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# Customer's Perception towards Green Marketing

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**Abstract**

Environmental problems are growing more important in today's business sector. Environmental problems are important to many governments. Nowadays, businesses are very apprehensive about environmentally friendly, sustainable development. The method of marketing and selling goods and services as an outcome of their beneficial effects on the environment is known as "green marketing." The study's objective is to analyse how consumers see green marketing campaigns. This study focuses on carried out in the Haryana district of Sirsa. A systematic survey was employed to gather the study's sample of individuals. Convenience sampling was employed without possibility. A weighted ranking system and a 5-point Likert scale were employed to study the data. The outcomes of the research demonstrate that consumers are ready to support green marketing campaigns and favour businesses that create and manufacture products that are friendly to the environment. According to the study's conclusions, consumers recognize appreciate the need for environmental sustainability and are willing to invest more in products that support it.

## Introduction

The correlation between business and sustainability is more crucial than ever in an era of increasing environmental challenges are getting more pressing and consumers are developing greater aware of them. Ecologically sustainable products are now at the centre of market dynamics due to a fundamental shift in consumer choices brought about by the necessity of addressing environmental concerns arising from pollution, the overexploitation of natural resources, and changing climatic conditions. Growing and promoting services and products that fulfil consumers' needs for Quality, Performance, reasonably priced and convenient without negatively affecting the environment is known as "green advertising and marketing." Today, protecting the planet's natural and

limited resources is the major issues for companies and customers. Numerous environmental issues have arisen as a consequence of worldwide product production and consumption.

"Green marketing" is a brand-new marketing concept. Green marketing indicates to business activities or products that don't affect the environment as much. In green marketing, businesses willingly contribute to environmental cleanups. According to corporate governance and the Companies Act, businesses should donate two percent of their average revenues to the community. (Companies Act, 2013). According to Doszhanov and Ahmad's (2015) research, green brand perception, awareness, trust, and perceived value all influence green purchase intention. Rahmi et al. (2017) claim that green brand image influences eco knowledge, green. brand recognition, green advertising, and green brand perception However, green brand trust and attitude have an influence on green purchasing intention, according to Iftikhar et al. (2017). Customer decision to buy eco-friendly products are impacted by green brand image and trust, according to Dewantri et al. (2018). This research is to show that the effect of green advertising, green trust, and attitudes among the various elements that influence green purchasing intention. Indian consumers' perceptions of environmentally friendly products and the relationship between behaviour and thinking are likewise dubious. Since inexperienced marketing differs from traditional promoting, business owners want to identify The factors that impact customers to purchase inexperienced goods. This investigation seeks to address the study question of what influences a customer's decision to purchase an inexperienced product or not.

**Review of Literature**

In their study " The Impact of Green Purchase Intention on Green Advertising, Trust, and Attitude: A Study from Jogjakarta, Indonesia," Amallia et al. (2021) looked at How environmentally friendly brands and advertising trust affected green purchase intention. According to the study's findings, consumer attitude plays a substantial mediating function in the correlation between green brand trust, green advertising, and green purchasing intention. According to this, clients are motivated to buy green items by favourable environmental attitudes.

Majeed et al. (2022), in their study titled “Green brand perception and consumer attitudes toward the environment have a mediating role in Environmental marketing practices and their influence on green purchase decision”. Examine the contribution of green advertising approaches on customers’ green purchase decision. The concluded that green brand perception and customers’ environmental beliefs play a significant part in strengthening the interrelationship between green marketing practices and customers’ want to buy ecologically sustainable goods.

In “Sustainable Marketing Practices: Examining Customer Perceptions and Preferences in India” Dheenadhayalan et al. (2023) examined the awareness, perception, and preferences of Indian consumers with regard to green marketing and ecologically products. The findings demonstrated that customers are very knowledgeable and positive green values, and that consumers' intention to buy green products is greatly influenced by aspects including environmental values, consumer

awareness regarding eco-friendly products, and opinions of businesses' green marketing practices.

The study of "Assessing Consumer Perceptions and Purchase Adoption of Environmentally Sustainable Products" Savale et al. (2023) looked at how consumers perceived and adopted eco-friendly products. The results showed that while consumer awareness and attitudes are positively impacted by green marketing practices, the adoption of ecologically sustainable products is greatly affected by various elements such as cost, perceived quality, convenience, personal values, eco-labelling, product information, and social influence.

The study "An Analysis of Sustainable Marketing Practices and Consumer Purchase Behaviour" García-Salirrosas, et al. (2022) explored the relationship between green marketing practices and customer purchasing decision. The study examined 34 empirical research that was located in the Scopus and Web of Science databases using a systematic review methodology based on the PRISMA framework. To ensure that demonstrate how successful green marketing practices may encourage responsible consumption and sustainable value generation, the study put forth the "Green Consumption Cycle for Sustainable Value" model.

Reddy et al. (2023) looked into how Indian consumers felt about green marketing, specifically with regard to ecologically sustainable fast-moving consumer goods (FMCGs). 702 customers provided answers to a structured questionnaire utilized in the study. The findings revealed that consumers had strong environmental values and were well-informed about green marketing strategies and products. In order to promote eco-friendly FMCG items and address customers' perceptions of the environmental cost of green products, the study recommended that marketers create efficient communication methods.

Turkan and Mitra (2023) examined how Kolkata consumers felt about green marketing. The study concentrated on consumers' attitudes, preferences, and perceptions of environmentally sustainable products and green marketing practices. According to the study, customers' perceptions of conventional products have shifted to those of Eco-conscious products driven by increasing levels of environmental pollution urbanization, industrialization, and climate-related worries. The writers underlined how crucial green marketing is becoming for companies in the Indian market.

With reference to Chennai, Prakash and Thangaraj (2023) investigated how consumer perceptions affect green marketing. The study investigated consumer preferences and attitudes regarding eco-friendly products and marketing strategies. The outcomes demonstrated that the consumer were becoming more interested in eco-friendly goods including recyclable, organic, and energy-efficient appliances. Additionally, the study explored that, even though interest in green marketing is growing, customer perception and preference are still crucial subjects that require further research in the Indian context.

**Objectives**

1. To examine the green marketing approaches adopted by business organizations.
2. To assess consumers' perceptions regarding the green marketing practices implemented by companies.

**Research Methodology**

**Data Collection**

The questionnaire approach was used to collect data pertinent to the research, which was solely dependent on primary data.

**Sample Selection Method and Size**

Responses were collected from 100 participants for the study. in order to achieve the study's goals. Data for the study was obtained with the help of a non-probability convenience sampling method.

**Study area**

The Sirsa district in the state of Haryana provided both rural and urban data for this study.

**Methods for analyzing data**

five-point Likert scale was employed for the analysis of the collected data. After obtaining responses from the respondents, a weighted ranking method was applied to evaluate and rank each statement related to customer perceptions.

**Analysis and Interpretation of Research Data**

Table 1: Assessment of Customer Perceptions Towards Green Marketing Activities

| Statements | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree | Total |
|---|---|---|---|---|---|---|
| I possess adequate awareness of green marketing practices adopted by organizations. | 10 | 14 | 16 | 28 | 32 | 100 |
| Environmental concerns influence my decisions while purchasing products. | 7 | 13 | 23 | 45 | 12 | 100 |
| I am Willingness to pay a higher price for environmentally sustainable products offered by environmentally responsible organizations. | 11 | 17 | 36 | 28 | 8 | 100 |

| | | | | | | |
|---|---|---|---|---|---|---|
| I hold a favourable perception towards organizations that undertake green initiatives. | 14 | 15 | 29 | 30 | 12 | 100 |
| I am willing to change or switch products based on their environmental attributes. | 10 | 14 | 9 | 47 | 20 | 100 |
| I prefer purchasing products from organizations that actively adopt green practices. | 13 | 12 | 24 | 38 | 13 | 100 |

Source – Primary Data

Table No. 1 presents the customers' perception regarding different aspects of green marketing practices.

The results show that 32 respondents strongly agreed and 28 agreed that they possess adequate awareness of green marketing practices. Regarding environmental concerns, 45 respondents agreed and 12 strongly agreed that such concerns influence their purchasing decisions. For willingness to pay a premium price, 28 respondents agreed and 8 strongly agreed, while 36 respondents remained neutral. A total of 30 respondents agreed and 12 strongly agreed that they have a favorable perception towards organizations undertaking green initiatives. With regard to product switching, 47 respondents agreed and 20 strongly agreed that they are willing to switch products based on environmental attributes. Further, 38 respondents agreed and 13 strongly agreed that they prefer organizations actively adopting green practices. Overall, the responses indicate a considerable level of customer awareness and positive perception towards green marketing practices. Environmental concerns also appear to influence customers' purchasing decisions to a noticeable extent. The Weighted Ranking Technique was subsequently applied by assigning weights to the five response categories. The weighted scores and arithmetic means were calculated, and ranks were assigned to determine the relative preference of customers towards the given statements.

**Strongly Agree-5**
**Agree-4**
**No opinion-3**
**Disagree-2**
**Strongly Disagree-1**

**Table 2: Mean Scores of Customer Perceptions Regarding Environmentally Sustainable Activities**

**Weighted Ranking Technique**

| Statements | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree | Mean | Rank |
|---|---|---|---|---|---|---|---|
| I possess adequate awareness of green marketing practices adopted by organizations. | 10 | 28 | 48 | 112 | 160 | 23.8 | **I** |
| Environmental concerns influence my decisions while purchasing products. | 7 | 26 | 69 | 180 | 60 | 22.8 | **II** |
| I am Willingness to pay a higher price for environmentally sustainable products offered by environmentally responsible organizations. | 11 | 34 | 108 | 112 | 40 | 20.3 | **IV** |
| I hold a favourable perception towards organizations that undertake green initiatives. | 14 | 30 | 87 | 120 | 60 | 20.7 | **III** |
| I am willing to change or switch products based on their environmental attributes. | 10 | 28 | 27 | 80 | 100 | 16.3 | **V** |
| I prefer purchasing products from organizations that actively adopt green practices. | 13 | 24 | 72 | 52 | 65 | 15 | **VI** |

Source – Researcher Calculation

Table No. 2 presents the weighted scores, mean scores and ranks assigned to the statements related to customers' perception of green marketing practices. Based on the calculated mean scores, the statement "I possess adequate awareness of green marketing practices adopted by organizations" obtained the highest mean score of 23.8 and was assigned Rank I. The statement "Environmental concerns influence my decisions while purchasing products" recorded a mean score of 22.8 and secured Rank II. The statement "I hold a favorable perception towards organizations that undertake green initiatives" obtained a mean score of 20.7 and was assigned Rank III. The statement "I am willingness to pay a higher price for environmentally sustainable products offered by environmentally responsible organizations" received a mean score of 20.3 and secured Rank IV. The statement "I am willing to change or switch products based on their environmental attributes" recorded a mean score of 16.3 and was assigned Rank V. The statement "I prefer purchasing products from organizations that

actively adopt green practices" obtained the lowest mean score of 15.0 and was assigned Rank VI.

Customers have a favorable opinion of the companies' green initiatives, according to an examination of the weighted ranking technique's results. The researcher discovered that customers are worried about environmental protection and are conscious of green marketing initiatives. According to the research's findings, consumers change their purchasing decisions based on green initiatives, and they have favorable opinions of businesses that engage in these initiatives. Additionally, Customers are prepared to pay more to companies that use eco-friendly techniques. According to research, consumers value environmental conservation and favor businesses that use green marketing strategies.

## Conclusion

The studies explore to how consumers perceived the business's green marketing initiatives. Following data gathering, a weighted ranking method is used. According to the report, consumers are aware of green marketing initiatives and favor businesses who use them. Additionally, the study found that buyers are prepared to pay more. for environmentally friendly items and are prepared to switch brands that focus on green initiatives. For this reason, the survey found that buyers wish to preserve the environment and favor companies that use green marketing strategies.

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