

GREEN MARKETING PRACTICES AND ITS IMPACT ON CONSUMER BEHAVIOUR TOWARDS ADOPTION OF ECO-FRIENDLY PRODUCTS

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ABSTRACT:

Over the past three decades environmental sustainability became a dominant role in marketing sector. As a result, the term green marketing was emerged and refers to do promotional activities and emphasize the environmental benefits of products and services. Therefore, the government and private organisation have promoted the companies and firms to adopt green marketing practices with eco-friendly products like recyclable, biodegradable, and sustainable packaging and delivery. The primary objectives of the study were to examine the awareness of green marketing practices among consumers and assess consumer attitudes towards eco-friendly products and factors affecting the adoption of eco-friendly products. The descriptive research method was used. Both qualitative and quantitative data was collected. The total of 200 consumers were identified in different parts of sample district by using convenience sampling method and structured questionnaire was to collect the primary information from sample consumers. The study highlights that age, education, occupation and monthly income shows higher awareness among consumers about eco-friendly products. Also, the consumers have positive attitude about eco-friendly products in the aspect of environmental awareness, social influence, perceived product quality, price compassion, and overall attitude. Further, environmental awareness, product quality and overall attitude among consumers increases the adoption of eco-friendly products among consumers. However, the cost of products, availability and accessibility of products decreases the adoption of eco-friendly products among consumers.

KEYWORDS: Green Marketing, Consumer Behaviour, Attitude, Impact, Eco-friendly products.

1. INTRODUCTION

Over the past three decades environmental sustainability became a dominant role in marketing sector. As a result, the term green marketing was emerged and refers to do promotional activities and emphasize the environmental benefits of products and services. Now days, the term green marketing and green products are common to consumers and they give preference to buy less harmful products from the market and also, they aware about the environmental benefits of green marketing such as recyclable, biodegradable and organic items. Therefore, to understand the green marketing practices and consumer behaviour about the green marketing in sustainable environment is essential one. Thus, this study focusses on green marketing practices in Mayiladuthurai district and impact of consumer behaviour on adoption of eco-friendly products.

2. REVIEW OF LITERATURE

2.1 Conceptual reviews

| S.N | Content | Meaning |
|-----|-------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| 1. | Concept | It refers to the promotion of products and services that are sustainable, environmentally safe and socially responsible. |
| 2. | Activities | It includes eco-friendly products and services, design, sustainable packaging, green promotion and advertising and ethical marketing. |

| | | |
|----|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3. | Focus | On reducing environmental harmful products and services and to fulfill the needs and wants of consumers. |
| 4. | Products | Eco-friendly products such as biodegradable products, recyclable products, and energy efficient products. |
| 5. | Pricing | To offer premium pricing for green products, and pricing should be based on value based for benefits of environment and marketers. |
| 6. | Promotion | To provide environmental based advertisement, eco-labeling, authorized certification, and government support. |
| 7. | Distribution | Sustainable logistics, reduced carbon footprint while transportation, and follow ethics in supply chain. |
| 8. | Consumer behaviour | It refers to the decision-making process involved in buying of green products. |
| 9. | Impact | It may provide positive impacts such as increases the environmental awareness, increase purchasing, builds loyalty, and improve consumer perception on buying of green products. It also may provide negative impact such as high price due to limited marketer and adoption of new consumers, lack of adequate knowledge among producers and consumers may reduce the effectiveness in marketing. |

2.2 Empirical Literature

| Author & Year | Study Area | No. of Sample | Primary Objective | Methodology | Major Findings |
|-------------------------------|---------------------------|---------------|---------------------------------------------------------------------------------------------|----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Sneha & Dheenadhayalan (2025) | Urban and rural consumers | 100 | Evaluating the role of eco-friendly branding, packaging and promotion in purchase decision. | Descriptive research | Majority of consumers prefer social media advertisements for eco-friendly products. |
| Anshika C & Mousmi G (2025) | Rural and urban consumers | 104 | Assess the impact of green marketing practices on consumers purchasing decision. | Descriptive research | Green marketing practices has highly influenced the consumer buying behaviour. |
| Sanjana and et.al (2024) | Mangalore | 195 | Assess the green marketing strategy is uplift the brand image. | Descriptive and empirical methods | The consumers have been influenced by green marketing and its give ideas to future trend. |
| Jinyoung Hwang (2024) | Urban consumers | 200 | Evaluates how green marketing influences consumers perceptions and purchase decisions. | Mixed method strategy | The positive correlation between exposure to green marketing initiatives and enhanced consumer attitudes eco-friendly products. |
| Suja Sundaram (2022) | Salem, Tamilnadu | 200 | Examine the green marketing approaches and analyze the impact on consumer behaviour. | Descriptive methods and convenience sampling | Majority of consumers purchase green products due to eco-friendly. |

3. STATEMENT OF THE PROBLEM

Last three decades climate change, environmental degradation, and depletion of resources have made central attraction for sustainability nature of consumers and government. Therefore, the government and private organisation have promoted the companies and firms to adopt green marketing practices with eco-friendly products like recyclable, biodegradable, sustainable packaging and delivery. Thus, many states of India in particular sample Mayiladuthurai District moved to incremental growth in adoption of eco-friendly product. However, limited studies have been

conducted on green marketing practices and no study has been conducted on green marketing practices and its impact on consumer behaviour in adoption of eco-friendly product in sample district.

4. Research Gap

There is a gap between intention and actual purchasing behaviour of consumers, lack of consumer trust due to greenwashing, very limited studies in developing countries particularly in rural areas. Thus, there is a need for more empirical studies on consumer and marketer behavioural analysis.

5. Objectives of the study

1. To examine the awareness of green marketing practices among consumers in Mayiladuthurai District.
2. To assess consumer attitudes towards eco-friendly products and factors affecting the adoption of eco-friendly products.

6. Hypothesis of the study

- H1:** There is no significant difference among consumers level of awareness on green marketing.
H2: The sample consumers do not differ significantly in their attitude towards the purchase of eco-friendly products.
H3: There are no significant factors affecting the adoption of eco-friendly products by consumers.

7. RESEARCH METHODOLOGY

7.1 Research Design: The descriptive research method was used. Both qualitative and quantitative data was collected.

7.2 Sample & Sampling Technique: The number and list of consumers is not available in any authentic source. Hence, the study population was treated as unknown. Therefore, the total of 200 consumers were identified in different parts of sample district by using convenience sampling method.

7.3 Data Collection: Structured questionnaire was used to collect the primary information from sample consumers. The questionnaire contains of demographic particulars, awareness and attitude about green markets and adoption of eco-friendly products.

7.4 Data Analysis: Collected data were compiled and analyzed using different statistical tools such as t test, ANOVA, correlation, simple and multiple regression analysis to know and examine the relationships.

8. Limitations of the Study

1. The study used convenience sampling method to identify the consumers, which may limit generalizability.
2. The study focused only on one district; hence, the results may differ in other districts.
3. Future research could use longitudinal design for broader insights.

9. RESULTS AND DISCUSSION

H1: There is no significant difference among consumers level of awareness on green marketing.

| SL. N | Factor | Tools used | Result | Discussion / Interpretation |
|-------|-------------------|------------|-----------------|----------------------------------------------------------------------------------------------------------------------------|
| 1. | Gender | t-test | Not Significant | No significant difference in awareness about green marketing between male and female consumers. |
| 2. | Age group | ANOVA | Significant | A significant difference in awareness regarding green marketing is observed, depending on age group of consumers. |
| 3. | Education | ANOVA | Significant | A significant difference in awareness regarding green marketing is observed, depending on educational status of consumers. |
| 4. | Occupation | ANOVA | Significant | A significant difference in awareness regarding green marketing is observed, depending on occupation of consumers. |
| 5. | Monthly income | ANOVA | Significant | A significant difference in awareness regarding green marketing is observed, depending on monthly income of consumers. |
| 6. | Area of Residence | t-test | Not significant | Not significant difference in awareness regarding green marketing between rural and urban consumers. |
| 7. | Overall Awareness | ANOVA | Significant | A significant difference in overall awareness among the different consumers regarding green marketing is observed. |

H2: The sample consumers do not differ significantly in their attitude towards the purchase of eco-friendly products.

| SL. N | Factor | Tools used | Result | Discussion / Interpretation |
|-------|---------------------------|------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------|
| 1. | Environmental awareness | ANOVA | Significant | Higher level of awareness on green marketing among consumers significantly improves positive attitude towards eco-friendly products. |
| 2. | Social influence | ANOVA | Significant | Social influence has significantly improved positive attitude towards eco-friendly products among consumers. |
| 3. | Perceived product quality | ANOVA | Significant | Consumers with higher perceived quality show high positive attitude towards purchase of eco-friendly products. |
| 4. | Price compassion | ANOVA | Significant | High price eco-friendly products in market negatively affects the attitude among purchase of eco-friendly products. |
| 5. | Overall attitude | ANOVA | Significant | Overall significant different level of attitude about eco-friendly products among consumers. |

H3: There are no significant factors affecting the adoption of eco-friendly products by consumers.

| SL. N | Factor | Tools used | Result | Discussion / Interpretation |
|-------|--------------------------------|---------------------|----------------------|-----------------------------------------------------------------------------------------------------------------------------|
| 1. | Environmental awareness | Regression Analysis | Positive Significant | Higher level of awareness on green marketing among consumers significantly increases the adoption of eco-friendly products. |
| 2. | Cost of product | Regression Analysis | Negative Significant | Higher cost of eco-friendly products at market decreases the adoption of eco-friendly products among consumers. |
| 3. | Product quality | Regression Analysis | Positive Significant | Higher quality of products increases the adoption of eco-friendly products among consumers. |
| 4. | Availability and Accessibility | Regression Analysis | Negative Significant | Low level of availability and accessibility of products decreases the adoption of eco-friendly products among consumers. |
| 5. | Overall Model | Multiple Regression | Significant | Overall result shows the multiple factors influence consumers behaviour on adoption of eco-friendly products. |

10. CONCLUSION

The term green marketing and its practices play a crucial role in India to shaping the consumer behaviour on purchase of eco-friendly products. The awareness and consumers positive attitudes may increase the adoption of sustainable eco-friendly products marketing in our country. The study highlights that higher age, education, occupation and monthly income shows higher awareness among consumers about eco-friendly products. Also, the consumers have positive attitude about eco-friendly products in the aspect of environmental awareness, social influence, perceived product quality, price compassion, and overall attitude. Further, environmental awareness, product quality and overall attitude among consumers increases the adoption of eco-friendly products among consumers. However, the cost of products, availability and accessibility of products decreases the adoption of eco-friendly products among consumers.

11. RECOMMENDATIONS

1. Government and marketers should conduct educational campaigns about eco-friendly products and its environmental benefits to rural and urban consumers.
2. Marketers may reduce the cost of product suitable to all types of consumers.
3. Retailers should increase visibility and accessibility of green products.
4. Government may encourage by giving incentives to producers and consumers on eco-friendly products.

12. REFERENCE

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