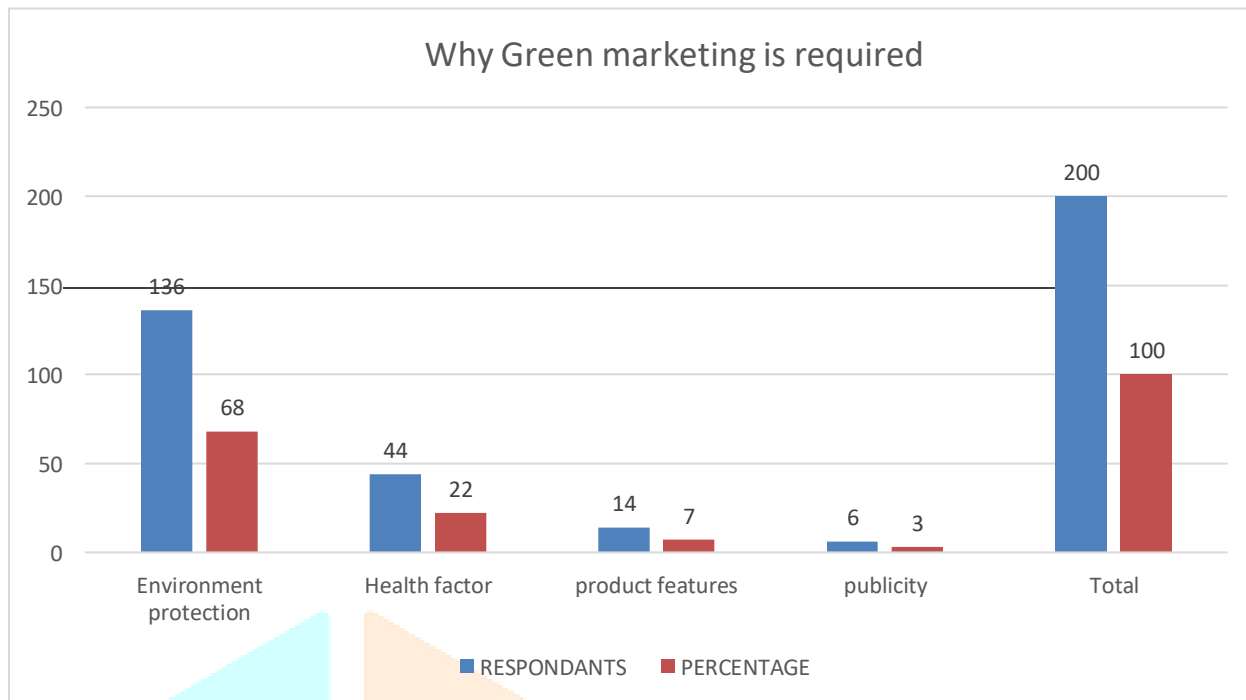
aware.

Did you purchase any of the green products?	Yes	No	Total
RESPONDANTS	162	38	200
PERCENTAGE	81	19	100



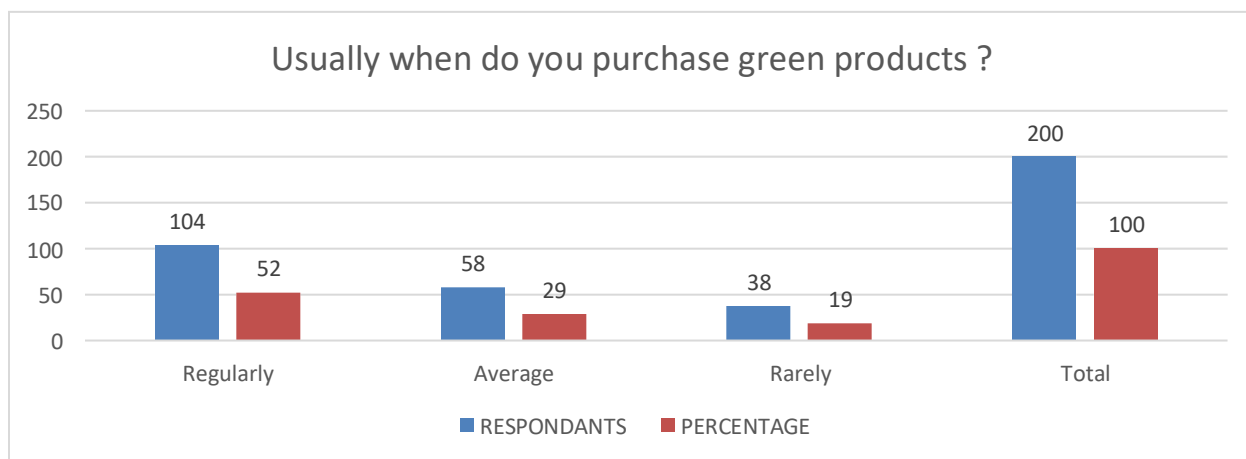
Interpretation: 81% of the respondents say that they purchased green products recently.

Why Green marketing is required	Environment protection	Health factor	product features	public ty	Tot al
RESPONDANTS	136	44	14	6	200
PERCENTAGE	68	22	7	3	100



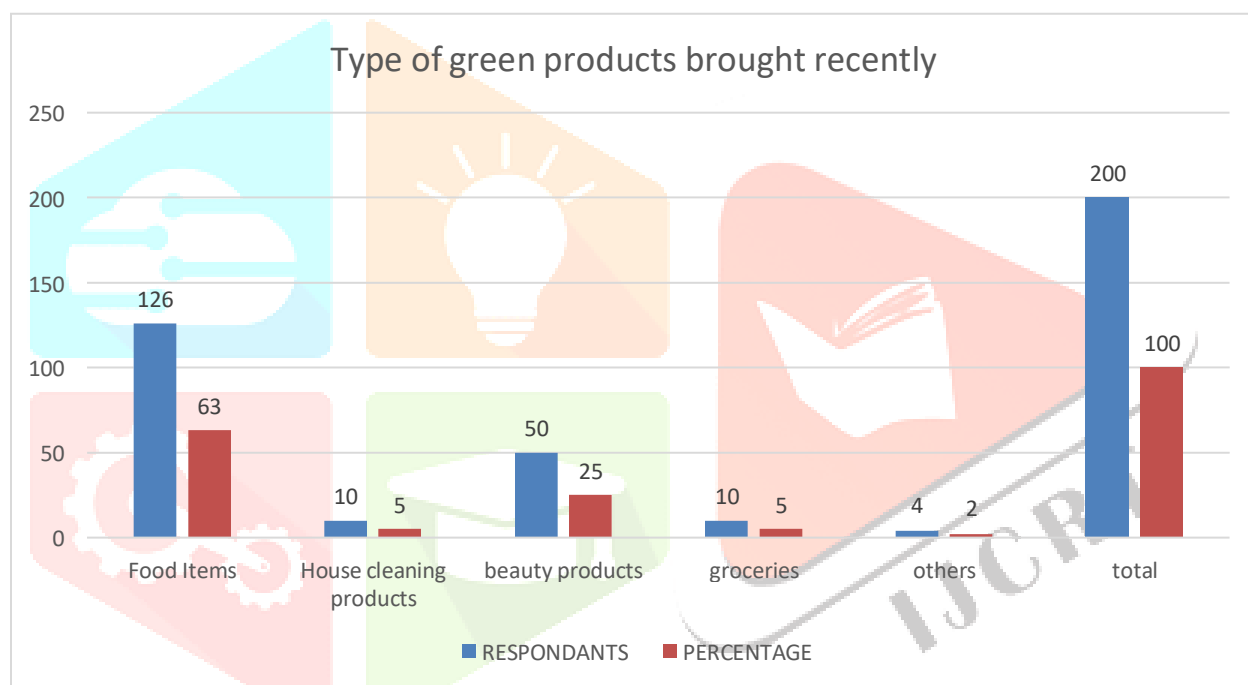
Interpretation: 8% of the customers say that they need the Green marketing for environment protection and followed by 22% for the health reasons.

Usually when do you purchase green products ?	Regularly	Average	Rarely	Total
RESPONDANTS	104	58	38	200
PERCENTAGE	52	29	19	100



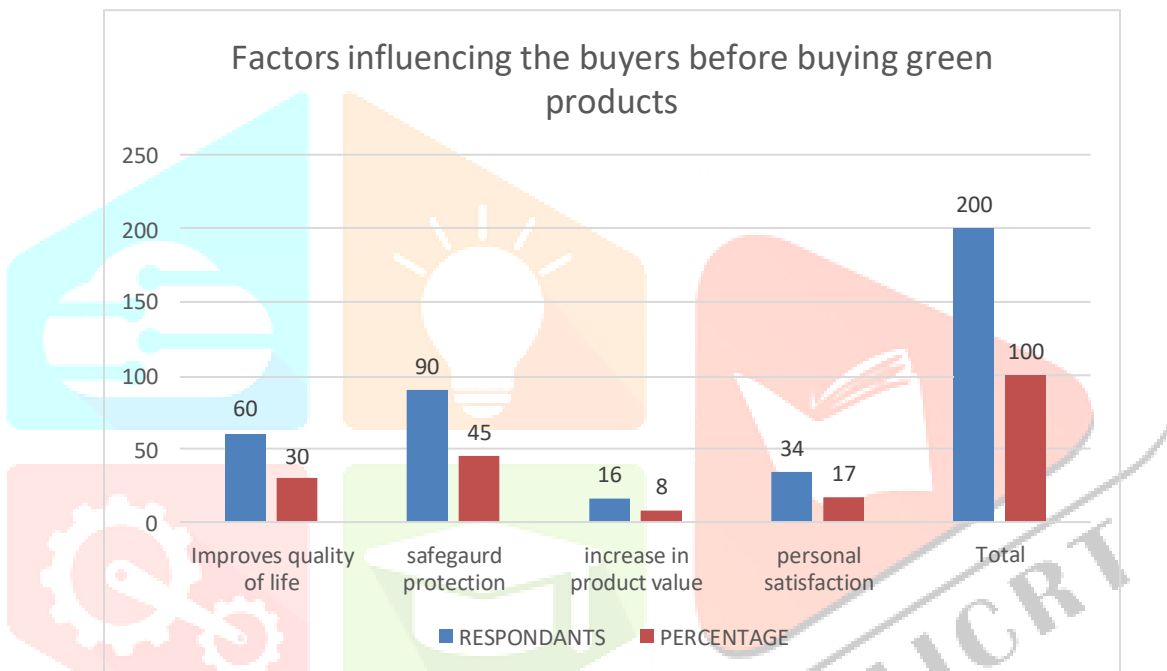
Interpretation : 52% of the respondents say that they purchase the products regularly followed by average customers.

Type of green products brought recently	Food Items	House cleaning products	beauty products	groceries	others
RESPONDANTS	126	10	50	10	4
PERCENTAGE	63	5	25	5	2



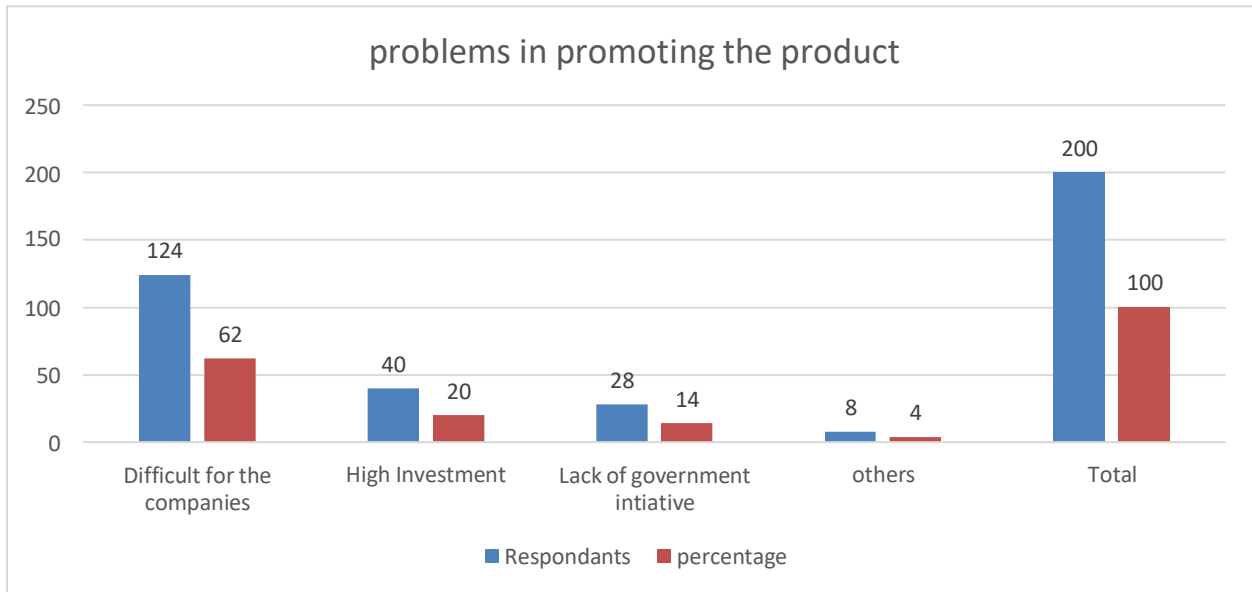
Interpretation: Most of them purchase food items which shows most of the people are healthconscious.

Factors influencing the buyers before buying green products	Improves quality of life	safeguard protection	increase in product value	personal satisfaction	Total
RESPONDANTS	60	90	16	34	200
PERCENTAGE	30	45	8	17	100



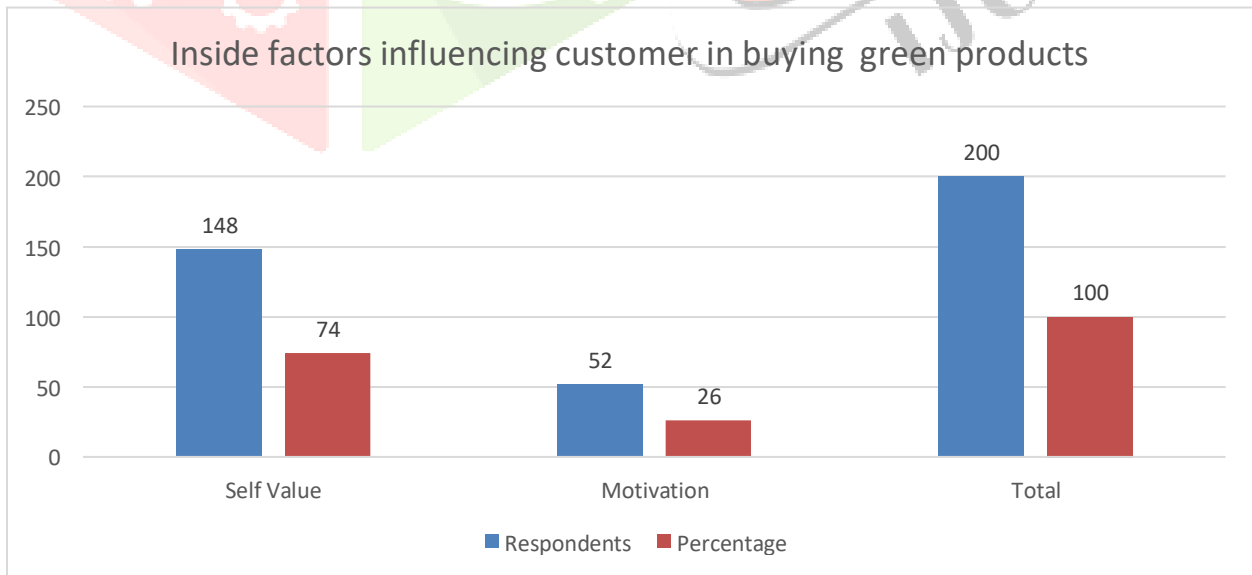
Interpretation: 45% of the respondents feel that they look for safety and protection followed by self-satisfaction.

problems in promoting the product	Difficult for the companies	High Investment	Lack of government initiative	others
Respondents	124	40	28	8
percentage	62	20	14	4



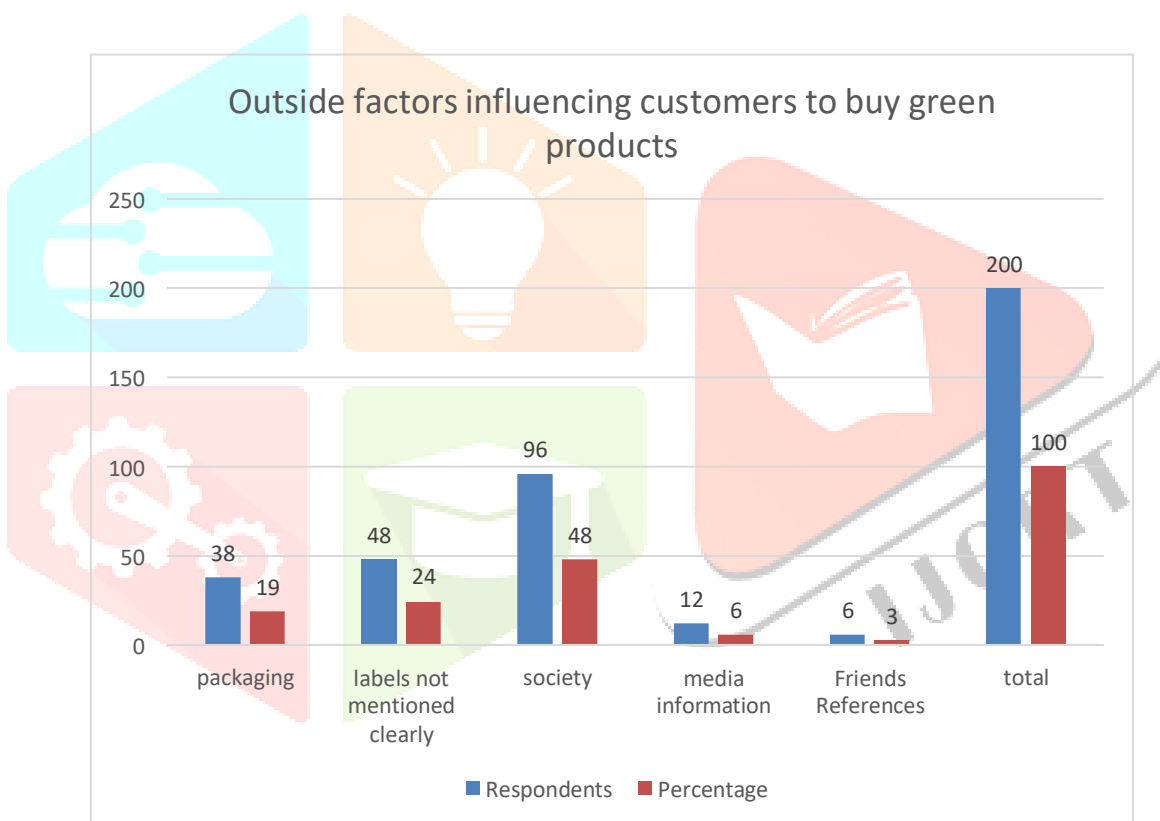
Interpretation : 62% of the customers agree that there are many issues faced by the companies to launch green products followed by high investment.

Inside factors influencing customer in buying green products	Self Value	Motivation	Total
respondent's	148	52	200
Percentage	74	26	100



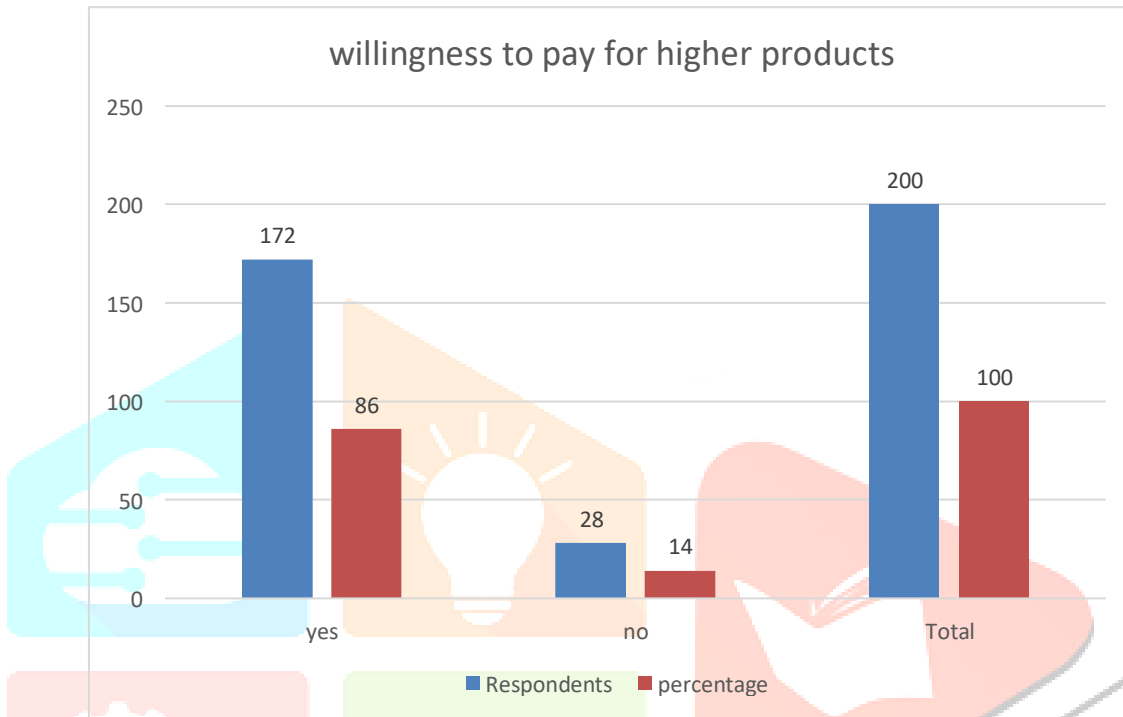
Interpretation : 74% of the customers purchase products for their self-satisfaction followed by motivation.

Outside factors influencing customers to buy green products	packaging	labels not mentioned clearly	society	media information	Friends References	total
respondent's	38	48	96	12	6	200
Percentage	19	24	48	6	3	100



Interpretation : 48% feel that it is better to society followed by that labels not mentioned clearly.

Willingness to pay for higher price	yes	no	Total
respondents'	172	28	200
percentage	86	14	100

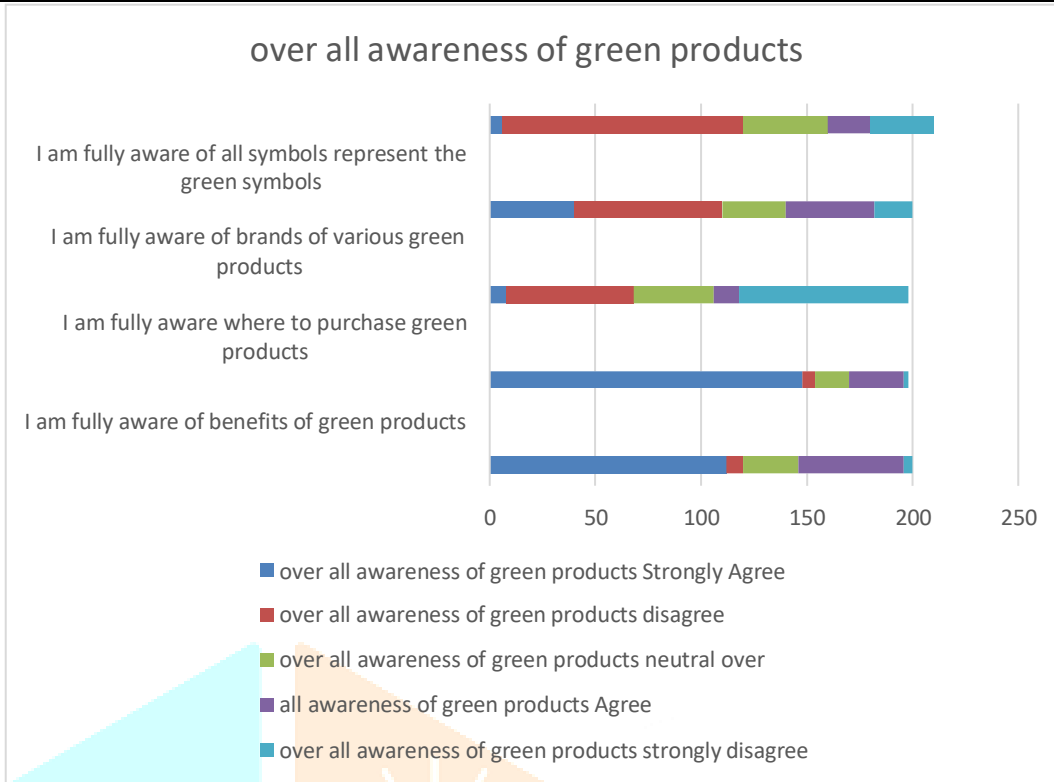


Introduction : 86% of the respondents feel that they are ready to pay higher price for the greenproducts.

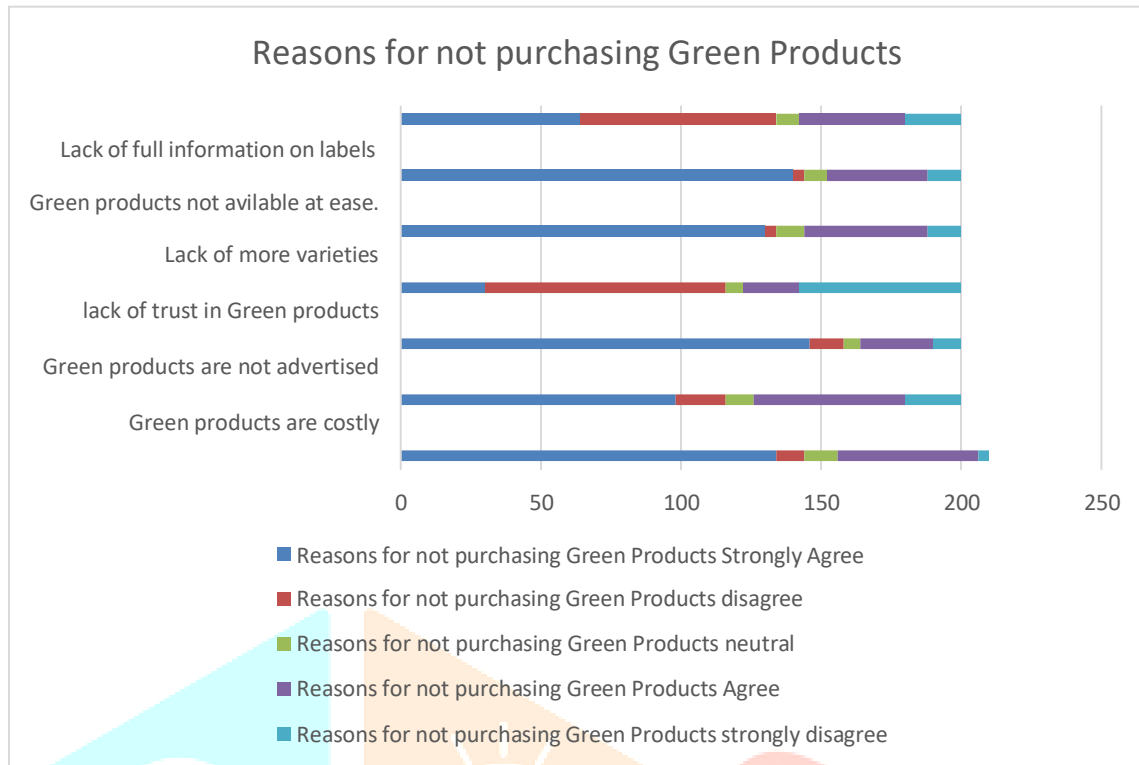
over all awareness of green products					
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I am fully aware of green products	Strongly Agree	disagr e e	neutr a l	Agre e	strongly disagree
	112	8	26	50	4
I am fully aware of benefits of green products	Strongly Agree	disagr e e	neutr a l	Agre e	strongly disagree
	148	6	16	26	2
I am fully aware where to purchase green products	Strongly Agree	disagr e e	neutr a l	Agre e	strongly disagree
	8	60	38	12	80
I am fully aware of brands of various green products	Strongly Agree	disagr e e	neutr a l	Agre e	strongly disagree
	40	70	30	42	18
I am fully aware of all symbols represent the green symbols	Strongly Agree	disagr e e	neutr a l	Agre e	strongly disagree
	6	114	40	20	30



Reasons for not purchasing Green Products	Strongly Agree	disagree	neutra l	Agree	strongly disagree
lack of awareness	134	10	12	50	4
Green products are costly	98	18	10	54	20
Green products are not advertised	146	12	6	26	10
lack of trust in Green products	30	86	6	20	58
Lack of more varieties	130	4	10	44	12
Green products not available at ease.	140	4	8	36	12
Lack of full information on labels	64	70	8	38	20



**STATISTICAL TOOLS FOR ANALYSIS**

H0: There is no relationship between Gender and status of awareness.H1: There is relationship between Gender and status of awareness.

	Yes	No	Marginal Row Totals
<b>Female</b>	120 (110.6) [0.8]	20 (29.4) [3.01]	140
<b>Male</b>	38 (47.4) [1.86]	22 (12.6) [7.01]	60
<b>Marginal Totals</b>	158	42	200 (Grand Total)

The chi-square statistic is 12.6812. The p-value is .000369. Significant at  $p < .05$ .

Since p value is less that 0.05. H0 Rejected and H1 accepted. So, there is relationship between Gender and status of awareness.

H0: There is no relationship between Age and status of awareness.H1: There is relationship between Age and status of awareness

The chi-square statistic,  $p$ -value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

<b>Results</b>						
	Yes	No				<b>Row Totals</b>
Below 25 years	24 (25.92) [0.14]	8 (6.08) [0.61]				32
26-35 years	90 (82.62) [0.66]	12 (19.38) [2.81]				102
36-45 years	32 (34.02) [0.12]	10 (7.98) [0.51]				42
46 and above	16 (19.44) [0.61]	8 (4.56) [2.60]				24
<b>Column Totals</b>	162	38				<b>200 (Grand Total)</b>

The chi-square statistic is 8.0532. The  $p$ -value is .044925. The result is significant at  $p < .05$ .

Since  $p$  value is more that 0.05. H1 Rejected and H0 accepted. So, there is no relationship between Age and status of awareness.

## FINDINGS

30% of the population is male and 70% is female, indicating that more women are participating inthe purchasing process and are more conscious of green items.There is a link between gender and familiarity with green marketing.51% of respondents in the 26–35 age range are familiar with green marketing.The majority of respondents (68%) who are married are aware of green marketing, and there is nocorrelation between age group and awareness of green marketing.

Monthly income is unrelated to people's knowledge of green marketing. 81% of those surveyed are familiar with green marketing. 68% of respondents expressed concern for environmental conservation, and 22% said they preferred green marketing due to its benefits to their health factor.

63% of respondents recently purchased food, while 25% had recently purchased green items such as cosmetics, according to the survey. 45% of people say they are influenced by environmental preservation when buying green items, and 30% say it improves their way of life.

62% of respondents believe that our firms are not pursuing green marketing because the costs are prohibitive for the numerous small and microbusinesses. 74% believe that personal values are the most internal element influencing their decision to buy green items.

48% believe that purchasing green items is more influenced by the community as an external element. 86% of respondents said they would be willing to pay more for eco-friendly items.

56% of respondents believe they are knowledgeable of the advantages of green products in terms of the health element. 74% of them are aware of the advantages of eco-friendly items. 70% believe they don't know much about the place of purchase. 44% of people believe they are unfamiliar with the green product brands that are available on the market.

67% of people believe they are unaware of the emblems, certifications, and other green product identification.

Finally, Reasons for low demand for green products are

87% of respondents are not aware, 76% feel they are expensive. 85% of respondents' feel not advertised properly, 87% feel green products doesn't match with the demand. 51% feel that there

is no information about the products.

## SUGGESTIONS

More efforts should be made to market green products among men and encourage them to participate more in green product purchases as responsible consumers.

The businesses have to use a variety of campaigns to raise awareness.

- Customers are willing to pay a little bit more for these items since they are aware that the green aspects increase the price of the product, thus the firm may raise the price of the green products as needed.

More efforts should be made to market green products among men and get them more involved in purchasing green goods as responsible consumers.

By using a variety of marketing, the businesses should raise greater awareness.

- If required, the business can raise the price of its green products since consumers are willing to pay a little bit more for those goods because they are aware that the cost of being green goes up.

## CONCLUSION

According to the report, the majority of Medchal customers are aware of green marketing ideas and goods. Gender, educational attainment, and the degree of consumer knowledge of green marketing are all related.

Age group, monthly income, and the degree of consumer knowledge of green marketing have no correlation. Most consumers are impacted by a number of factors when choosing to purchase green products. Most clients firmly concur with the various classifications of green products.

It indicates that although consumers are willing to embrace the idea, business owners and the government must nevertheless take the lead in promoting and putting the idea of green marketing and green products into practice. As environmental concerns continue to have an impact on human activities, society is becoming increasingly worried. Most businesses have begun utilizing sustainable development framework, sometimes referred to as green marketing, and the majority of organizations now recognize green products as being ecologically benign.

Concern over whether the product will work as promised is a key barrier to the purchase of green products.

This study's main finding is that "People purchase less harmful to the environment products in order to feel better."

We may draw the conclusion that the business can become more environmentally friendly by educating its staff, particularly its sales representatives. This is to arm them with knowledge about how to market the environmentally friendly product successfully by outlining the key points for customers. To become green, a company must create new marketing plans and tactics. Companies must educate their customers about the idea.

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