

AN EMPIRICAL STUDY ON GREEN MARKETING

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ABSTRACT

Green marketing is a marketing strategy that promotes environmentally friendly products, services, and production processes. This type of marketing aims to satisfy the needs and desires of customers while also being responsible in maintaining social and environmental gains over the long term. Green marketing plays an important role in satisfying the needs and desires of customers while also contributing to environmental sustainability. By adopting sustainable business practices and promoting eco-friendly products, companies can attract customers, build brand loyalty, and make a positive impact on the planet. The study will help spread knowledge about green marketing among the public. Also, the research will advance the field of green marketing.

Keywords: Green marketing, Green product, sustainable environment

Introduction

Green marketing is the practice of promoting products or services that are believed to be environmentally friendly or sustainable. It can involve various initiatives aimed at reducing the environmental impact of products and services throughout their life cycle, including production, distribution, use, and disposal. Effective green marketing can help to raise awareness of environmental issues, encourage sustainable consumption patterns, and drive innovation in sustainable product design and production. However, it's important to ensure that green marketing claims are accurate and substantiated, as misleading or inaccurate claims can erode consumer trust and undermine the credibility of green marketing initiatives. In addition to using resources wisely and effectively, green marketing can also help businesses to reduce costs, enhance their reputation, and appeal to environmentally conscious consumers. By adopting sustainable practices and promoting them effectively, businesses can demonstrate their commitment to environmental stewardship and build a more sustainable future. Green marketing involves promoting products or services that are believed to have a positive impact on the environment, such as those that are made from sustainable materials, use renewable energy sources, or have reduced emissions or waste. Green marketing initiatives can include a wide range of efforts to make products more environmentally friendly, such as modifying product design, improving production processes, using sustainable packaging materials, and promoting eco-friendly features in advertising. Ultimately, using resources effectively and sensibly is crucial for achieving sustainability and protecting the environment for future generations. By adopting sustainable practices and promoting eco-friendly products and services, businesses can play a key role in driving positive change and building a more sustainable future. Sustainable resource management is essential for achieving long-term environmental sustainability and ensuring that natural resources are available for future generations. This requires a shift towards more sustainable consumption and production patterns, as well as the adoption of innovative technologies and practices that minimize environmental impact. Businesses have a crucial role to play in driving this shift towards sustainability, as they are major consumers of natural resources and have a significant impact on the environment through their production and supply chains. By adopting sustainable practices and promoting eco-friendly products and services, businesses can reduce their environmental footprint and contribute to a more sustainable. By adopting sustainable practices and promoting eco-friendly products and services, businesses can reduce their environmental impact and contribute to the transition towards a more sustainable and resilient economy. This can include measures such as reducing waste and emissions, using renewable energy sources, promoting sustainable production and consumption, and investing in research and development of sustainable technologies.

In addition to promoting sustainable practices and products, businesses can also engage with stakeholders and collaborate with other organizations to drive broader systemic change towards sustainability. This can involve working with governments and regulators to develop policies and regulations that support sustainability,

engaging with consumers and communities to raise awareness of environmental issues, and partnering with suppliers and other businesses to create more sustainable supply chains. Ultimately, achieving sustainability requires a collective effort from all stakeholders, including businesses, governments, consumers, and civil society. By working together and adopting sustainable practices and products, we can create a more resilient and sustainable future for generations to come. Green marketing refers to the promotion of ecologically safe products. Green marketing covers a range of actions, including product modification, production process adjustments, and product packaging modifications. Since the late 80s environmental consciousness has become a matter of market competition and corporate environmental initiatives serve as a basis for sustainable advantage. So companies choose to differentiate themselves by meeting stricter national and international environmental regulations and demands of environmentally conscious consumers. Green marketing refers to the promotion of products that are believed to be environmentally friendly or sustainable. As you mentioned, green marketing can encompass a wide range of actions, including modifying product design, improving production processes, and using sustainable packaging materials.

The rise of environmental consciousness in the late 80s and beyond has led to an increased focus on sustainability and environmental responsibility in business. Many companies have recognized that environmental initiatives can be a source of competitive advantage, and have responded by implementing environmentally sustainable practices and promoting their eco friendly products and services. In addition to meeting stricter environmental regulations and demands from environmentally conscious consumers, businesses may also choose to implement sustainable practices and promote green products as a way to enhance their reputation and build customer loyalty. By demonstrating their commitment to sustainability, businesses can differentiate themselves from competitors and appeal to consumers who prioritize environmental responsibility. However, it's important for businesses to ensure that their green marketing claims are accurate and backed up by credible evidence, as misleading or false claims can harm the environment and erode consumer trust. By adopting genuine sustainable practices and promoting truly eco-friendly products and services, businesses can help to drive positive change and build a more sustainable future. The government and public sector businesses are becoming sensitive to environmental issues and are implementing policies to stop pollution, global warming, water contamination, etc. In a survey conducted by National Geographic Society and the International Polling from globes can find about the consumers green attitude called "consumer green desk", the top scoring consumers were in the developing countries like India, Brazil and China. Environmental concern and sustainability have become increasingly important issues for consumers, and companies that prioritize these values can not only attract customers but also demonstrate their commitment to social responsibility and environmental accountability. Green marketing plays a crucial role in promoting eco-friendly products and services, as well as raising awareness about sustainability issues. By adopting sustainable business practices and promoting eco-friendly products, companies can meet the needs and desires of environmentally conscious customers, build brand loyalty, and differentiate themselves from competitors. In addition to satisfying customer demand, green marketing can also contribute to environmental sustainability by encouraging companies to adopt more sustainable business practices, reduce waste and emissions, and use renewable resources. By doing so, companies can reduce their environmental impact and contribute to a more sustainable future for everyone. Ultimately, by prioritizing sustainability and promoting eco-friendly products and services, companies can not only enhance their reputation and attract customers but also contribute to a healthier and more sustainable planet.

Meaning

Green marketing involves promoting products or services that are believed to be environmentally friendly or sustainable. This can involve a variety of activities, such as modifying the product to reduce its environmental impact, changing the production process to make it more environmentally friendly, using sustainable packaging materials, and highlighting the environmental benefits of the product or service in advertising. The ultimate goal of green marketing is to promote products and services that are better for the environment and to encourage consumers to make more environmentally conscious purchasing decisions. By promoting sustainable products and services, companies can also differentiate themselves from their competitors and enhance their reputation as socially responsible and environmentally conscious organizations. However, it is important for companies to ensure that their green marketing claims are accurate and substantiated by real environmental benefits. Green washing, or making false or misleading environmental claims, can damage a company's reputation and erode consumer trust. To avoid green washing, companies must prioritize sustainability and environmental responsibility in their business practices and demonstrate a genuine commitment to environmental sustainability. Green marketing can be an effective way for businesses to differentiate themselves from competitors, enhance their reputation, and appeal to environmentally conscious consumers. However, it's important to ensure that green marketing claims are accurate and backed up by credible evidence, as misleading or false claims can harm the environment and erode consumer trust.

Ultimately, by promoting genuinely sustainable products and services, businesses can help to drive positive change and build a more sustainable future for everyone. Green marketing, environmental marketing, and eco-marketing represent new approaches to marketing that go beyond simply enhancing or adjusting existing marketing practices. Instead, these approaches seek to challenge traditional marketing approaches and offer a fundamentally different perspective that prioritizes sustainability and environmental responsibility. Ultimately, for green marketing to be effective and credible, it must be backed up by genuine and significant investments in sustainability and environmental responsibility. By prioritizing sustainability and environmental responsibility, companies can differentiate themselves from competitors, enhance their reputation, and contribute to a more sustainable future for everyone.

Review of literature

Ngo (2023), in order to determine the causal relationship between various facets of green customer-based brand equity, this study will look at how green marketing mix elements affect them in a developing market like Vietnam. By speaking with 870 people who had bought plant-based milk products from convenience stores, supermarkets, and milk shops in Vietnam. The findings indicated that components of the green marketing mix are advantageous for developing green customer-based brand equity. In the example of Vietnam, the analyses also show how the various facets of green brand equity are related to one another.

Soomar (2023), the purpose of this study is to evaluate the contribution of the green market and green innovation to green entrepreneurship and sustainable development (SD). The findings show that GM variables, including GE and SD, have a considerable impact on GM factors, including green manufacturing, green supply chain, and green design (GPN). Lastly, this study's findings show that GE has a predictive role in SD.

Delafrooz (2014) evaluated how green marketing strategies affected consumer buying patterns. A variety of marketing methods, including eco-labels, eco-branding, and environmental advertising, were used to learn more about green marketing. As it was from the north, south, east, and west of Tehran city, the data were gathered on a cluster basis. The findings revealed that advertisements emphasizing environmental protection are more likely to influence consumer behavior.

The study looks into how consumer behavior affects the environment and evaluates how well green marketing strategies work in the consumer durables sector. Environmental knowledge and beliefs, green product pricing, eco-labelling, and eco-advertising were all included as marketing components in the study. A questionnaire was used to gather the information from 234 respondents in Bangalore. This study focuses more on how consumer behavior affects the environment. Policymakers can use the study's findings as a guide as they strive to develop green marketing regulations.

Tan (2022) the technique of promoting ecologically friendly goods or services is known as green marketing. The goal of this study is to build a comprehensive model and investigate the connections between environmental awareness, brand awareness, attitude, image, trust, and purchasing intention. The researcher gathered data from 300 respondents using SPSS and discovered that using green marketing tactics can assist businesses in enhancing and maintaining their brand equity. Customers are more likely to purchase goods from companies they believe to be environmentally sensitive as they become more aware of environmental challenges.

Kaur (2022) the study looked at how buying intents and marketing techniques related to the green market, which includes green products, places, prices, and promotions. As the study was aimed at the millennium generation, the findings showed that, of the factors mentioned above, green products, green promotions, and green places were thought to be more significant by the respondents. However, there were also some surprising findings that showed that, because the study was about personal care products, customers understood the significance of creating a green environment.

Objective of the study

1. To understand the conceptual framework of green marketing.
2. To find out how much customers are aware of it and whether they plan to buy it
3. To ascertain whether consumers are still satisfied with their regular purchases and still subscribe to the notion of green marketing in the contemporary, digital era.

Scope of the study

1. The field of green marketing is vast and has a big impact on business strategy and societal policies.
2. Green marketing is a crucial element of the overall corporate strategy. Environmental sustainability, industrial ecology, and extended producer liability are all closely tied to green marketing.

3. It is vital for the marketers to completely utilize the resources in order to attain the organizational goals because resources are few and human needs are limitless. Consumer interest in environmental preservation is rising on a global scale.
4. As a result, green marketing is unavoidable, and as a result, green marketing has emerged, signaling a rise in consumer demand for goods and services that are socially and environmentally responsible.

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Methodology

In this study, a descriptive research methodology was adopted. The data were gathered using the convenience sampling method. 50 people made up the sample. Using the use of questionnaires, samples from college-aged students in Chennai were gathered. Data came from both primary and secondary sources. Questionnaires were used to gather the main data. The secondary data was information acquired from journals. Using (SPSS) software, the gathered data were edited, coded, and processed. Chi-square analysis and percentage analysis are employed as statistical techniques.

Data Analysis

According to the respondents' demographic profile, 76.0 percent of respondents are between the ages of 17 and 19, 14.0 percent are over the age of 19, and 10.0 percent are under the age of 17. It is evident that the majority of responders (76.0%) are between the ages of 17 and 19. (See table 1).

Demographic profile of the respondents 78.0 percent of the respondents are Male, and 22.0 percent of the respondents are Female. It clearly shows that the majority of the respondents are (78.0 percent) Male (see table 1).

Particulars	Characteristics	N Value	Percentage
Age	Up to 17	5	10%
	17-19	38	76%
	Above 19	7	14%
	Total	50	100%
Gender	Male	39	78%
	Female	11	22%
	Total	50	100

Table 1 Demographic Profile
Source: Primary Data

Hypothesis

- H₀: There is no significant difference between age and awareness level on green marketing and green products.
H_a: There is a significant difference between age and awareness level on green marketing and green products.

AGE	AWARENESS LEVEL				TOTAL	ASY.VAL	P VALUE
	AGREE	STRONGLY AGREE	DISAGREE	STRONGLY DISAGREE			
Upto 17	3 60.0%	1 (20.0%)	1 (20.0%)	0 (0.0%)	5 100.0%	6.484	0.371
17-19	31 81.6%	3 (7.9%)	2 (5.3%)	2 (5.3%)	38 100.0%		
Above 19	3	2	1	1	7		

	(42.9%)	(28.6%)	(14.3%)	(14.3%)	100.0%	
	37	6	4	3	50	
TOTAL	74.0%	12.0%	8.0%	6.0%	100.0%	

Table 2 Awareness on Green Marketing and Green Product

Sources: Primary Source

Note: () Row percentag

Interpretation

Chi square table shows that p value (0.371) is greater than the standard value (0.05), we accept the null hypothesis at 5% significance level. , there is no significant difference between age and awareness level on green marketing and green products.(see table 2)

H₀: There is no significant difference between age and buying behavior on green products

H_a: There is significant difference between age and buying behavior on green products

AGE	GREEN PRODUCTS IMPACT ON TODAY'S HABITUAL BUYING				
	YES	NO	TOTAL	ASY.VAL	P VALUE
Upto 17	4 (80.0%)	1 (20.0%)	5 (100.0%)		
17-19	35 (92.1%)	3 (7.9%)	38 (100.0%)		
Above 19	5 (71.4%)	2 (28.6%)	7 (100.0%)		
TOTAL	44 88.0%	6 12.0%	50 100.0%		

Table 3 Green Products Impact on Todays Habitual Buying

Source: Primary Source

Note: () Row percentage

Interpretation

Chi square table shows that p value (0.255) is greater than the standard value (0.05), we accept the null hypothesis at 5% significance level. , there is no significant difference between age and awareness level on green marketing and green products. (see table 3)

Conclusion

Additionally, companies should ensure that their entire supply chain and production processes align with sustainable practices, not just the final product. This includes sourcing sustainable materials, reducing waste and emissions during production, and promoting ethical labor practices.

Green marketing can also involve collaborating with environmental organizations or initiatives to support and promote sustainability efforts. This can help businesses to build relationships with consumers who value environmental responsibility and demonstrate their commitment to making a positive impact.

However, it is important to note that green marketing alone is not enough to address environmental challenges. It must be coupled with actual changes in business practices and a commitment to sustainability. Consumers are becoming increasingly savvy and will quickly see through greenwashing tactics that do not reflect a genuine commitment to sustainability.

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