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A STUDY ON CONSUMER PERCEPTION AND AWARENESS TOWARDS GREEN
MARKETING IN CHENNAI CITY

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ABSTRACT

The promotion of ecologically friendly goods and services is known as green marketing. As more individuals become concerned about environmental issues and decide they want to spend their money in a way that is more kind to the earth, it is growing in popularity. This essay explores how companies are increasingly going after green consumers—those who care about the environment and let it influence their shopping choices. Research on customer perception and awareness of green marketing in Chennai district is based on both primary and secondary data. According to the data analysis discussed, green marketing will continue to be the eco-friendly market for customer knowledge of the products and purchasing decisions in the future.

Key words: Green marketing, Awareness, Consumer perception, Challenges, Green consumers

INTRODUCTION

The promotion of ecologically friendly goods and services is known as green marketing. As more individuals become concerned about environmental issues and decide they want to spend their money in a way that is more kind to the earth, it is growing in popularity. Companies engaged in green marketing make choices on every step of the production process, including packaging, processing, and distribution. By educating consumers about green

purchasing options and practices, marketers can influence consumer behavior. Sales representatives should receive training in order to effectively communicate with customers. These customers are the biggest buyers of environmentally friendly and socially conscious goods and are passionate environmentalists. Additionally, they have the ability to sway other customers.

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OVERVIEW TO GREEN MARKETING

The term "green marketing" was first mentioned in a 1975 American Marketing Association conference on "Ecological Marketing." The 1980s saw the emergence of the first green marketing strategy. The concrete turning point for the first wave of green marketing occurred in the United Kingdom and in the United States of America by Jacquelyn Ottman (1993). Peattie (2001) identified three stages in the development of green marketing. The first stage was known as "Ecological" green marketing, and all marketing operations during this time were focused on addressing environmental issues and offering solutions. The second stage was known as "Environmental" green marketing, and the emphasis turned to clean technology, which involves creating novel new goods that address difficulties with waste and pollution. The third phase, referred to as "Sustainable" green marketing, was created with the goal of creating high-quality products that can satisfy consumer needs while also being environmentally friendly in terms of quality, performance, affordability, and convenience.

REVIEW OF LITERATURE

Mayank Bhatia & Amit Jain (2013) found from the research that the consumer were aware about the green products and practices in the marketplace and consumer are more concerned about environmental degradation and negative impact of their uses of products and services on environment.

Monika Saini (2013) concludes in the study that green marketing from the business point of view, clever marketer is one who not only convinces the consumers but also influence the consumer in marketing to understand the green products as compared to non-green ones to

maintain a cleaner and greener environment.

Aman Digel & Rahsd Yazdani Fard (2014) pointed out that marketer create awareness about the purchasing decision towards green and other standard products by adopting marketing mix to promote the products in a good manner to keep environment healthy.

Maheswari (2014) reveals that the green product performance was significantly affected by the environmental beliefs among consumers and also suggests marketer can use of greater marketing brands to sell green products that are genuinely, environmentally, friendly.

Jaya Tiwari (2015) suggested that organizations should implement for catering challenges and successful exploitation of green marketing among consumer needs to be educated and made aware of the environmental threats.

Wong fuyeng & Rashed Yazdanifard (2015) concludes in the paper that marketers can provide training to their sales representative to gain knowledge on how to promote the green products effectively by clearly presenting the important message to the consumer to achieve their competitive advantage.

OBJECTIVES OF THE STUDY

To study the consumer perception and awareness towards green marketing.

To know about the purchasing decision towards green products among consumers.

SCOPE OF THE STUDY

In Chennai, this type of study has not yet been done, hence the goal of the current investigation was to find out how consumers felt about green marketing and how aware they were of it. This aids in promoting green products and changing how the public and government view them in order to protect the environment. The study's findings would point to the

elements required for the perception and understanding of green marketing.

LIMITATIONS OF THE STUDY

The study was carried out among consumer perception and awareness towards green marketing.

The sample size was restricted to only 200 respondents.

Time is a major constraint for this study.

RESEARCH METHODOLOGY

This study's research technique is analytical and descriptive in nature. The study's main sources of data include

primary and secondary sources. 200 respondents participated in the study on customer perception and awareness of green marketing in Chennai. Data collection utilized the intercept approach and a practical sample design. averages and coefficient of variation were the statistical techniques utilized in the analysis to examine the respondent's averages and standard deviations for the average level of perception and awareness of the green products.

TABLE - 1

S.No.	Awareness Variables	N	Mean	Std. deviation	Std. Error Mean	T	Significance
1	Use biodegradable products	200	3.9145	1.2825	.05469	16.557	.000
2	Avoid buying aerosol products	200	3.6364	.67112	.02862	22.237	.000
3	Environmentally safe ingredients	200	3.8145	.92829	.03958	20.579	.000
4	Recycled materials	200	3.4945	1.19918	.05113	9.672	.000
5	Buy products in packages that can be refilled	200	3.7073	.81188	.03462	20.430	.000
6	Carrying own bags	200	3.5473	1.36591	.05824	9.396	.000
7	Cut down on car use	200	3.5364	1.02676	.04378	12.251	.000

Source: Computed data

From the above table it is recognized that mean value of seven variables ranges from 3.49 to 3.91. The standard deviation also ranges from .67 to 1.37 with T-value ranges from 9.40 to 22.24. These values are statistically significant @5% level. This shows that the respondents in Chennai city agree that the

use of biodegradable products by avoiding aerosol products for environment safety. It is also observed from the table that the respondents agree the recycled materials and to buy the products in packages that can be refilled. It is followed by the respondent agree for carrying the own bags to the market and also cut down on car use.

TABLE - 2

S.No.	Perception Variables	N	Mean	Std. deviation	Std. Error Mean	T	Significance
1	Less damage to the environment	200	4.1691	.85707	.03655	31.990	.000
2	Easy to identify	200	3.7818	.85764	.03657	21.379	.000
3	Trust in brands of green products	200	3.8018	.71083	.03031	26.454	.000
4	Marketing communication	200	3.4109	.77663	.03312	12.408	.000

5	Relevant to my lifestyle	200	3.6309	1.1388	.04856	12.992	.000
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Source: Computed data

From the above table it is inferred that the mean values of five variables are ranges from 3.41 to 4.17. The standard deviation also ranges from .71 to 1.14 and the t-value ranges from 12.40 to 31.99. These values are statistically significance @ 5% level. This reveals that the perception of green products is essential for the consumer buying behaviour is agreed due to the less damage to the environment, for the identity, trust in brands, marketing communication and relevant for the lifestyle.

FINDINGS AND SUGGESTIONS

- Customers firmly believe that green marketing makes them feel safer about the environment.
- The vast majority of respondents are aware of the green products that are available in the store, although some of them are unable to name them.
- It is therefore recommended that the government and various intermediaries take the required steps to promote green products.
- In raising consumer awareness, marketing is essential. This demonstrates that consumers environmentally friendly.
- Increasing customer awareness of green products through television, newspapers, and exhibitions is important.

CONCLUSION

The study shows that although there is a high level of consumer perception and awareness of green products, many consumers are unaware of the eco-friendly products that the government, non-governmental organizations, and some market intermediaries have introduced to the market to ensure environmental safety.

According to this study, the price of the product, the consumer's health, and the environmental impact all affect how consumers perceive and are aware of green marketing items. A tool for preserving the environment for future generations is green marketing. Green marketing includes an environmental and social component; therefore, it shouldn't be seen as just another marketing strategy. Instead, it needs to be pursued with much more vigor.

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