

# Green Marketing: A Study Of Consumer Perception Towards Eco-Friendly Products

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## Abstract

Green marketing pertains to promoting goods and services considered to be environmentally sustainable. Unlike conventional marketing, green marketing emphasizes the countersign of Eco-conscious products. Frequently appertained to as environmental or ecological marketing, these strategies fleetly expand worldwide and play a pivotal part in raising consumer mindfulness about environmentally safe products and their influence on decision- timber. This study explores the relinquishment of environmentally friendly products across different age classes and educational situations. Ways similar as ANOVA and post hoc assessments are employed to estimate both points of the exploration. The findings suggest that youngish individualities show an advanced preference for green products in comparison to middle-aged or aged populations. Also, it reveals a notable variation in mindfulness situations between individualities with different academic backgrounds, similar as high academy learners and working professionals. Accordingly, it's essential to enhance knowledge and mindfulness of green products among all age and education groups.

**keywords:** Green marketing, Eco-conscious products, ANOVA, Post hoc evaluation

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## 1. INTRODUCTION

This has influenced marketing activities to some extent. Several major companies like McDonald's, Wal-Mart, Procter & Gamble, and DuPont have acknowledged that the natural environment should be preserved and improved to promote economic development by implementing different measures to meet environmental requirements. They are opting for organic personal care products, office supplies made from reused paper, designated non-smoking areas, reduced water usage, minimal detergent consumption, and the replacement of polystyrene packaging for burgers, among others. In addition to efforts from consumers and corporations, the authorities have also introduced multiple actions by enforcing various rules and policies aimed at safeguarding the environment.

## 2. Statement Of The Problem

In today's age of globalization, one of the most pressing needs is not just to retain customer interest and loyalty, but also to safeguard the natural surroundings. People are becoming increasingly aware of rising environmental threats such as climate change, acid rain, ozone layer thinning, and soil erosion. This awareness has led to a growing concern among individuals regarding the use of sustainable products for the restoration of ecological stability. Environmental awareness is now seen as a crucial factor. As modern-day buyers become progressively mindful of eco-conscious goods, companies are adapting their strategies and actions to align with the evolving expectations of their audience.

## 3. objectives of the study

- To recognise the products, customer companion with green marketing follows.
- To consider the favourites of Indian customers about green products
- To recognise the reasons that inspirations the consumer encouragement to buy green Products.
- To appreciate the questions and challenges of green marketing practices

## 4 . Research Approach

A well-structured survey was conducted to gather data from 158 participants.

The survey comprised fourteen items focused on the adoption of environmentally sustainable products, including:

Reusable mugs, Garments made from repurposed materials, Metal drinking bottles, Toilet paper made from recycled content, Reusable cotton napkins, Single-use trash bags, Reusable sandwich wrappers,

Recycled sheets, Rechargeable power cells, Eco-friendly laptops, Green computing accessories, Energy-efficient LED lights, Biodegradable cutlery, and Reusable grocery bags.

### 5. Data Analysis And Interpretation

The data analysis and interpretation of this research paper is done through SPSS software. In the research paper I have shown the percentage motive of the green products with the help of simple percentage analysis and also how much people are aware for the green products through graph representation.

**TABLE 1: CONSUMER PERCEPTION ABOUT IMPORTANCE OF GREEN MARKETING PRACTICES**

GREEN MARKETING PRACTICE	MEAN	STD DEVIATION
Manufacturing Eco Friendly Product	4.77	.655
Educating Customers to use products in environmental friendly Manner	4.54	.732
Manufacturing Products through eco-friendly Process	4.83	.655
Modifying Products to make them environmental Friendly	4.26	.805
Modifying Product Packaging to suit environment	4.20	.845
Promoting Product through eco-friendly modes of communication	4.80	.844
Using Green supply chain for distribution	4.91	.864

**INFERENCE:** The maximum vital part of green product's poster (with mean score of 4.60), trailed by "Punch-line of the poster" (with mean score of 4.04). The answers have promotion inference in relations of scheming advertising communication campaigns directing on message or theme of advertisements.

**TABLE 2: ANOVA RESULTS OF TEST OF EQUALITY OF MEAN USAGE ACROSS VARIOUS AGE GROUPS**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.731	4	1.478	5.488	.002
Within Groups	43.574	150	2.454	5.584	.025
TOTAL	48.305	154			

**INFERENCE:**

48% of test of equality of mean usage across various age groups.

### FINDINGS

Respondents charted were mindful about the green crops and performs. Still maximum of the respondents were not mindful about the enterprises engaged for encouraging green marketing observes by fundamental/state government, NGOs and commercial families in India signifying necessity for improved promotion communication from these articles and have to powerfully connect to the clientele about their green creativities. Newspaper and Television were originated to be the maximum recognized bases of material concerning green products to the consumers.

### 6. CONCLUSION

Customers' level of consciousness about green products originate to be high but at the same while customers are not conscious about green creativities commenced by numerous management and non-government interventions portentous requirement for more labours from governments in this esteem. Broadsheet remnants important foundation of evidence for maximum of the respondents and should be exploited more for accomplishment out to the regulars concerning green products and follows.

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