

# The Level of Awareness Regarding Green Marketing and its impact on Consumer Purchasing Behavior, with A specific focus on Delhi City

Dr. Suraj Shah\*

Associate Professor Department of Commerce, Motilal Nehru College University of Delhi, Delhi

Email- surajmlnc@gmail.com

**Abstract - The attitudes of customers are undergoing a shift with regards to the environment, fostering a climate of innovation aimed at conservation. The resultant benefits derived from this innovative approach are expected to endure beyond the present generation. This study examines the perceptions and attitudes of consumers towards environmental conservation, as well as their purchase patterns in relation to eco-friendly items. This report also examines the effectiveness of marketing activities in raising consumer awareness of green products. This study further examines consumer behavior and the influence of marketing communication in order to ascertain the factors that motivate consumers to choose environmentally friendly products. This study presents the findings of a consumer product survey that utilized a questionnaire derived from the environmental survey and the Worldwide environmental behavior survey. This article examines the insufficient exposure of consumers to marketing communication regarding green products and proposes an increased utilization of marketing strategies and brand promotion to effectively market and sell environmentally friendly items. The report posits that there is untapped potential in the Indian market for environmentally friendly products, particularly among customer segments who prioritize environmental concerns.**

**Keywords - Consumer Awareness; Customer Trust & Belief; Green Marketing; HEP-NEP Environmental Survey; Green Brands.**

-----X-----

## INTRODUCTION

The worldwide environmental initiative has experienced significant growth and expansion. In relation to this matter, customers are assuming accountability and engaging in appropriate actions. The marketplace is being influenced by consumer knowledge and motivation, leading to changes, particularly the development of environmentally friendly items. In contrast to customers in industrialized nations, Indian consumers exhibit a far lower level of awareness regarding global warming concerns. The essence of effective marketing lies in the ability to identify prevailing trends and strategically position products, services, and brands to align with consumer intents. In contemporary times, the practice of "Green" marketing has transitioned from a passing fad to a fundamental approach in conducting business. It is imperative for enterprises engaged in selling goods or services to acknowledge the significance of adopting environmentally sustainable practices. Furthermore, it is crucial for these organizations to integrate the green concept into their marketing strategies and effectively communicate this message to their target consumers.

The color green is gradually and consistently becoming as the representative hue of environmental awareness in India. The heightened consumer consciousness surrounding the historical origins of items and the escalating concern regarding the impending global environmental crisis have presented marketers with expanded avenues to influence customer behavior. In recent decades, there has been a growing trend among firms to incorporate Green Product Innovations (GPIs) into their development of goods strategies. Studies carried out on the application of green products has revealed that the perception of product performance has a crucial role in hindering their selection. Ottman (2012) demonstrates that certain individuals refrain from purchasing environmentally friendly products due to their perceived lower quality. This assertion is supported by a study conducted by Roper Starch Worldwide (RSW), which examined visible and product-specific information such as the utilization of biodegradable materials and recycling practices. Alston and Prince Roberts (1999) discovered that there existed a propensity among consumers to incur a little higher cost for the purpose of attaining

environmental enhancements. This observation was made within the context of investigating the relationship between environmental strategy and the development of new products. Driessen (2005) also studied the strategy of green product innovation, and it is discovered that in order to sustain a competitive edge, it is crucial to determine an optimal level of environmental sustainability that balances innovation performance and greenness. This approach ensures that the company does not solely focus on capturing a niche green market, but also maintains a broader market appeal. In order for the marketplace for environmentally friendly products to achieve widespread adoption, it is critical to look at the factors influencing consumers' decision-making.

### **Product Sustainability in The Environment**

The process of defining ecologically friendly products is multifaceted and intricate. From a rigorous standpoint, it is important to acknowledge that the concept of a genuinely sustainable or environmentally friendly product is inherently flawed. This is due to the fact that all items we acquire, possess, utilize, and dispose of in our daily routines inevitably generate adverse environmental consequences at certain points over their life cycles. Nevertheless, it is possible to categorize items based on the magnitude of their impacts, and establish a specific criterion for determining their quality (Cooper, 2000). A product that has minimal negative effects on the environment is considered to be an eco-friendly product. An additional conceptualization of an eco-friendly product, to be examined within the context of this study, pertains to the accessibility of items for purchase, specifically those offered by enterprises recognized for their efforts in minimizing environmental harm throughout the production phase.

The main aim of the present study was to examine the level of awareness, social influence, and awareness among customers and how these factors impact their inclination towards green products. The focus was directed at clarifying the notable impact exerted by marketing techniques on changing consumer perceptions and choices within the realm of ecologically sustainable products.

## **LITERATURE REVIEW**

### **Green Marketing**

Many businesses today acknowledge that they have an obligation in order to safeguard the environment. Consequently, as a result of the realization that they may lower pollution while simultaneously increasing profitability, more businesses are choosing to "go green" and producing cleaner goods and processes (Hart, 1997).

Grant (2008) stated that green marketing offers a unique chance to innovate in meaningful ways while simultaneously achieving financial success. Since business operations have historically and currently

contribute significantly to environmental issues, there is growing acknowledgement of the role that business plays in fostering a more environmentally sustainable society.

According to Dutta (2009), green marketing entails creating high-quality products that can satisfy consumer demands and preferences while putting an emphasis on affordability, performance, quality, and accessibility in an environmentally responsible manner.

According to Unruh and Ettenson (2010), their company should develop green products, but they must first decide which course of action is the best one. Three main tactics have been presented and explained by the writers for businesses to utilize in order to match their environmental objectives with their capabilities: Accentuate; This strategy emphasizes any latent or present green qualities in your current portfolio. Obtain: This strategy is purchasing the green brand of another person. Architect: The strategy is designing and creating environmentally friendly products from the ground up.

According to Peattie (2001), there are three phases in the growth of green marketing. During the "ecological" phase of green marketing, all marketing campaigns addressed environmental problems and provided answers. This phase of the industry was known as "green marketing." The term "Environmental" refers to the second stage of green marketing, which focused more on clean technology, that is, developing innovative new products that solve issues with waste and pollution. The third stage was "sustainable" green marketing.

### **Consumer Behavior and Practices**

According to Pickett-Baker and Ozaki (2008), in analyzing the factors influencing purchase decisions, it is important to take into account the values and beliefs of consumers. Values, which include appreciating the environment, are persistent ideas that a particular behavior is desirable or beneficial. Environmental values are the main factor influencing pro-environmental behavior. Beliefs are influenced by values, which in turn affect personal norms, which in turn influence pro-environmental behavior in consumers (Reser and Bentrupperbaumer, 2005). The post-war generation is gradually shifting its values from materialist to post-materialist ones, according to the Global Environmental Survey (GOES). This movement is expected to lead to an increase in pro-environmental behavior (Bennulf and Holmberg, 1995). Therefore, it is plausible that having pro-environmental principles causes one to act in a pro-environmental manner, even though this is not a guarantee. Nonetheless, a person who cares about the environment need not always act sustainably when making purchases or in other ways. The valuation gap is the term for this. Several frameworks for analysis as well as external and internal variables that encourage pro-environmental

behavior were studied by Kollmuss and Agyeman (2002). They discovered competing and conflicting elements that have an impact on consumers' everyday choices. Their conclusion was that there isn't a single, comprehensive model that can explain the discrepancy between environmental awareness and environmentally conscious behavior. According to a recent study, individuals who are conscious of the environment do not always act sustainably. For instance, they may discard trash when the majority of those in their vicinity do, which is a reactive behavior rather than an intentional choice (Ohtomo and Hirose, 2007).

**Product Marketing Communication to Consumers**

Producers of environmentally friendly items usually don't make any green promises at all in their advertising, the typical consumer has fewer possibilities than that of a mainstream product to develop a viewpoint regarding a green product, until they have taken the extra effort to learn about the green product. General consumption is significantly impacted by associative and aspirational reference groups (Dittmar, 1992). Pooley and O'Connor (2000) stated that spreading knowledge about environmental problems does not always result in people becoming more environmentally conscious. Their findings imply that the emotive domain is crucial to environmental education. It makes sense to believe that utilizing emotive material in green product advertising would be more effective. Customers may not find the information they need to make decisions through internal searches since they frequently begin with a limited information foundation about sustainable consumption. When conducting an external search, a significant amount of work is involved (Hoyer and MacInnis, 2004).

**OBJECTIVES**

This paper aimed to investigate the-

1. Consumer behavior and views about environmentally friendly items.
2. Customer knowledge of the availability of green products.
3. The impact of marketers' initiatives in relation to customers.

**METHODOLOGY**

➤ **Study Area and Sampling**

The research was carried out in the urban area of Delhi, employing a suitable random sampling technique to get the data. A structured questionnaire was used to survey 150 people, aged 21-45, who were most receptive to environmentally-oriented marketing.

➤ **Data Collection**

The primary data involved the utilization of a questionnaire comprising the HEP-NEP items, in order to assess consumer general environmental beliefs. The questionnaire offered respondents a range of response options, ranging from strongly agree to entirely disagree. The factors were quantified using a five-point Likert scale approach (4,3,2,1, and 0). The questionnaire utilized in this study was a modified version derived from the cited paper (Maheshvari, 2014). Secondary data obtained through websites, Journal, Books and publications.

➤ **Statistical Methods**

The statistical methods utilized in the investigation involved the computation of the Mean, Standard Deviation, and Coefficient of Variation to evaluate the average level of perception among the participants.

**OUTCOME**

- The HEP-NEP questions in the first section of the questionnaire examine respondents' broad environmental beliefs.

**Table 1: General Environmental Belief of Customer**

Sr. No.	General Environmental Belief of Customer	Mean	Standard Deviation (SD)	Coefficient of Variation (CV)
1	The current population is approaching the carrying capacity of the Earth.	2.40	0.92	38.91
2	The balance of nature is inherently fragile and susceptible to disruption.	3.09	0.72	22.08
3	The natural world may be altered by humans to better serve their purposes.	3.11	0.83	26.01
4	When people tamper with nature, the results are frequently terrible.	2.84	0.89	33.92
5	Humanity was created to dominate nature.	2.79	0.89	32.03
6	The primary purpose of plants and animals is to serve human needs.	3.39	0.60	16.18
7	We will need to restrain the expansion of industry if we hope to keep the economy strong.	3.19	0.64	18.80
8	To survive, humans need to coexist peacefully with the natural world.	3.22	0.79	23.30
9	The earth is similar to a spacecraft with finite space and resources.	2.89	0.77	26.01
10	Our industrialized society can only grow to a certain extent.	2.22	1.03	48.13
11	The environment is being seriously abused by humans.	3.12	0.65	20.01

Six of the eleven propositions on the General Environmental Belief of Customer have mean scores of three or higher on a likert-5-point scale for propositions 2, 3, 6, 7, 8, and 11. This shows that the majority of participants strongly agree with these propositions, which are also supported by lower values of Coefficient of Variation and relatively less standard deviation. Respondents provided good mean scores for Propositions 4, 5, and 9, indicating that they were generally in agreement with the propositions. These scores ranged from 2.79 to 2.89. Propositions 1 and 10 received average mean

scores from the majority of respondents, who also indicated a minor agreement with these propositions on their Coefficient of Variation. This indicates that respondents' opinions on these propositions vary, which is corroborated by the SD.

- Seven items on purchasing behavior in the second section of the questionnaire focused on environmental behavior and were based on general environmental views from the last HEP-NEP survey.

**Table 2: Environmental Awareness of Consumers**

Sr. No.	Environmental Consumers Awareness of	Mean	Standard Deviation (SD)	Coefficient of Variation (CV)
1	Make use of biodegradable items	2.89	0.85	28.97
2	Do not purchase aerosol products.	2.84	0.89	32.01
3	Check labels to see whether products are safe for the environment.	2.74	0.83	27.14
4	Purchase goods that are packaged or manufactured with recycled materials.	2.86	0.74	27.59
5	Invest on things that come in refillable packaging.	2.79	0.78	27.01
6	Bring your own bags when you are shopping.	2.44	0.99	41.01
7	Reduce your use of cars	2.87	0.82	28.80

With the exception of the sixth proposition, all respondents to the “Environmental Awareness of Consumers” Questions (EBQ) agreed with the proposition, in the range of 2.79 to 2.89. Respondents' opinions on the sixth proposition, however, varied greatly because Standard Deviation is a proposition with a high Coefficient of Variation.

- Within the customer behavior and marketing industry opinion portions of the questionnaire, questions connected to behavior toward green products were explored in the third section on marketing concerns. Contextualizing the answers to the consumer product questions was done once more using the HEP-NEP environmental questions. Moderately disagree, strongly disagree, strongly agree, and moderately agree were the proposed answers.

**Table 3: Purchase Behavior of Customers**

Sr. No.	Purchase Behavior of Customers	Mean	Standard Deviation (SD)	Coefficient of Variation (CV)
1	Purchasing products from brands that do less harm to the environment makes me feel good.	2.97	0.72	22.87
2	I have no trouble recognizing these products.	2.99	0.81	27.03
3	The performance of green items is lower than that of non-green products.	2.71	0.92	35.10
4	I have developed this opinion based on the advice of persons I know and trust.	2.81	0.79	28.32
5	This assessment is the result of my personal, recent use of the product.	3.01	0.66	21.19
6	I believe that well-known brands produce high-quality goods.	3.31	0.69	19.79
7	I expect to be informed about newly enhanced formulas and designs in product marketing communications.	2.67	0.85	32.83

8	I anticipate learning about a product's environmental friendliness via the marketing materials.	1.99	0.99	49.73
9	I never notice the way in which green items are marketed to me.	2.92	0.71	23.15
10	I think the way green products are advertised to be incredibly interesting and applicable to my way of living.	2.20	1.01	48.21

Among the ten propositions on the Purchase Behavior of Customers, five of the propositions have a mean score of 3 or higher on the Likert-5 scale for propositions 1, 2, 5, 6, and 9. This indicates that the majority of respondents strongly agree with these propositions, which is further supported by relatively lower SD and CV. The respondents' opinions on propositions 3, 4, and 7 were all in agreement, as indicated by their above average mean scores. In contrast, the respondents' opinions on the remaining 8 and 10 propositions were in disagreement, as indicated by their respective proposition SD and CV.

**Findings**

- i. *Consumer Values/Beliefs and Behavior towards Eco-Friendly Products:* The findings indicate that a significant proportion of participants express a high level of agreement in their inclination towards selecting environmentally friendly products. A majority of respondents (79%) were pleased about purchasing environmentally friendly brands. Customers want green brands to work similarly to non-green products.
- ii. *Consumer Awareness:* 61% of consumers found it challenging to find environmentally friendly products on store shelves. Most responders cannot name an eco-friendly product or type when asked. This shows consumer ignorance of green brands.
- iii. *Marketing:* Marketing is crucial to consumer awareness. According to the feedback, consumers struggle to remember green products or brands and favor environmentally friendly ones. This highlights a lack of marketing effort by green marketers to raise customer awareness.
- iv. *Report on Trust and Product Performance:* Environmental perceptions greatly impact green product performance. A huge 87% of respondent's express trust in well-known companies and rate green items based on past experience.

**CONCLUSION**

Indian consumers may demand eco-labeled products to promote a cleaner environment due to its rapid GDP growth and significant environmental effect. This study provides empirical evidence supporting the existence of an environmental value-action discrepancy between consumers' beliefs and behaviors pertaining to environmental sustainability. This article explores consumer behavior and suggests that marketing can impact their desire for greener products. Products with more exposure sell more. Pro-environmental conduct is more likely

when principles and convictions are particular, green actions coincide with consumer interests, and product qualities are positively evaluated. A key obstacle to acquiring green products is the uncertainty of their performance. Well-known brands are trusted by consumers, thus green products with effective performance and realistic claims may sell well. To increase customer awareness of global warming, Indian brands must contribute. Indian producers struggle to establish a marketplace for green products, despite low consumer awareness due to weak marketing efforts. However, Indian brands may break the loop by prioritizing green activities and educating consumers. Overall, marketers are underutilizing the Indian market for environmentally friendly goods among pro-environmental consumers. This indicates a rise in the usage of marketing brands to promote environmentally friendly green products.

### RECOMMENDATIONS

- To increase the degree of knowledge about Green Marketing, it is recommended that the government should intensify its efforts. This may be achieved by the implementation of various initiatives such as conducting awareness campaigns in rural regions, employing advertisements, organizing seminars and workshops, among other strategies.
- The implementation of collaborative awareness campaigns is recommended to foster engagement among many stakeholders, including governmental bodies, non-governmental organizations (NGOs), private sectors, and other relevant entities.

### REFERENCES

1. Alston, K., & Roberts, J. P. (1999). Partners in new product development: SC Johnson and the alliance for environmental innovation. *Corporate Environmental Strategy*, 6(2), 110-128.
2. Bennulf, M., & Holmberg, S. (1995). The Green Breakthrough in Sweden. *The New Politics, Dartmouth*, 283-301.
3. Cooper, T. (2000). Product development implications of sustainable consumption. *The design journal*, 3(2), 46-57.
4. Dittmar, H. (1992). Perceived material wealth and first impressions. *British Journal of Social Psychology*, 31(4), 379-391.
5. Driessen, P. H. (2005). Green product innovation strategy.
6. Dunlap, R. E., & Van Liere, K. D. (1978). The "new environmental paradigm". *The journal of environmental education*, 9(4), 10-19.
7. Dutta, B. (2009). Sustainable green marketing—The new imperative. *Marketing Mastermind*, 1, 23-26.
8. Grant, J. (2008). Green marketing. *Strategic direction*, 24(6), 25-27.
9. Gregory, U., & Ettenson, R. (2010). Growing Green-Three smart paths to developing sustainable product. *Harvard Business Review South Asia, June Issue*, 80-86.
10. Hart, S. L. (1997). Beyond greening: strategies for a sustainable world. *Harvard business review*, 75(1), 66-77.
11. Hoyer, W. D., & MacInnis, D. (2004). *Consumer behavior* (3rd ed.). Boston, MA: Houghton Mifflin.
12. Kollmuss, A., & Agyeman, J. (2002). Mind the gap: why do people act environmentally and what are the barriers to pro-environmental behavior?. *Environmental education research*, 8(3), 239-260.
13. Maheshwari, S. P. (2014). Awareness of green marketing and its influence on buying behavior of consumers: Special reference to Madhya Pradesh, India. *AIMA Journal of Management & Research*, 8(1/4), 0974-497.
14. Ohtomo, S., & Hirose, Y. (2007). The dual-process of reactive and intentional decision-making involved in eco-friendly behavior. *Journal of environmental psychology*, 27(2), 117-125.
15. Ottman, J. A. (2012). We are All Green Consumers Now and for the Future. *Automotive Recycling*, 32(1), 50-52.
16. Ottman, J., & Books, N. B. (1998). Green marketing: opportunity for innovation. *The Journal of Sustainable Product Design*, 60(7), 136-667.
17. Peattie, K. (2001). Towards sustainability: the third age of green marketing. *The marketing review*, 2(2), 129-146.
18. Pickett-Baker, J., & Ozaki, R. (2008). Pro-environmental products: marketing influence on consumer purchase decision. *Journal of consumer marketing*, 25(5), 281-293.
19. Pooley, J. A., & o'Connor, M. (2000). Environmental education and attitudes: Emotions and beliefs are what is needed. *Environment and behavior*, 32(5), 711-723.
20. Reser, J. P., & Bentrupperbäumer, J. M. (2005). What and where are environmental values? Assessing the impacts of current diversity of use of 'environmental' and 'World Heritage' values. *Journal of environmental psychology*, 25(2), 125-146.

---

### Corresponding Author

**Dr. Suraj Shah\***

Associate Professor Department of Commerce,  
Motilal Nehru College University of Delhi, Delhi