

A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN MARKETING

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Abstract

This study focuses on analyzing consumer perception toward green marketing and its influence on the purchase of eco-friendly products in Coimbatore city. Green marketing refers to the promotion of products and services that are environmentally safe and aim to reduce pollution, waste, and environmental damage. With growing concern about environmental issues such as climate change and pollution, consumers are becoming more aware of sustainable practices, leading to increased interest in green products. The study aims to understand the level of consumer awareness, environmental concern, trust in green marketing claims, and how these factors affect buying decisions. Both primary and secondary data were used for the study. Primary data was collected from 60 respondents through a structured questionnaire using Google Forms, while secondary data was gathered from books, journals, research articles, and websites related to green marketing. The collected data was analyzed using descriptive percentage analysis, average score method, and Chi-square test to interpret consumer behavior effectively. The findings reveal that a majority of respondents are young, educated, and from urban areas, with female respondents forming a larger proportion. The results indicate that consumers show moderate preference toward green products and feel responsible for environmental protection, but their purchase decisions are only moderately influenced by green marketing advertisements and environmental claims. The study concludes that while awareness of green marketing is increasing, consistent adoption of green products among consumers is still developing.

Keywords: *Green Marketing, Consumer Perception, Eco-friendly Products, Environmental Awareness, Buying Behavior*

INTRODUCTION

Green marketing refers to the promotion of products and services that are environmentally friendly and cause less harm to nature. In recent years, environmental problems such as pollution, climate change, and waste have increased. As a result, many companies are adopting green marketing practices like eco-friendly packaging, energy-saving products, and sustainable production methods.

Consumer perception towards green marketing plays an important role in the success of green products. Consumers today are becoming more aware of environmental issues and are concerned about protecting the environment. Their attitudes, beliefs, and awareness influence how they view green products and whether they trust green marketing claims made by companies.

This study focuses on understanding how consumers perceive green marketing and how it affects their purchasing decisions. It helps to identify the level of awareness, trust, and attitude of consumers towards green products. The findings of this study will be useful for companies to improve their green marketing strategies and encourage sustainable consumption.

STATEMENT OF PROBLEM

Nowadays, many companies promote eco-friendly products through green marketing. Consumers are becoming more aware of environmental issues, but their understanding and perception of green marketing are different. Some consumers trust green products, while others are unsure about the truth of green marketing claims.

Many consumers do not have clear knowledge about green marketing and its benefits. Due to this lack of awareness and trust, consumers may hesitate to buy green products. This creates a problem for companies trying to promote environmentally friendly products.

Hence, this study focuses on understanding consumer perception toward green marketing, including their awareness, attitude, and trust, to know how these factors influence their buying decisions.

SCOPE OF THE STUDY

The scope of this study is to understand consumers' perception towards green marketing and eco-friendly products. It focuses on identifying the level of awareness, understanding, and attitude of consumers towards environmentally friendly marketing practices adopted by companies. The study examines how consumers perceive green products in terms of quality, price, and environmental benefits.

This study also analyzes the factors that influence consumers' purchase decisions related to green products, such as environmental concern, trust in green marketing claims, and social influence. It helps in understanding whether green marketing practices motivate consumers to prefer eco-friendly products over conventional products.

Further, the study is limited to selected consumers and a specific geographical area, based on the data collected through questionnaires. The findings of the study will be useful for marketers and businesses to improve their green marketing strategies and create better awareness among consumers about sustainable products.

RESEARCH QUESTIONS

- What is the level of consumer awareness and understanding of green marketing practices?
- How do environmental concerns influence consumers' attitudes toward green products?
- To what extent does green marketing influence consumers' purchase intention and buying behavior?
- How does trust in green marketing claims impact overall consumer perception?

OBJECTIVES OF STUDY

- To study the awareness level of consumer towards GM
- To analyze the influence of environmental concern on consumers' attitudes towards green products
- To study the impact of green marketing practices on consumers' purchase intention and buying behavior
- To assess the level of consumer trust in green marketing claims and its effect on overall consumer perception

RESEARCH METHODOLOGY

i) SOURCE OF DATA

- The study is based on both primary and secondary data.
- Primary data was collected from consumers using a structured questionnaire through Google Forms.
- Secondary data was gathered from textbooks, journals, research articles, websites, and previous studies.

ii) AREA OF STUDY

- The study was conducted in Coimbatore city Ganapathy, Tamil Nadu.
- Coimbatore is a fast-growing industrial and commercial city with increasing awareness of eco-friendly products.
- This makes it a suitable area to study consumer perception toward green marketing.

iii) SAMPLING TECHNIQUE AND SAMPLE SIZE

Sampling Technique

- Non-probability Sampling method is used for the study.

- This technique is adopted because the data is collected through Google Forms from respondents who are easily accessible and willing to participate.

Sample Size

The sample size for the present study consists of 60 respondents.

iv) PERIOD OF STUDY

November 2025 to January 2026

v) STATISTICAL TOOLS OF THE STUDY

- Simple percentage analysis
- Chi-square
- Average score

LIMITATIONS OF STUDY

The study is limited to 60 respondents and data was collected through Google Forms. Hence, the findings may not fully represent the entire population.

REVIEW OF LITERATURE

1.Green Marketing That Influence Customer Purchase Decision Based On Their Behavior And Attitude Yanto Ramli(et.al.)(2020)¹The study analyzes how customer behavior and attitude influence green marketing and purchase decisions in KFC restaurants in Jakarta. Indonesia faces severe plastic waste problems, and green marketing is used to educate customers about reducing plastic use. Using surveys and Partial Least Squares (PLS) analysis, the research finds that customer behavior has the strongest impact on green marketing, followed by customer attitude. Both behavior and attitude significantly affect purchase decisions. Green marketing also positively influences customer choices. The study concludes that educating customers through green initiatives can reduce plastic waste and support environmental sustainability.

2. Consumer Perception Towards Green Products – A Study With Reference To Chennai City

Ms. R. VIJAYALAKSHMI & Dr. ANITA RAMAN (2021)²The study examines consumer perception of green products in Chennai, highlighting rising awareness of environmentally friendly goods. It identifies four major factors influencing green purchase intention: attitudes toward the environment, social influence, health consciousness, and perceived consumer effectiveness. Survey results from 104 respondents show that product attributes such as quality, durability, and variety strongly affect consumer choices. Demographic factors like age, gender, and education also influence buying behavior. The study concludes that clear labeling, affordable pricing, and stronger promotional strategies are essential to improve green product adoption and encourage sustainable consumer behavior.

3.Consumer Awareness And Perception Towards Green Marketing: An Empirical Study In Bangalore City

Ms. Brinda M (et.al.)(2022)³The study examines consumer awareness and perception of green marketing in Bangalore, focusing on ITC products. It highlights that green marketing promotes environmentally beneficial products and is increasingly used by companies to meet sustainability goals. Using survey data from 107 consumers, the study finds a positive relationship between consumer awareness, perception, environmental concerns, and green purchase decisions. Results also show an association between gender and annual income among ITC consumers. Overall, consumers show a positive attitude toward green products but remain concerned about availability and quality in the market.

4.Green Marketing: A Study on Environmental Concern and Consumer Perception

Worakamol Wisetsri(et.al.)(2022)⁴ examines consumer awareness, attitudes, and buying behavior toward green products in Indian cities. It highlights rising environmental concern, partial awareness of eco-labels, and preference for pesticide-free products. Many consumers choose green options but still perceive limited

availability and higher prices. Findings show that awareness is mainly driven by social media, and green marketing influences purchase decisions. The study concludes that firms, consumers, and government must jointly promote eco-friendly products through education, strict regulations, and sustainable marketing practices.

5.Green Marketing Strategies on Consumer Perception and Adoption of EcoFriendly Products in Emerging Markets

Yohan Wazirchand(2024)⁵ The study “Green Marketing Strategies on Consumer Perception and Adoption of Eco-Friendly Products in Emerging Markets” (IJSSER, May 2024) examines how green marketing influences awareness, attitudes, and adoption of sustainable products. It highlights that eco-labels, green advertising and environmental messaging improve consumer trust and interest. Cultural values, income levels and economic conditions strongly shape effectiveness. Results show green marketing significantly affects perception, as supported by statistical tests. The study recommends culturally tailored strategies, clear eco-information, and consumer education to increase acceptance of eco-friendly products in emerging economies.

ABOUT GREEN MARKETING

Green Marketing

Green marketing refers to the promotion of products and services that are environmentally friendly and cause less harm to the environment. Green products include items made using sustainable materials, eco-friendly packaging, energy-efficient products, and goods that are recyclable or biodegradable.

Products

- Reusable Water Bottle – Reduces plastic waste by replacing single-use plastic bottles.
- Cloth Shopping Bags – Eco-friendly alternative to plastic carry bags.
- Solar Charger – Uses sunlight to charge devices, saving electricity.
- Bamboo Toothbrush – Biodegradable option that reduces plastic pollution.
- Compost Bin – Converts kitchen waste into natural fertilizer, reducing landfill waste.

Uses of Green Marketing

Green marketing helps create environmental awareness among consumers and encourages responsible purchasing behavior. It also helps companies reduce environmental impact, build a positive brand image, and promote sustainable development.



DATA ANALYSIS AND INTERPRETATION

Data collected through Google Forms were analyzed using Simple percentage analyses, Average score, and Chi-Square to study consumer perception toward green marketing.

TABLE NO: 4.1 PERSONAL PROFILE OF THE RESPONDENTS (percentage analysis)

Personal profile	Particulars	No of respondents	Percentage
Gender	Male	25	39.6
	Female	38	60.4
Age	18-25	53	84
	26-35	6	9.5
	Above 35	2	3.17
Education qualification	Student	3	4.7
	Undergraduate	49	77
	Postgraduate	11	17.4
	Diploma	1	1.58
Area	Rural	17	26
	Urban	35	55
	Semi-urban	11	17.4
Income level	15000-25000	37	58.7
	25000-50000	11	17
	50000-100000	12	19
	Above 100000	3	4.7

Source: Primary data

Interpretation

The table indicates that the majority of respondents are female (60%), showing higher participation of women in the study. Most respondents belong to the 18–25 age group (84%), suggesting that young consumers form the major part of the sample. In terms of education, a large proportion are undergraduates (77%), reflecting a well-educated respondent base. The area-wise distribution shows that most respondents are from urban areas (55%), followed by rural and semi-urban regions. Regarding income, the majority fall within the ₹15,000–₹25,000 range (58.7%), indicating a middle-income group dominance in the study.

Table 4.2 Frequency of using Green marketing:

Particulars	Average score	Interpretation
Your concern for the environment makes you prefer green products over conventional products.	1.00	Never
How you feel responsible for protecting the environment through your purchasing decisions.	1.81	Rarely
Greenmarketing advertisements influence your decision to purchase eco-friendly products.	2.71	Sometimes
You trust the environmental claims made by companies in their advertisements.	4.22	Always

Chart 4.2 (Mean Score of Frequency of using Green marketing)



INTERPRETATION

The analysis shows mixed consumer behavior towards green marketing practices. Respondents show very high trust in environmental claims made by companies (mean score 4.22), indicating strong confidence in green advertisements. Green marketing advertisements sometimes influence purchase decisions (mean score 2.71), suggesting moderate impact. However, personal environmental concern and responsibility through purchasing are low, as preferring green products (mean score 1.00) and feeling responsible for environmental protection (mean score 1.81) are reported rarely or never. Overall, consumers trust green claims but this trust does not consistently translate into environmentally responsible buying behavior.

Table 4.3 Chi-square Analysis – Age and overall Impact of Green marketing

Null hypothesis(Ho)

It indicates that there is no significant relationship between the personal factors of respondents and overall impact of Green marketing.

Alternative Hypothesis(H1)

It shows there is significant relationship between the personal factors of respondents and overall impact of Green marketing.

Sno	Personal factors	Chi-square value	Significant value	S/NS
1	Age	9.876	0.021	S
2	Gender	2.134	0.344	NS
3	Area	2.987	0.394	NS
4	Education level	3.452	0.327	NS
5	Income level	4.218	0.239	NS

Interpretation

The Chi-square analysis shows that age has a significant relationship with the impact of green marketing, as its significance value is below 0.05. However, gender, area, education level, and income level do not have a significant relationship, since their significance values are above 0.05. This indicates that consumer response to green marketing mainly varies by age, while other personal factors do not strongly influence it.

Findings

- Percentage analysis shows that the majority of respondents are female and belong to the 18–25 age group, indicating that the study mainly represents young consumers.
- Based on percentage analysis, most respondents are undergraduates from urban areas, showing that the sample largely consists of educated urban individuals.
- Percentage analysis indicates that a large proportion of respondents fall under the ₹15,000–₹25,000 income group, suggesting a middle-income background.
- The demographic percentage analysis reveals that respondents, due to their age, education, and urban exposure, are more likely to be aware of green marketing concepts.
- Using average score analysis, consumers show a very high level of trust in environmental claims made by companies, indicating confidence in green marketing advertisements.
- Average score results reveal that green marketing advertisements sometimes influence purchasing decisions, showing only a moderate impact on consumer behavior.
- The average score method indicates that personal environmental concern reflected in buying decisions is relatively low, despite awareness.
- According to average score analysis, most respondents do not strongly prefer green products over conventional products.
- Average score findings show that consumers do not strongly feel responsible for protecting the environment through their purchase behavior.
- The study identifies, through average score interpretation, a clear gap between consumer awareness and actual eco-friendly purchasing practices.
- The Chi-square test shows that age has a significant relationship with the impact of green marketing.
- Results from the Chi-square analysis indicate that gender, area of residence, education level, and income do not have a significant relationship with the impact of green marketing.
- The Chi-square test confirms that age is the only personal factor that significantly influences the effectiveness of green marketing.
- Although percentage analysis shows consumers trust green marketing claims, average score results indicate that this trust does not consistently translate into environmentally responsible purchasing behavior.

Suggestion

- Companies should strengthen consumer awareness and trust in green marketing.
- Environmental benefits of products must be communicated clearly, honestly, and transparently.
- Marketers should use informative advertising to educate consumers.
- Educational campaigns, eco-labels, and certifications should be used to improve credibility.
- Businesses should encourage consistent eco-friendly purchasing behavior.
- Green marketing strategies should be customized for different age groups.
- Use digital platforms and social media to target younger consumers.
- Avoid misleading environmental claims and focus on real sustainability efforts.
- Build long-term consumer trust to improve green buying behavior and overall marketing effectiveness.

Conclusion

The study on consumer perception toward green marketing reveals that while awareness and concern for the environment exist among consumers, their actual commitment to purchasing green products remains at a moderate level. Female consumers show greater participation, and age plays a significant role in shaping attitudes toward green marketing, indicating that different age groups respond differently to eco-friendly initiatives.

Although green advertisements and environmental claims influence buying decisions, trust in such claims is not very strong, highlighting the need for more transparent and credible communication. Overall, green marketing has a positive impact on consumer attitudes, but greater efforts in education, trust-building, and targeted marketing strategies are required to convert awareness into consistent eco-friendly purchasing behavior.

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