

**A COMPREHENSIVE STUDY ON CONSUMER PERCEPTION IN RESPONSE TO GREEN
MARKETING AND ASSESSING THE SHIFT TOWARDS ECO-CONSCIOUS PURCHASING
DECISIONS**

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ABSTRACT

The study aims to understand the consumer perception toward green marketing and examine the change in their behaviour because of the green features in the eco-friendly products. As green marketing has gained significant traction and the consumers become increasingly aware of environmental issues. Companies, recognizing this shift in consumer attitudes and have begun incorporating eco-friendly messages into their marketing strategies to attract buyers, with time sustainability concerns increase, consumers demanding more eco-friendly products so the this shift in strategy toward green marketing by the companies are very attractive to environmentally conscious customers. This study tries to understand how consumers perceive green marketing initiatives and whether these perceptions influence their purchasing decisions or not. This research analyses the quantitative and qualitative data filled in by the respondents through questionnaire and interview to draw conclusion regarding the attitude of the customers and their challenges, health benefits and hindrances in using the green/eco-friendly products and this research can also help the companies in forming clear and transparent green marketing strategies for building consumer trust and brand loyalty. The data will be analysed using statistical methods for quantitative results and thematic analysis for qualitative findings. The research can also serve and initiate future research in this concern.

Keywords: Green Marketing, Eco-Friendly, Sustainability, Consumer perception, health benefits, marketing strategies.

INTRODUCTION

In today's business situation environmental concerns play a significant role in business. In most of the nation's government is worried about environmental issues. In present business environmentally sustainable development is a major concern. Green Marketing is the practice

of marketing products and services on the basis of their environmental advantages. Such a product or service must be eco-friendly in nature or product alteration, modifications to the production process, sustainable packaging, and altering advertising. The current paper examines the green marketing literature in different dimensions, which are customer awareness, correlation between the customer awareness and use of green products, impact of green products and advantages of the green products. Green Marketing has been defined by AMA as "The study of the positive and negative aspects of marketing efforts on pollution, energy loss and non-energy resource depletion".

Green Marketing is also referred to as Environmental Marketing and Ecological Marketing. Therefore, Green Marketing is an integrated marketing philosophy where the production, marketing consumption and waste disposal of products and services occur in a less harmful way to the environment with increasing awareness. Green Marketing is not confined to incorporating green theme to brand name or creating websites or product/packaging design with green colour. It is the company's overall initiatives to remove processes that are bad for the environment and employing eco-friendly processes and packaging in producing and presenting the products.

What is Green Marketing?

Green marketing is the process of manufacturing and selling products and services that meet customers need and wants for Quality, Performance, Reasonable Pricing and Convenience without having a negative impact on the environment. Green marketing, as the American Marketing Association defines it, refers to the marketing of products with assumed environmental benefits. Thus, green marketing involves a vast range of activities like product change, changes in the production process, packaging change, and even changing advertising. However, defining green marketing is not an easy endeavour where various meanings converge and contradict one another; a case in point will be the presence of different social, environmental and retail meanings with this term. Environmental Marketing and Ecological Marketing are also some similar terms which have been employed.

This research is aimed towards finding or concluding that what is the current awareness of consumers on the taken topic or their understanding on green marketing in their lives. It also focuses on factors influence consumer awareness and adoption of green products in the market and the barriers preventing consumers from being more aware of green products in the market, and finding the reasons for the difference in understanding of green marketing in

various demographic groups. The research also aims toward increasing the awareness of green marketing or products among the general public,

Green marketing is not merely positioning products on the basis of their environmental advantages, but it is a broader concept. Green marketing is creating products and packages that are environment friendly or less damaging to the environment. It encompasses numerous areas from conservation to pollution control. Firms have to do their best to conduct research and development to generate environmentally friendly products to benefit the customers well-being in particular and that of societies as a whole. Given that resources are finite while human needs are infinite, marketers have to utilize resources efficiently so that organizational goals are met without losing any resources. Therefore, green marketing cannot be avoided. There is increasing interest among individuals across the globe towards protection of natural environment. Individuals are becoming more concerned about environment and modifying their behaviour for environmental protection. Due to this, the term "Green Marketing" has come into existence. Therefore, marketers are feeling responsible towards environment and paying attention towards green marketing. Not only are marketers but customers too are worried about the environment, and customers too are altering their behaviour pattern. Individual as well as industrial customers are now more concerned about environment-friendly products. Signification of this research is to find about the level of awareness about green marketing and understand consumer buying behaviour change due this growing awareness.

LITERATURE REVIEW

The following are some literatures has been reviewed from the reputed journals of both National and International Journals pertaining to Green Marketing and its related issues. The literature has also been reviewed from Textbooks, Magazines, & Websites.

Jaju Aditi (2016): In the research, the researcher the impact of green marketing on consumer purchasing pattern to make the market segment for green products more conventional, it is an essential research factor which persuade green behaviour in consumer and at what extend it is successful. The analysis of primary data has been done by using correlation coefficient and regression. The correlation between the distinct factor of environment belief and environmental behaviour. It has been calculated into various categories as per age, behaviour, gender, location, etc. In the study it has found that correlation showed positive relation.

Through the study we can finally conclude that there is a positive impact of green branding on consumer behaviour.

Jain Mayank and Amit (2013) identified three stages of green marketing: early adoption (1980s), backlash (1990s), and resurgence (2000s). They focused on three tools (eco-brands, environmental ads) to promote green products. However, green marketing can be costly and may not always appeal to consumers. as this research only focuses on three stages of green marketing it can be limiting to draw realistic conclusion. And also, it only takes in price related issues concerning the effectiveness of green marketing and no other aspects like awareness, satisfaction, and availability etc.

Bozetepe Aysel (2012): This is a research study tries to find out the reaction of consumer on green marketing. With increase in globalisation consumers are also concerned about its impact on environment. In order to develop goods that can appeal to the consumers, reasonable affordable prices, and environment friendly products causing minimum damage is required. The main objective of conducting this research was to determine consumers reaction on green products over normal products. There were married and unmarried males' females, people that are married and have children, people of different age groups, education and income level were the participants in the research. As a conclusion, green products affected purchasing of unmarried consumers, while for married consumers only green price affected their purchase and for married consumers with children only green product features affected green purchasing. There is negative correlation between age and pro A environment attitude. there is positive correlation between education and attitudes and behaviour

Dahlstrom Robert (2011) studied that Green Marketing has positive impacts on various players in the economy. The environment, emerging economies, consumers, corporate strategy, the product, processes of production, and supply chain gain from green marketing. Green marketing companies create strategic partnerships with government, local people, nongovernmental organizations (NGOs), industry specialists, and rivals. Its a holistic perspective of expediency through green marketing to the sections or components of the economy but not on any specific section of the supply chain.

Kotler Philip & Keller L. Kevin (2011): Firms that pile on —green programs| have two primary issues: consumers perceive that product is of lower quality of being green and consumers sense the product isn't actually all that green to start with. This research only deals with point of view of companies and their working with sustainability, it does not focus on

products and consumer experience and also it tries to find answer for only two main problem and left other issues which I tried to answer with my research paper.

Lamb Et Al Charles W (2004) described how —Green Marketing‖ is also a key method for firms to create awareness and loyalty by promoting a trendy idea. By making their brands environmentally friendly, marketers are able to project concern for the environment and society at large. This research deal with profitability of marketers through increasing awareness about green marketing and products but it does not deal with consumer profitability and consumer awareness like in this research.

METHODOLOGY

Research Design:

Research design is a rational and systematic blueprint developed for conducting a research study. It is search for knowledge. Research can be described as a process of acquiring new facts and validating old ones by use of scientific method to a social or natural phenomenon. Research is not limited to just science and technology. Considerable fields of research exist outside these sciences such as that of languages, literature, history, and sociology. Whatever the study maybe, research should always be an active, diligent, and systematic inquiry into the discovery, interpretation, or revision of facts, events, behaviours, and theories. Further, the application of research findings towards improvements of understanding in other subjects, or in enriching the quality of human existence, also constitutes a form of research and development.

This research is based on primary data which has been collected through various means like-questionnaire, personal interview both online and offline. All the questions in the questionnaire are curated after deep and thorough research about the topic to capture all the aspect of green marketing. Drafting the questionnaire is very important as the data collected through this will form the base for the whole research. I tried to cover all the edges of the topic through the given question in the questionnaire and make them understandable for the respondents and avoid any misunderstanding. After being done with questionnaire drafting this questionnaire was send to consumers across different demographics, also personal interviews were conducted both online and offline with the same questions as in the questionnaire. Upon completing the data collection process, I analysed the responses to identify trends and patterns in consumer perceptions. This analysis is crucial for drawing conclusions and informing future actions based on the findings. The Results of the study

indicate a promising future for green products in the current circumstances and the determinants which augment the green products appeal among consumers

Details of Data Collection Method

Primary data-The aim of primary data is used to obtain information from the source itself, and not from secondary sources or existing data. The data is obtained through research techniques like surveys, interviews, questionnaire, experiments, and observations. In this research also the data is collected through questionnaire (primary sources) and then interpretations are drawn from the respondent's answer. For collecting data well-structured questionnaire is employed. With simple and clear-cut questions and questions are mainly multiple choice, ranking and like scaler questions with some short answer type questions.

Sample size - The research attempts to examine the awareness and inclination of the consumer to purchase green products. For conducting the research well-structured and close-ended questionnaire was employed to gather the data from 350 respondents.

Sample Selection And Data Analysis Technique

Combination of both quantitative and qualitative methods will provide a comprehensive understanding of youths' perceptions towards green marketing. Each technique will contribute to a well-rounded analysis, helping to highlight not only statistical trends but also the underlying attitudes and beliefs that shape those perceptions, it's essential to employ a variety of analysis techniques to gather and interpret data effectively. Some of the techniques used in this research are the questionnaire prepared using Google form. After collecting the data, the form itself generate data in Excel, so it is easy to comprehend that data. The data so generated is on percentage basis Thus, the entire research is percentage of response based. The data so collected is displayed in the form of – Pie charts And Graphs. These graphs and charts are utilized to analyse the qualitative data. Literature review is also a necessary tool for gaining the idea of research survey. It gives a significant insight into the concept of study and to perform the survey effectively.

OBJECTIVES OF THE STUDY

Primary objective

To carry out empirical research on green marketing through customer's perception.

Secondary objectives

- To examine the customers' awareness towards eco-friendly products.

- To gauge the green values of the customers
- To examine the customer satisfaction level towards green products.
- To ascertain the problems and challenges in Green Marketing.
- To examine the Green Marketing strategies of some marketing concerns.

LIMITATION OF THE STUDY

1. **Sample size and diversity:** As this research only contain Responses only 350 people there can be lack of sample size diversity. But collecting responses was difficult as this is still a fairly unknown topic to a huge number of people.
2. **Time frame:** Consumer perceptions and attitudes toward green marketing and products might change over time, especially as environmental issues and marketing strategies evolve. So, the Responses can change over time and so does the findings of this research.
3. **Biased responses:** the research relied heavily on consumer responses which can be biased, people may have responded on their desired or expected options rather than actual behavioural pattern. This can affect the results and findings.

ANALYSIS AND PRESENTATION

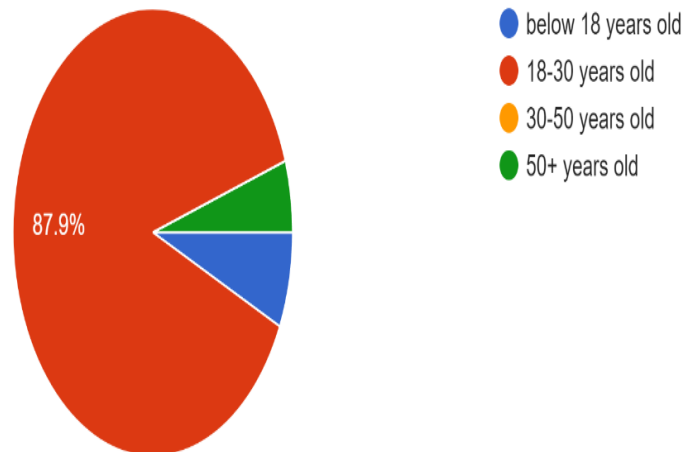
(Sample size- 350)

1. Age of the sample

AGE	PERCENTAGE
A) Below 18 years old	6.9 %
B) 18-30 years old	87.9%
C) 30-50 years old	-
D) 50+ years old	5.2%

Interpretation- After carrying out the survey, it is revealed that 87.9% are 18-30 years old, 6.9% are below 18 years and 5.3% are above 50 years. It shows that the younger generation or the youth is very much conscious about what they consume.

Result- According to this we can conclude that the age group of respondents between 18-30 years are the most active when it comes to Green Marketing

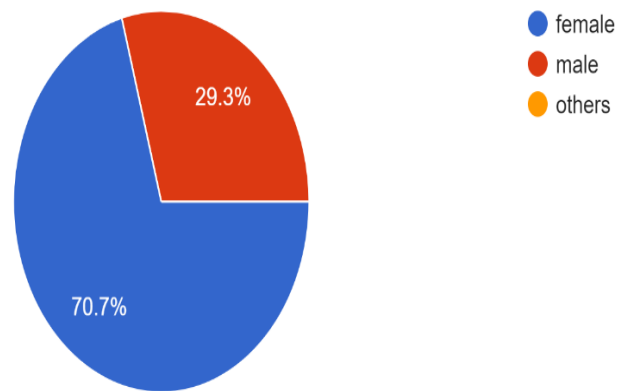


2. Gender of the sample

GENDER	PERCENTAGE
A) Female	29.3%
B) Male	70.7%
C) Other	-

Interpretation- After conducting the survey, it is found that female respondents are more active on the topic of Green Marketing compared to male, that is why there are 58 respondents in total. Out of total respondents 70.7% are female and only 29.3% male.

Result- According to this we can conclude that females are more interested or aware about eco-friendly products/Green Marketing.

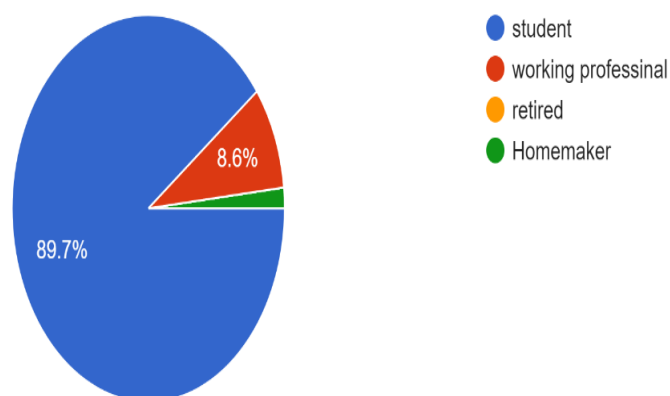


3. Occupation of the respondents

OCCUPATION	PERCENTAGE
A) student	89.7%
B) working professional	8.6%
C) retired	-
D) Homemaker	1.7%

Interpretation- After conducting the survey, it is found that a total of 89.7% students are really fascinated by the idea of Green Marketing but other profession serving people need to be motivated about green marketing a bit more. It can also be due to exposure of youth toward this matter due to internet and social media.

Result- According to this we can conclude that students are more aware about green marketing compared to others.

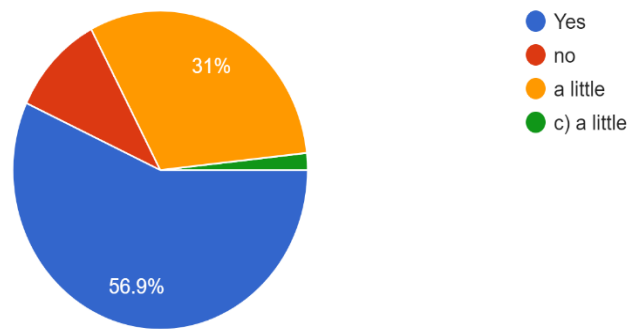


4. Awareness about green marketing/ green products

AWARENESS ABOUT GREEN MARKETING	PERCENTAGE
A) yes	56.9%
B) no	10.3%
C) A little	31%

Interpretation- After conducting the survey ,it is found that 56.9% of respondents are completely aware about green marketing, 31% are somewhat aware and 10.3% are completely unaware about it. There is still a lot of potential in terms of raising awareness regarding green marketing

Result- Based on this we can say that most people are aware about the idea of green marketing and green product.

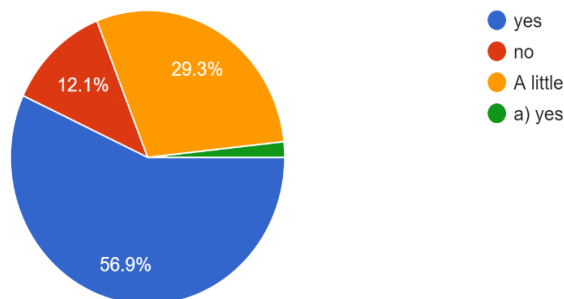


5. Knowledge about advantages of green products

KNOWLEDGE ABOUT ADVANTAGES OF GREEN PRODUCTS	PERCENTAGES
A) yes	56.9%
B) No	12.1%
C) A little	29.3%

Interpretation- Upon doing the survey, it is revealed that most of the individuals are informed regarding the benefits of green products and know how to use it while 12.1% aren't well aware of it but there lies a chance for the marketers to switch 29.3% of doubtful individuals regarding green product in order to encourage them about the positive impact of green marketing and products.

Results- according to the survey we can conclude that majority are aware about green marketing but a handful of people still need some guidance.

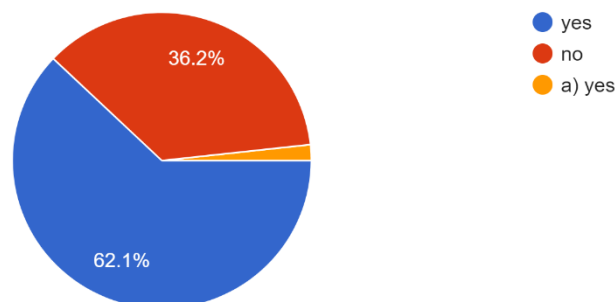


6. Recent consumption/purchase of eco-friendly /green product

CONSUMPTION/PURCHASE OF ECO-FRIENDLY /GREEN PRODUCT	PERCENTAGE
A) yes	63.7%
B) No	36.2%

Interpretation After surveying, it is discovered that approximately 62.11% individuals have purchased green products in the recent past which is good for this study but 36.2% haven't which is also good for this study. It shows that the market for environmentally friendly products is enormous and there are still some niches which are untapped.

Results- according to the survey we can conclude customers are both positive and negative about buying eco-friendly products with a little gap.

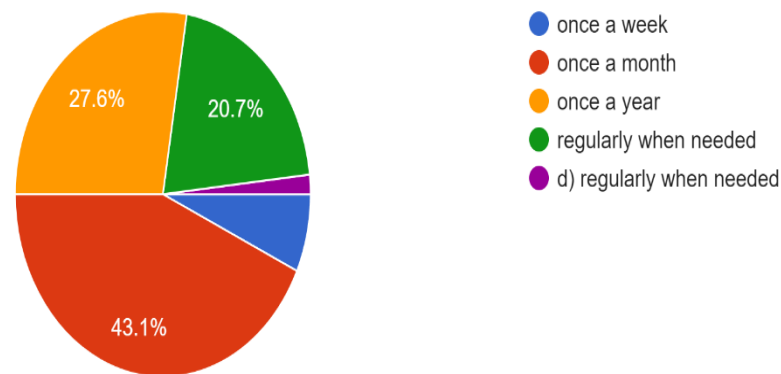


7. Regularity in purchasing of eco-friendly/green products

REGULARITY IN PURCHASING	PERCENTAGE
A) once a week	6.9%
B) once a month	43.1%
C) once a year	27.6%
D) regularly when needed	22.4%

Interpretation- After conducting the survey, it is very nice to see that 6.9% people buy eco-friendly products every week while 43.1% prefer to buy it once a month ,27.6% like to but it once a year while the rest buy it as and when required.

Result- According to the survey we can conclude that majority of customer buy green products once a month followed buy as and when required people then rest purchase it in once a year or maybe every week.

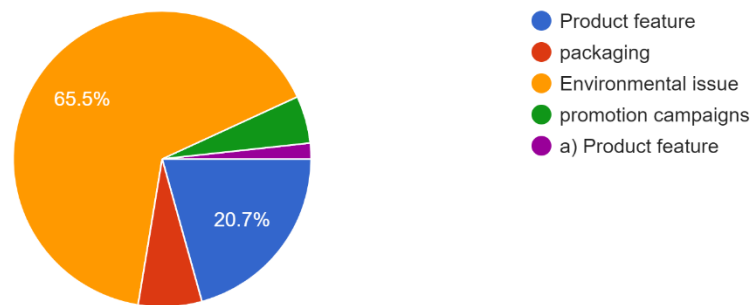


8. Reasons for purchasing/consuming green products

REASONS FOR PURCHASING GREEN PRODUCTS	PERCENTAGE
A) product feature	22.4%
B) packaging	6.9%
C) environment concerns	65.5%
D) promotion campaigns	5.2%

Interpretation- After conducting the survey, it is found that around 65.5% people purchase green products because of its environmental benefits,20.7% purchase it because of its various feature and 6.9%,5.2% because of packaging and promotional campaign respectively.

Result-based on the survey we are able to say that most of the consumers are concerned with the environmental problems and climatic change due to which they are moving towards green products.

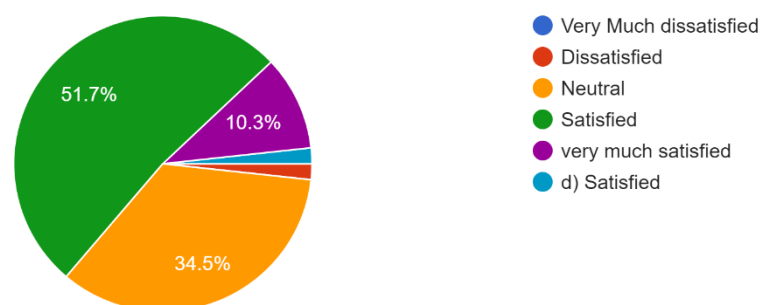


9. Level of satisfaction with green products/green marketing

LEVEL OF SATISFACTION	PERCENTAGE
A) very much dissatisfied	-
B) dissatisfied	1.7%
C) neutral	34.5%
D) satisfied	53.4%
E) very much satisfied	10.3%

Interpretation- Having done the survey, it is observed that about 63% people are satisfied or very satisfied with the impact of green products provided in the market whereas 34.5% people are neutral regarding this which is again a chance for that company in this category.

Result- Based on the survey we can say that the majority of customers are satisfied with green products and are ready to keep on using it.

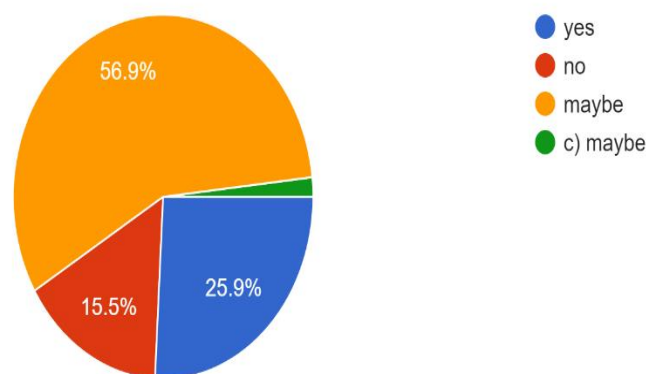


10. Willingness to support the inflation in price of green products due to its unique features

OPTIONS	PERCENTAGE
A) yes	25.9%
B) no	15.5%
C) maybe	56.9%

Interpretation- After conducting the survey, it is found that due to its rarity composition of eco-friendly products are costly and their price are increasing with passing day but good news for marketer because 25.9% consumers are happy to pay more, while 15.5% are not very happy with it and 56.9% are still debating about it.

Result- According to the survey we can conclude that majority of people are not very effected with increasing prices of green products but a handful are also very unsure about it so still there is hope to increase the majority.



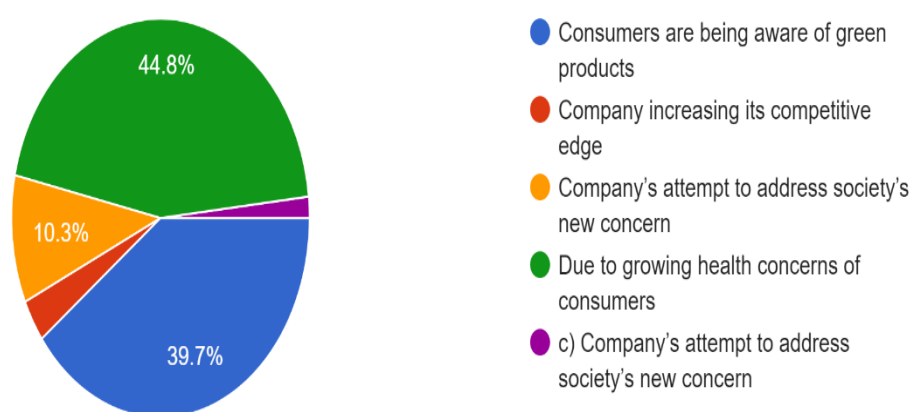
11. Reasons for the sudden boom in green marketing

REASONS	PERCENTAGE
A) Consumers are being aware of green products	39.7%
B) Company increasing its competitive edge	3.4%

C) Company's attempt to address society's new concern	10.3%
D) Due to growing health concerns of consumers	44.8%

Interpretation-upon conducting the survey it is observed that 44.8% respondents believe green marketing is in the news due to the growing health concerns followed by growing awareness about this topic (39.7%) and lastly due to companies attempts to address societies concerns (10.3%).

Result- According to the survey we can conclude that major reasons for green marketing exposure is growing health concerns and increasing awareness.



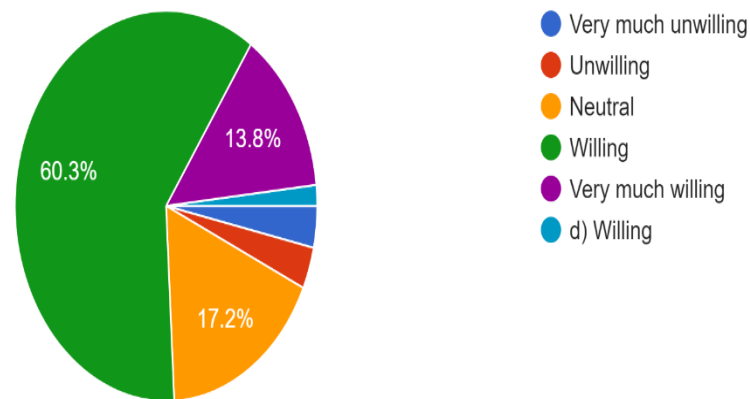
12. Willingness to recommend green products to friends and relatives

WILLINGNESS	PERCENTAGE
A) very much unwilling	3.4%
B) unwilling	3.4%
C) neutral	17.2%
D) willing	13.8%
E) very much willing	60.3%

Interpretation-Upon carrying out the survey, it is discovered that approximately 74.1% individuals are ready to recommend the green products to friends and relatives and 17.2%

are neutral or perhaps they are not very satisfied to recommend it to other people.

Result- Based on the survey, we can say that the majority of the respondents are ready to recommend their favourite green products to others

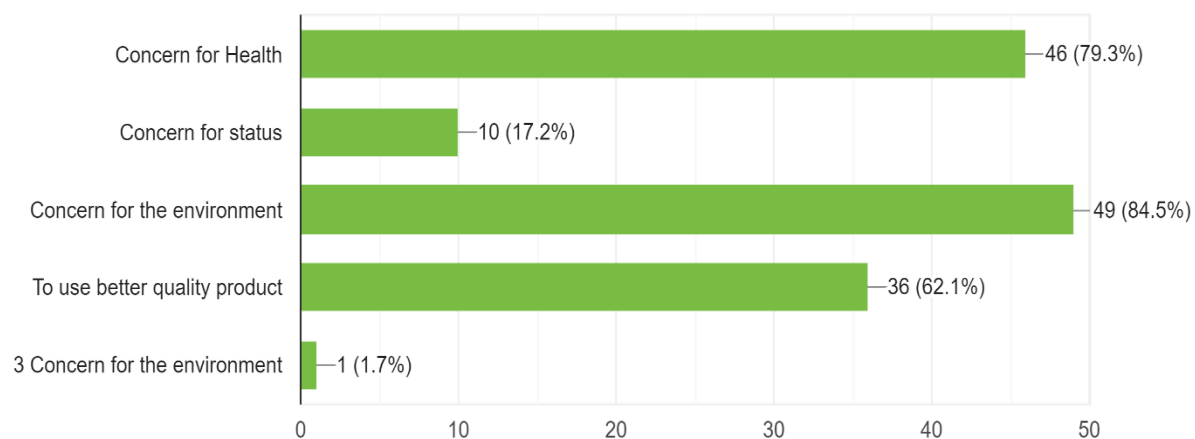


13. Motive to use and promote green products /green marketing

MOTIVE TO USE	PERCENTAGE
A) concern for health	79.3%
B) concern for status	17.2%
C) concern for the environment	84.5%
D) to use better quality product	62.1%

Interpretation- it is noticed that 79.3% individuals employ green products as they are concerned for their health, 84.5% out of environmental concerns, 17.2% as a status symbol and 62.1% because they wish to consume nicer products.

Result- According to the survey we can conclude that major concerns for using green products are related to health, environment and product quality.

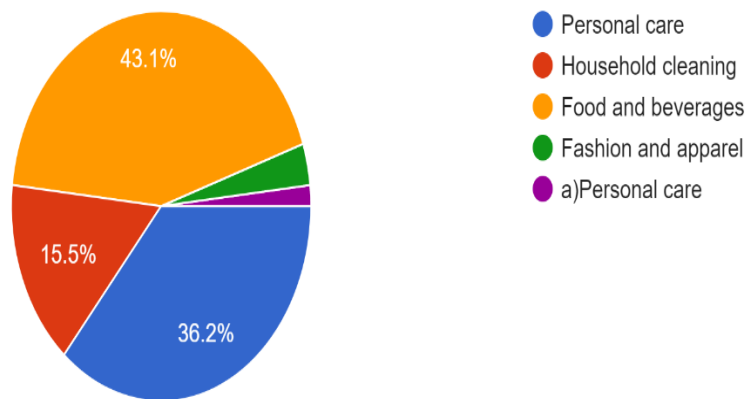


14. Most used green product category by the respondents

MOST USED GREEN PRODUCT CATEGORY	PERCENTAGE
A) personal care	36.2%
B) household cleaning	15.5%
C) food and beverage	43.1%
D) fashion apparel	3.4%

Interpretation-When survey is done it is revealed that food and beverage green products are the most desired followed by personal care with 36.2% and cleaning products for houses with mere 15.5% votes.

Result- Through the survey, we can ascertain that food-beverage and personal care is most similar to eco-friendly products types followed by others

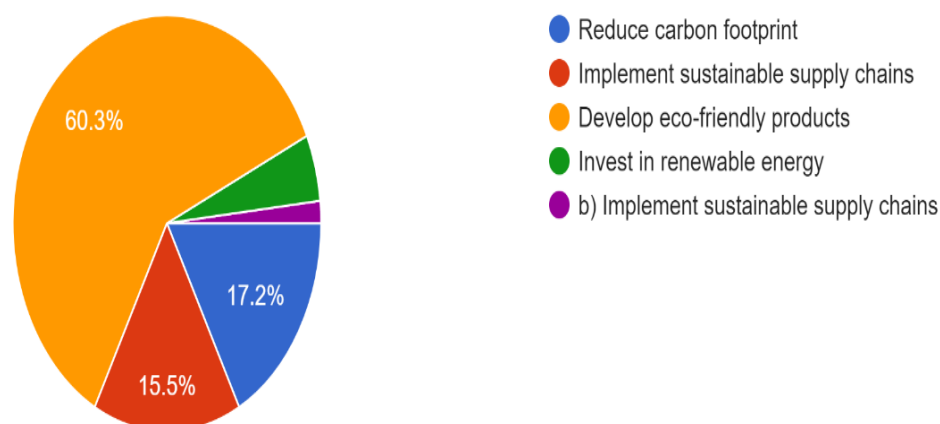


15. Necessary steps companies should take to promote sustainability according to respondents

STEPS FOR PROMOTION	PERCENTAGE
A) reduce carbon footprint	17.2%
B) implement sustainable supply chain	15.5%
C) develop eco-friendly	60.3%
D)invest in renewable energy	5.2%

Interpretation- After conducting the survey, it is found that 60.3% of people want companies to develop more green products for sustainability while 17.2% want them to reduce carbon footprint and only 15.5% want them to implement sustainable supply chain.

Result- According to the survey we can conclude that thoughts of majority of respondents align with the companies to develop more eco-friendly products while others support different ideas.



16. Are Eco-friendly products worth it in relation to environmental issues that prevails today.

OPTIONS	PERCENTAGE
A) yes	84.5%
B) no	10.3%

Interpretation- After conducting the survey, it is found that 84.5% people are very confident that the current growing emphasis on green marketing can cure the environmental issues that we are facing while 10.3% people are still sceptic about it.

Result- According to the survey we can conclude that growing influences of green marketing is the way Forward for major environmental issues.

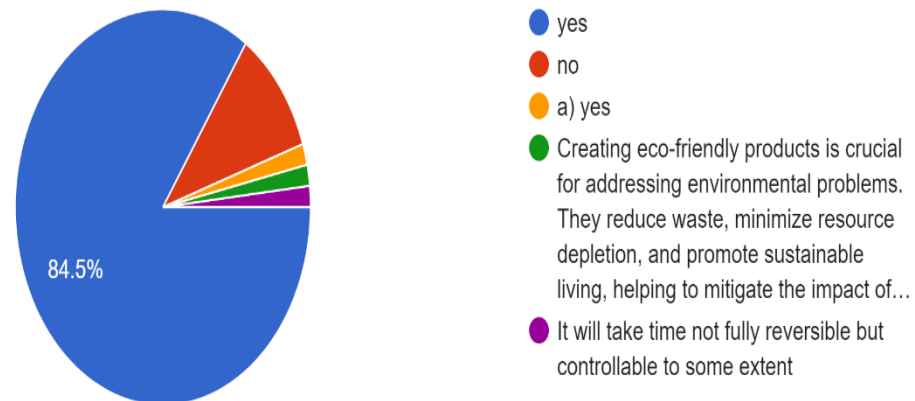
17. Most used/favourite eco-friendly brand /product.

There is a lot of responses for this question. Bellow mentioned are some of the most frequently used eco-friendly products/brands by the respondents:

Two respondents also stated the reason according to them how the eco-friendly initiatives can help/not help us fight against the environmental problem:

A. creating eco-friendly products is crucial for addressing environmental problem. They reduce waste, minimize resource.....

B. (sustainable initiatives) will take time not to show its effects.....it cannot redo the environmental hard can definitely control the future harm.



RESULTS, FINDINGS AND SUGGESTIONS

Findings

The detailed study conducted above leads us to the following findings that –

- There are 350 total respondents, of which 87.9% are 18-30 years, 6.9% are under 18 years and 5.3% are over 50 years. There are total respondents 70.7% female and 29.3% male.
- 56.9% respondents are fully aware regarding green marketing, 31% are partially aware and 10.3% are fully unaware regarding it.
- It is lovely to hear that maximum individuals approx. 56.9% are aware about green and environmentally friendly products and they know about the benefits of it. However, 12.1% are unaware of its benefits and 29.3% weren't sure.
- 62.1% people have recently purchased eco-friendly products, which is good for this research but 36.2% have not. It is also very nice to see that 6.9% people buy green product once a week, 43.1% but it once a month, 27.6% prefer to buy it once a year while the rest 20.7% just purchase it when it is needed.

- Around 65.5% people purchase green products because of its environmental benefits, 20.7% purchase it because of its features 6.9% and 5.2% because of packaging and promotion campaign respectively.
- It is good to know that 51.7% people are satisfied with their experience about green products, 10.3% are very much satisfied while 34.5% are neutral about this matter.
- Due to its rarity composition eco-friendly products are costly and its prices are increasing day by day and 25.9% people are happily ready to pay more while 15.5% are strictly against it while 56.9% are unsure about it.
- According to 44.8% respondents green marketing is in headlines due to their growing health concerns, 39.7% think it is due to growing consumer awareness, while 10.3% think it is because of companies' efforts to address societies concern.
- 60.3% people are so satisfied with their experience with green products that they are willing to recommend it to their friends and family, 13.8% are very much ready to do it too, while 17.2% are still thinking about it.
- 43.1% people prefer/use food and beverage category of green products and 36.2% prefer personal care and 15.5% only household category.
- While being questioned that how the companies should give importance to sustainability, 60.3% believe that they should come up with more environment-friendly products, 17.2% believe that they should be cutting carbon footprint and 15.5% believe that they should aim at establishing sustainable supply chain.
- 84.5% people think the current efforts put by various companies are actually effective in controlling environmental problems we are facing now. While 10.3% think we need to do more than this.
- **Suggestions:**
- Most of the customers are informed regarding green marketing concept but less number of customers need more information. For that they need to implement new marketing strategies.
- A customer first visits the company's website. In order to attract and provide information company have to include more information regarding the green marketing aspects that the company is following.

- The majority of the customers are aware that the green factors add to the cost of the product and they are willing to pay extra, and if need be company can raise the price of the product.
- Customer satisfaction is highly crucial for company's existence and goodwill, hence company must pay more attention to making them satisfied by providing quality goods and making the product eco-friendly.
- Government ensuring that they make it mandatory for every industry to follow eco-friendly procedures.
- Being a self-aware consumer and changing our lifestyles, purchasing and consuming patterns.
- Companies themselves involving in eco-friendly products and procedures as it is need of the hour.
- More awareness campaigns focused on educating students from schools and collages about the impact, utilities and advantages of green marketing and products should be conducted.
- Companies should design new attractive and informative packaging as the increase awareness and also sales.
- Companies should also make sure that the raw materials they are using in making of personal care green products are safe as majority of female consumers are heavily using the personal care eco-friendly products.
- There should not be much price difference between normal products and green products so that majority could be able afford it.
- According to me we should give a little more emphasis on the accessibility of products so that they could be more user friendly and be easily available to all the people of different statuses.

CONCLUSION

High level of Consumer Awareness about Green Products with More than 40 Percent Respondents Offer Ignorance Towards Available Initiatives and Advantages in the Developed Economies, Three in Ten Americans Completely Lack Knowledge or Trust Concerning Eco-Friendly Goods Consumers said they are buying green products more often

than not, but most still do not look at this as a choice so there is room for companies to bite off vastly larger shares of the market. Since consumers are highly eco-friendly driven and their purchasing decisions seem to follow the environmental issue, thus marketers came with alternatives of new green products which would be more focusing on catering for consumer's need goods with an increased benefit in addition it has been seen that there are fewer people who buys just because they liked its packaging if employed by marketer properly than this can add confidence regarding vision. Though maximum consumers are satisfied with eco-friendly products some are neutral about this and thereby more than 30% space for marketers to create ad awareness because due to increased awareness concern consumer prefer green product over conventional one by doing that, they will also become the debut member of save environment gang. Green products are a tad bit expensive and that becomes an issue in terms of sales since the sale can get stranded with such price bands but people are very much benefitted using these eco-friendly products and also when they compare them to similar alternatives wherein other companies may well be charging just like any other company for their non-green one. While utilizing green marketing during this period, the corporations must adhere to consumer wants and needs they prefer to associate with green compliant businesses and are prepared to spend extra for a greener lifestyle. It is precisely for this purpose; green marketing can be regarded as the one of environmental protection tools and it also can see as a kind of marketing. If satisfaction is what we're talking about, even though the consumers are highly satisfied with green products willing to recommend it to friends and family still there are some who are neutral and need more convincing from the companies. Eco-friendly features have become a thing in every product line, from personal care to household needs, even food and beverage all the way down fashion itself then into technology products followed up by packaging & stationery further other but with customers tilting towards personal care this shall lead opportunity for growth of yet many more categories.

Most consumers welcome the trend toward more green/eco-friendly products and feel it will help make a better world; meanwhile, they prefer eco-friendly products because using of these ecological products can save earth. They further urge companies to reduce their carbon footprints and implement sustainable supply chain initiatives as well as commit more towards R&D that could help develop the new renewable energy solutions. The implication of this study has important ramifications for the marketer, as well as consumers and makes a strong case for the emergence therefore of Green Marketing in India. Since the study has a small

geographical scope, its greater generalisation is at stake but still provides better understanding on buying behaviour of green products. Further research could be conducted exploring the psychographic segmentation of green values and preferences in consumers. It is an example of a study that lends itself to straightforward replication at larger scale, also offering further insight into consumer behaviour and other aspects of the green phenomenon.

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