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GREEN MARKETING: ATTITUDE OF CUSTOMER TOWARDS GREEN PRODUCTS

Dr. Sojan Kurian

Assistant Professor, Research & PG Department of Commerce, S B College, Changanacherry

Abstract

Green products are those items considered eco-friendly. This means that the manufacturer of the particular product took the proper steps in ensuring that the environment was not harmed during its manufacturing process. The raw materials used in the product were derived from sustainable sources. The production should have a low impact on the environment regarding waste, carbon emissions and energy use. Green marketing has become an important approach for promoting environmentally friendly products and encouraging sustainable consumption. Growing environmental concerns, pollution, and climate change have increased consumer awareness about the need to adopt eco-friendly products. The present study titled "Green Marketing: Attitude of Customer Towards Green Products" aims to examine the perception and attitude of consumers towards green products and the factors influencing their purchase behavior. The study focuses on understanding the level of awareness among consumers and their willingness to adopt environmentally friendly products.

The findings of the study indicate that most consumers are aware of green products and show a positive attitude toward them. However, factors such as price, availability, product quality, and environmental concern play a significant role in influencing their purchasing decisions. The study concludes that increasing awareness, effective promotion, and reasonable pricing strategies can encourage consumers to adopt green products and support sustainable consumption.

Keywords: Green Marketing, Green Products, Consumer Attitude, Environmental Awareness.

Introduction

Nowadays one of the major strategies adopted by companies to capture market is the marketing of green products or eco-friendly products. A green product provides a lot of advantages to us. Today people giving more attention to protection of environment, as they are aware about the appearance of hole in the ozone layer, destruction of forest etc. Because of these factors green products get more attention in today's world. The term 'green' has nothing to do with color, but the choice of name is appropriate because green is a color that is often associated with nature. Green products are considered kinder to the environment than non-green goods, in one way or another. The term is widely used and it doesn't take much for a product to be called green, so it can cover a wide a range of consumer goods.

A product is considered earth-friendly if it is biodegradable, meaning that it will pose no threat to the earth and environment, when it is released to the air, water or earth while in use or when disposed of. These types of products usually decompose much quicker in a landfill, than similar items that are not biodegradable. Biodegradable household cleaners, soaps, dish and dishwasher detergents and laundry soaps are just a few examples of this type of green product. If a product contains any amount of recycled goods in its construction, it is also considered green for two reasons. That's because recycling reuses a material keeping it out of the landfill, as well as saves on the environment when alternative materials are not manufactured and used for that component.

Manufacturers are well aware of the demand for green products and want to draw customers' attention to their wares, which they usually consider to be the best green products. Man has limited resources at his disposal, but his wants are unlimited. Due to the increase in population across the globe, mass production is inevitable. The manufacturing concerns must meet the global demands with limited resources. Therefore, a strategic way to satisfy the consumer's needs is a crucial issue today. Modifying business or production processes toward green marketing may involve start-up costs, but it will save money in the long run. Thus, through green marketing, firms can use limited resources effectively and efficiently. Awareness



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of environment-related goods is constantly increasing across the globe. Therefore, focusing on green marketing is highly relevant in the present context.

Review of Literature .

Jain and Kaur (2004) examined the level of environmental awareness, attitudes, and behaviors among Indian consumers. Their study highlighted that increasing environmental awareness among consumers influences their attitudes toward environmentally friendly products and has important implications for organizations promoting green products. The authors also emphasized the need for further research in the field of green marketing strategies.

Azhagaiah (2006) analyzed the impact of green marketing on environmental protection and noted that environmental issues have become a major concern in modern society. The study pointed out that environmental degradation is largely the result of mass consumption and large-scale production across the world. Due to the limited availability of natural resources, both consumers and producers need to exercise caution and develop greater environmental awareness to ensure sustainable development.

The report by Green Trade and Development (2008) discussed the changing attitudes and perceptions of consumers toward environmental protection. It highlighted that consumers are increasingly showing willingness to support eco-friendly practices and products. This shift in attitude reflects the growing consciousness of consumers about environmental issues and sustainability.

Ishwini and Datta (2011) investigated the relationship between pro-environmental concern and green purchasing behavior. The study used variables such as consumer preference, environmental concern, and knowledge about environmental issues. Correlation analysis revealed a significant relationship between pro-environmental concern and green buying behavior. The authors concluded that educated consumers show greater concern for environmental protection and suggested that companies should target educated consumer segments when promoting green products.

Drozdenco et al. (2011) examined consumer perceptions regarding the pricing of green products and the willingness to pay a price premium. Their study focused on demographic, situational, and product-related factors affecting purchase decisions. The findings indicated that male consumers were more willing to pay extra for green products, while income and education did not significantly influence purchasing behavior. The authors also found that tax incentives could positively influence consumers' willingness to pay for green products.

Maheshwari and Malhotra (2011) conducted a study on Indian youth to understand their awareness and perception of green marketing. The study used statistical tools such as percentages and one-way ANOVA to analyze factors influencing green product purchases, including price, availability, convenience, brand name, and product variety. The results showed that brand name was the most significant factor influencing purchase decisions. The study also revealed that many consumers were confused by the information provided about green attributes, indicating a need for greater consumer education regarding green claims.

Boztepe (2012) examined the factors influencing green purchasing behavior and found that environmental awareness, product features, price, and promotion significantly affect the purchase decisions of male consumers. However, for female consumers, promotion was the most influential factor. The study also found a significant difference between male and female consumers in their green purchasing behavior, suggesting that companies should adopt gender-specific marketing strategies.



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Cherian and Jacob (2012) explored the concept of green marketing and the shift in consumer attitudes toward environmentally responsible lifestyles. The authors noted that increasing environmental awareness has influenced consumer behavior, encouraging individuals to reduce their environmental impact. Although the shift toward green consumption is still evolving, organizations have recognized the potential of the green market and are adopting strategies to gain a competitive advantage.

Ali and Ahmad (2012) studied the factors influencing consumers' green purchase intentions. Their research considered variables such as organizational green image, environmental knowledge, environmental concern, perceived product price, and product quality. The results showed that all these factors significantly influence green purchasing behavior. The authors suggested that companies should offer green products with competitive pricing and quality to encourage consumer adoption.

Singh and Bansal (2012) investigated consumer attitudes toward green marketing and the level of environmental concern among consumers. Using survey data, the study examined how demographic factors such as gender and age influence attitudes toward green marketing. The findings indicated a significant relationship between environmental concern and consumer attitudes toward green marketing, as well as the importance consumers attach to green products.

Nath et al. (2014) examined the influence of green marketing promotion tools such as environmental advertising and eco-labeling on consumers' purchase intentions in India. The study found that both green advertising and eco-labeling positively influence consumers' intentions to purchase green products. Interestingly, skepticism toward these promotional tools did not significantly affect purchase intentions.

Yusuf and Fatima (2015) analyzed the relationship between green marketing and consumer behavior among students at Aligarh Muslim University. Using established scales to measure green consumer values and Pearson correlation for statistical analysis, the study found that environmental awareness and values significantly influence consumer behavior toward green products.

Yasin et al. (2016) investigated consumer attitudes toward eco-friendly products in Faisalabad, Pakistan. The study revealed that environmental attitudes, eco-literacy, and environmental values significantly influence consumers' intentions to purchase environmentally friendly products, highlighting the importance of environmental education in promoting green consumption.

Suki (2016) examined the relationship between green brand positioning, consumer attitudes toward green brands, and green brand knowledge in influencing purchase intentions. The study also explored the moderating role of green brand knowledge and found that greater knowledge about green brands positively influences consumer attitudes and purchase intentions.

Phuah et al. (2018) investigated consumer awareness and attitudes toward environmentally friendly food products using a sample of 151 respondents. The study found that consumer attitudes significantly influence purchase intentions and moderate the relationship between subjective norms and purchasing intentions. However, consumer attitudes did not moderate the relationship between perceived behavioral control and purchase intentions.

Nedumaran and Manida (2020) discussed the role of green advertising and green marketing in the agricultural sector of India. The study emphasized that agriculture, being the backbone of the Indian economy, can significantly benefit from green marketing practices. It also highlighted the challenges faced by the agricultural sector and suggested that overcoming these limitations can strengthen green marketing initiatives.

Dhyani (2022) analyzed the impact of green marketing on consumer attitudes and purchasing patterns. The study identified key factors influencing consumer attitudes toward green products and established a strong relationship between consumer



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attitudes and their purchasing behavior. The findings indicated that green marketing plays a significant role in shaping consumers' perceptions of social and environmental responsibility.

Mani and Ndubuisi (2023) presented a conceptual study examining the relationship between marketing, environmental sustainability, and consumer attitudes. The authors proposed a research model based on the traditional marketing mix to analyze Nigerian consumers' cognitive, affective, and behavioral responses to green marketing practices.

Peshwe and Gelda (2024) highlighted the growing importance of green marketing in contemporary markets. Their study focused on identifying green consumer segments and examining emerging green marketing trends in India. The authors emphasized that businesses increasingly promote eco-friendly products to attract environmentally conscious consumers.

Suprith and Fraga (2024) examined the influence of green marketing on purchase intentions and consumption behavior. Their study emphasized the moderating role of environmental concern and found that green marketing significantly influences purchase intentions and consumption behavior, particularly among consumers with high levels of environmental awareness.

Objectives of the study

1. To know the attitude of people towards green products.
2. To analyze those factors which induces people to use products or willing to use.
3. To know the level of knowledge of the respondents towards the green products.
4. To determine the willingness of people for paying high price for the green products.

Hypothesis

1.Null Hypothesis (H_0): There is no significant relationship between awareness of green products and the purchase of green products.

Alternative Hypothesis (H_1): There is a significant relationship between awareness of green products and the purchase of green products.

2.Null Hypothesis (H_0): There is no association between concern for environmental protection and willingness to pay a higher price for green products.

Alternative Hypothesis (H_1): There is an association between concern for environmental protection and willingness to pay a higher price for green products.

Research methodology

This study is primarily **descriptive** in nature, aimed at understanding the awareness, perception, and purchasing behaviour of individuals concerning environmentally friendly products. The research follows a descriptive survey method. It is designed to collect quantitative data through a structured questionnaire, which helps analyze consumer awareness, attitudes, and willingness to adopt and pay for green products. The sampling method used for this study is convenience sampling. Respondents from various age groups, educational backgrounds, and occupations were chosen based on accessibility and willingness to participate in the survey. In this study, the sample size is **100 respondents**, meaning data was collected from 100 individuals to analyze their attitudes toward green products. **Primary data** was collected using a structured questionnaire distributed among respondents. The questionnaire included multiple-choice questions, Likert-scale items, and checklist-type responses to gather detailed insights into consumer opinions and behaviours.



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Secondary data for this study was collected from books, research articles, journals, government reports, and credible websites for theoretical reference. This information provided the theoretical foundation on green marketing, consumer behaviour, and environmental sustainability. The data collected were analyzed with **Chi-square test** using SPSS by inputting categorical data into a contingency table and selecting the appropriate analysis option. SPSS calculates the Chi-square statistic and provides the significance level, helps to determine if there is a significant association between the variables.

HYPOTHESIS TESTING

Testing of hypothesis 2

Null Hypothesis (H_0): There is no significant relationship between awareness of green products and the purchase of green products.

Alternative Hypothesis (H_1): There is a significant relationship between awareness of green products and the purchase of green products.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Heard about green products * Purchased green product	100	100.0%	0	0.0%	100	100.0%

Heard about green products * Purchased green product Crosstabulation

			Purchased green product		Total
			Yes	Yes	
Heard about green products	Yes	Count	70	23	93
		Expected Count	67.9	25.1	93.0
	No	Count	3	4	7
		Expected Count	5.1	1.9	7.0
Total	Count	73	27	100	
	Expected Count	73.0	27.0	100.0	

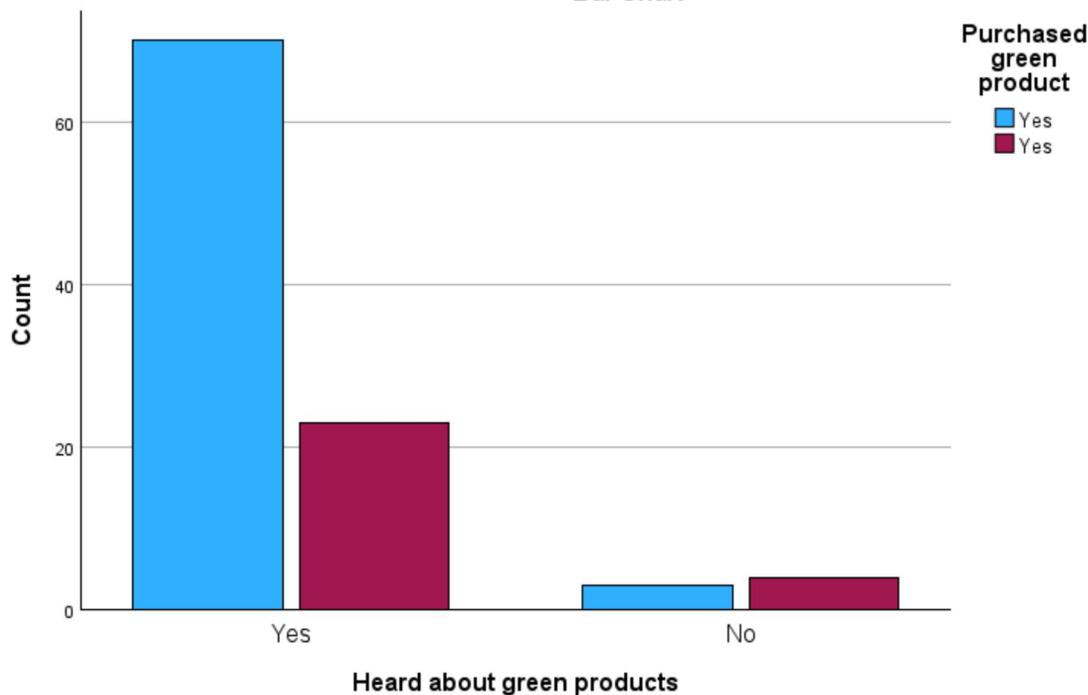


Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.470 ^a	1	.063		
Continuity Correction ^b	2.020	1	.155		
Likelihood Ratio	3.050	1	.081		
Fisher's Exact Test				.083	.083
Linear-by-Linear Association	3.435	1	.064		
N of Valid Cases	100				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.89.

Bar Chart



Interpretation

The test results showed a Pearson Chi-Square value of 3.470 with 1 degree of freedom and an asymptotic significance (p-value) of 0.063. Since this p-value (0.063) is greater than the commonly used level of significance ($\alpha = 0.05$), we fail to reject the null hypothesis. In other words, the statistical evidence is not strong enough to conclude that a significant association exists between awareness and the actual purchase of green products.



Although the p-value is relatively close to the 0.05 threshold, it does not meet the criteria to be considered statistically significant. Therefore, H_0 is accepted, and H_1 is rejected. This means that within the context of this sample and analysis, awareness of green products does not significantly influence consumers' purchasing behavior toward these products. Therefore, it is clear that P value (0.063) is above than the level of significance (0.05), H_0 accepted and H_1 rejected. Hence there is no significant relationship between awareness of green products and the purchase of green products.

Testing of hypothesis 2

Null Hypothesis (H_0): There is no association between concern for environmental protection and willingness to pay a higher price for green products.

Alternative Hypothesis (H_1): There is an association between concern for environmental protection and willingness to pay a higher price for green products.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Consumers have become more concerned about protection of Environment * Willing to pay more	100	100.0%	0	0.0%	100	100.0%

Consumers have become more concerned about protection of Environment * Willing to pay more Crosstabulation

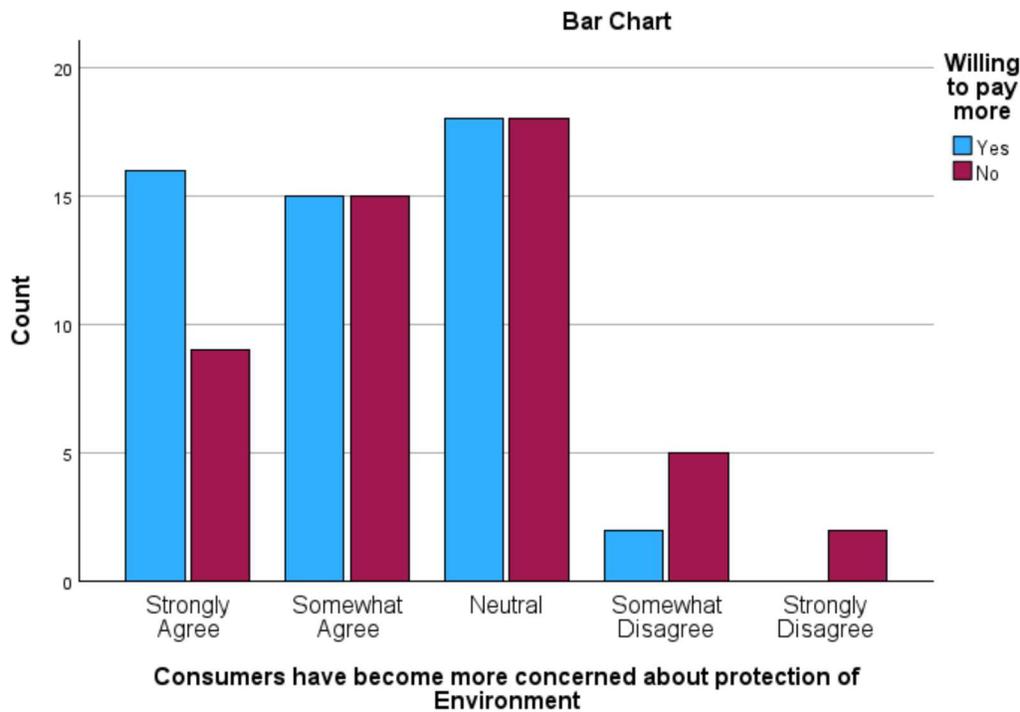
				Willing to pay more		Total
				Yes	No	
Consumers have become more concerned about protection of Environment	Strongly Agree	Count	16	9	25	
		Expected Count	12.8	12.3	25.0	
	Somewhat Agree	Count	15	15	30	
		Expected Count	15.3	14.7	30.0	
	Neutral	Count	18	18	36	
		Expected Count	18.4	17.6	36.0	
Somewhat Disagree	Count	2	5	7		
	Expected Count	3.6	3.4	7.0		
Strongly Disagree	Count	0	2	2		
	Expected Count	1.0	1.0	2.0		
Total	Count	51	49	100		
	Expected Count	51.0	49.0	100.0		



Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.208 ^a	4	.267
Likelihood Ratio	6.047	4	.196
Linear-by-Linear Association	3.915	1	.048
N of Valid Cases	100		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .98.



Interpretation

The results of the test showed a Pearson Chi-Square value of 5.208 with 4 degrees of freedom and an associated p-value of 0.267. Since the p-value is greater than the conventional significance level of 0.05, the result is not statistically significant. In other words, the observed differences in responses between groups are likely due to chance, and there is insufficient evidence to suggest a meaningful association between the two variables. Based on this outcome, we fail to reject the null hypothesis (H_0) and consequently reject the alternative hypothesis (H_1). This leads to the conclusion that, at the 5% level of significance, there is no statistically significant association between individuals' concern for environmental protection and their willingness to pay a premium price for green products. Therefore, it is clear that P value (0.267) is above than the level



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of significance (0.05), H_0 accepted and H_1 rejected. Hence there is no association between concern for environmental protection and willingness to pay a higher price for green products.

Findings of the study

Most respondents are aware of green products, with social media being a major source of information. Health benefits and environmental concerns are the primary reasons people choose to buy green products. A significant number of people are willing to pay more for green products compared to conventional ones. Overall, respondents have a positive attitude toward green products and are willing to recommend them to others. Most people are willing to switch to green products for certain daily needs, though fewer are ready to switch completely. In terms of satisfaction, 54.9% were satisfied, while 13.7% were very satisfied with green products they had purchased. 93% of respondents had heard about green products, showing strong general awareness. 56% of buyers cited health benefits as their main reason for purchasing green products, making it the top motivator. 95% of respondents said they would recommend green products to others, suggesting strong word-of-mouth potential. 92% believe green products contribute to a sustainable future, reflecting strong environmental awareness.

Recommendations of the study

Green products should be made more easily available in supermarkets and local stores to overcome the barrier of limited accessibility. The variety of green products needs to be expanded to cater to the diverse needs and preferences of consumers. Efforts should be made to reduce the prices of green products or offer them at competitive rates to encourage more people to buy them. Awareness campaigns should be intensified through advertisements, social media, and educational initiatives to inform people about the benefits of green products. Quality assurance measures should be strengthened to build consumer trust in the effectiveness and authenticity of green products. The government should provide financial incentives, such as subsidies or tax benefits, to promote the adoption of green products. Marketing strategies should focus on highlighting the health benefits of green products, as this is a major motivator for buyers. Word-of-mouth and positive recommendations should be encouraged, as most people are willing to recommend green products to others. Collaborating with influencers and using social media promotions can be effective in reaching younger audiences and increasing interest in green products.

Conclusion

The study reveals that awareness of green products among consumers is generally high, with most respondents being informed about their existence and benefits, especially through social media and personal networks. Health benefits and environmental concerns emerged as the primary motivations for purchasing green products. However, while a significant number of respondents have tried green products, only a small percentage uses them regularly, indicating a gap between awareness and consistent consumer behaviour.

To encourage broader adoption, the study suggests improving product availability, increasing variety, and implementing awareness campaigns that emphasize health and environmental benefits. Government support through policies and subsidies could also make green products more accessible. Overall, the study concludes that while the foundation for green product acceptance is strong, targeted efforts are required to convert awareness into regular usage and long-term commitment.