
A STUDY ON THE IMPACT OF GREEN MARKETING ON CONSUMER PERCEPTION TOWARDS BRANDS' ENVIRONMENTAL RESPONSIBILITY WITH REGARD TO URBAN AND SUB-URBAN REGION

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ABSTRACT

Green marketing is the emerging concept which is rapidly increasing due to the environmental awareness, and the rising demand for an eco-friendly and sustainable lifestyle. The aim of this research is to understand the impact of green marketing practices followed by brands and the influence on consumers' buying decisions in urban and suburban areas. The development of green marketing has opened the door of opportunity to many companies as well as co-brands to market their products into different lines, encouraging the green-friendliness and social responsibilities of brands. The Primary data was collected to conduct the study and the samples for the survey were selected through simple random sampling technique. The survey ascertains the consumer awareness of green marketing strategies adopted by brands and their willingness to pay premium price for products that are perceived as environmentally friendly. The research also tries to establish the demographic factors that influence the buying decisions towards green marketing campaigns and eco-friendly products.

The expected outcomes of this research will provide insights into the effectiveness of green marketing in shaping consumer perceptions in urban and sub-urban consumers. The findings show the significant impact of green marketing strategies on shaping consumer behavior and highlights the relevance of companies to integrate eco-friendly and sustainable practices into their marketing strategies to meet evolving consumer preferences and contribute to environmental conservation efforts.

Keywords: Green Marketing, Consumer Perception, Sustainable, Eco-friendly

BACKGROUND OF THE STUDY:

In recent years, the escalating environmental concerns have significantly influenced consumer behavior, leading to a heightened demand for eco-friendly products and practices. This shift has prompted businesses to adopt green marketing strategies, aiming to align their offerings with the growing consumer preference for sustainability. Green marketing encompasses a range of practices, including eco-labeling, sustainable packaging, and advertising that emphasizes a brand's commitment to environmental responsibility.

Consumer perception of a brand's environmental responsibility is profoundly shaped by these green marketing initiatives. Studies indicate that consumers are increasingly attentive to companies' green marketing communications, which in turn influences their purchasing behavior. For instance, research has shown a strong correlation between consumers' attention to green marketing and their propensity to purchase environmentally friendly products.

Moreover, consumers tend to exhibit greater brand loyalty towards companies perceived as environmentally responsible.

The impact of green marketing on consumer perception can vary between urban and sub-urban regions. Urban consumers often have greater access to information and are more exposed to environmental initiatives, potentially leading to higher environmental awareness. Conversely, sub-urban consumers may have different priorities or levels of exposure to green marketing efforts. Understanding these regional differences is crucial for brands to tailor their marketing strategies effectively.

Despite the positive influence of green marketing, challenges such as greenwashing where companies make misleading claims about their environmental practices can erode consumer trust. Instances of companies facing legal action for deceptive green claims highlight the importance of authenticity and transparency in green marketing efforts.

This study aims to explore the impact of green marketing on consumer perception of brands' environmental responsibility, with a specific focus on the distinctions between urban and sub-urban regions. By examining consumer attitudes and behaviors in these different settings, the research seeks to provide insights that can help brands develop more effective and regionally tailored green marketing strategies.

PROBLEM STATEMENT

- Limited awareness among consumers regarding Green Marketing

- Impact on how consumers perceive the brand with regard to green initiatives
- Eco-consciousness and cost have an influence on consumers to pay for packaging
- Green marketing strategies have an influence on consumers buying decision

OBJECTIVE

- To examine consumer awareness regarding green marketing
- To study the impact of green marketing on consumer perception
- To explore if education plays role towards the green marketing campaigns
- To explore if consumer is willing to pay extra for eco-friendly packaging
- To find out if company's green marketing strategy influence buying decision

RESEARCH METHODOLOGY

A quantitative research approach was applied in this thesis to understand the impact of green marketing on consumer perception towards brands' environmental responsibility with regard to urban and sub-urban Region. This quantitative research technique was implemented by distributing the questionnaire in the form of an online survey method. The questionnaire consists of 21 multi-choice-based questions with predefined answers. The language in which the questionnaire was written and circulated was English. Furthermore, the questionnaire starts with personal questions which establish the respondents' names, ages, gender, and so on. The questions further delve into consumer awareness regarding green marketing, impact of green marketing on consumer perception, role of education towards the green marketing campaigns, consumer's willing to pay extra for eco-friendly packaging and company's green marketing strategy influence on buying decision. The population of the survey included respondents of ages 18 to 60 from the urban and suburban region.

- **Type Of Research:** Quantitative Research
- **Research Design:** Descriptive
- **Research Approach:** Survey-Based Approach

Survey

- For the primary research, the data was collected by using the survey technique. This survey was conducted by creating an online Google form of questionnaire with close-ended multi-choice questions and circulating it across various platforms online
- **Scaling Technique** The questionnaire involved the Likert scaling method for accurate analysis. The data collected from Google Forms was analysed based on the outcome.

Sampling

- **Sample size:** 105 Respondents
- **Geographical Location:** Mumbai, India (Urban and Suburban Region)
- **Sampling Method:** A type of probability sampling i.e. simple random sampling method was implemented

Data Collection

Primary data is collected using surveys with the use of structured questionnaires from Mumbai City. The questionnaire was designed using itemized scales like Likert Rating scale & other parameters for demographic data collection. The other type of data sources is secondary data which has been collected from the literature available in books, published articles, various journals & websites related to the above-mentioned subject.

Data Analysis

Age

OPTIONS	TOTAL	PERCENTAGE (%)
18-25	59	56%
26-35	29	28%
36-45	09	8%
46-60	08	8%

Gender

OPTIONS	TOTAL	PERCENTAGE (%)
Female	61	58%
Male	44	42%

Educational Qualification

OPTIONS	TOTAL	PERCENTAGE (%)
12 th	10	10%
Graduate	51	52%
Post Graduate	36	36%
PHD	1	1%
Other	7	1%

Occupation

OPTIONS	TOTAL	PERCENTAGE (%)
Employed	85	82%
Self Employed	8	8%
Unemployed	4	4%
Student	3	3%
Homemaker	5	3%

Awareness regarding green marketing

Have you heard of the term "Green Marketing"?

OPTIONS	TOTAL	PERCENTAGE (%)
Yes	83	79%
No	13	12%
Maybe	09	9%

Which of the following green marketing practices have you noticed/exposed to?

OPTIONS	TOTAL	PERCENTAGE (%)
Green Products	36	36.3%
Carbon Footprint Reduction	47	44.8%
Eco-certifications and Label	53	50.5%
Responsible Sourcing	37	35.2%
Donation Drives for Eco-conscious NGOs	51	48.6%
Recycling Programs	78	74.3%
Eco-friendly Packaging	94	89.5%

Impact of green marketing on consumer perception

Green Marketing initiatives by brands make you perceive a brand as more responsible.

OPTIONS	TOTAL	PERCENTAGE (%)
Strongly Agree	50	48%
Agree	32	30%
Neutral	19	18%
Disagree	3	3%
Strongly Disagree	1	1%

Green Marketing initiatives are often a marketing gimmick that helps in building positive brand image and reputation.

OPTIONS	TOTAL	PERCENTAGE (%)
Strongly Agree	8	8%
Agree	21	20%
Neutral	27	26%
Disagree	16	15%
Strongly Disagree	33	31%

Role of education towards the green marketing campaigns

Educated and well-informed audiences are supportive to green initiatives

OPTIONS	TOTAL	PERCENTAGE (%)
Strongly Agree	36	34%
Agree	43	41%
Neutral	14	13%
Disagree	8	8%
Strongly Disagree	4	4%

Do you believe education about environmental sustainability can improve understanding of green marketing?

OPTIONS	TOTAL	PERCENTAGE (%)
Strongly Agree	40	38%
Agree	41	39%
Neutral	15	14%
Disagree	4	4%
Strongly Disagree	5	5%

Consumers' willing to pay extra for eco-friendly packaging

Are you willing to purchase eco-friendly packaged product at a premium price?

OPTIONS	TOTAL	PERCENTAGE (%)
Yes	58	55%
No	14	13%
Maybe	33	32%

Company's green marketing strategy influence on buying decision

Green marketing campaigns influence my decision to purchase a product or service.

OPTIONS	TOTAL	PERCENTAGE (%)
Strongly Agree	33	32%
Agree	38	36%
Neutral	21	20%
Disagree	09	9%
Strongly Disagree	04	3%

Have you ever switched to a different brand due to environmental concerns?

OPTIONS	TOTAL	PERCENTAGE (%)
Yes	69	66%
No	17	16%
Maybe	19	18%

FINDINGS & DISCUSSION:

- The majority of respondents are aged between 18 to 25 years, followed by 26 to 35 years, and fewer respondents in older age groups.
- The majority of respondents are female, followed by male respondents.
- Over half of the respondents are graduates, followed by postgraduates, while a smaller percentage have other qualifications.
- Majority of respondents are employed, with smaller percentages being students, self-employed, homemakers and unemployed.
- A significant majority are familiar with the term green marketing, while few were not familiar and few were uncertain.
- Eco-friendly packaging and recycling programs are the most noticed green marketing practices, followed by eco-certifications and donation drives.
- Nearly half agree that green marketing initiatives make a brand appear more responsible.

- Over half disagree or strongly disagree that green marketing initiatives are merely marketing gimmicks.
- A large portion of respondents agree that educated and well-informed audiences are more supportive of green initiatives, with only a small fraction in disagreement.
- Education about environmental sustainability is seen as a key factor in improving understanding of green marketing, with only a minor proportion disagreeing.
- Over half are willing to pay a premium for eco-friendly packaging, while few remain uncertain.
- Green marketing campaigns are perceived to influence purchasing decisions by most respondents, while a few are indifferent or disagree.
- Two-thirds of respondents have switched to a different brand due to environmental concerns.

CONCLUSION

This research provides valuable insights into consumer perceptions and attitudes towards green marketing. The findings reveal a generally positive reception of green marketing initiatives, with a strong emphasis on the role of education and credible communication.

In conclusion, this research confirms the growing importance of green marketing in influencing consumer behaviour. Consumers, particularly younger, educated individuals, are increasingly aware of environmental issues and are receptive to genuine green marketing initiatives. Companies that prioritize transparency, credibility, and tangible environmental actions stand to gain a competitive advantage and build stronger relationships with their customers. Continued education and awareness campaigns are essential to further promote understanding and adoption of sustainable practices. While there is a willingness to support green initiatives, uncertainty around pricing and claims requires further clarity and trust-building between consumers and brands. The study provides a strong foundation for businesses to develop effective green marketing strategies and contribute to a more sustainable future.

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