

# A STUDY OF CONSUMERS' PERCEPTION TOWARDS GREEN MARKETING IN RAJASTHAN

## Abstract

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Both manufacturers as well as consumers have recently shown their concern towards production of goods in huge volume which adversely affects the environment. Consumers and manufacturers have focused their attention on products that are deemed to be green or environmentally friendly, such as electrical appliances that use little power (or are energy-efficient), organic foods, lead-free paints, recyclable paper, and detergents that don't contain phosphates. Indian marketers are beginning to understand the value of the green marketing idea. There has been minimal academic research on customer perception towards Green Marketing in India, particularly in Rajasthan despite the fact that a range of green marketing studies have been undertaken around the world. In addition to identifying consumers' green values, level of environmental awareness, and preferred green behaviors and products, this study gives a brief overview of environmental challenges.

This research paper uses a structured questionnaire to emphasize customer perceptions for green marketing strategies and products. The study was done on 106 participants. Consumers exhibited a high level of awareness regarding green marketing strategies and goods. Additionally, it was discovered that the respondents had high values for the environment. Due to the high perceived green value among customers, research has provided useful insights for green product marketers and emphasizes the need for developing marketing communication campaigns promoting green products.

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Keywords : Consumer Perception, Green Marketing, Awareness, Green Products, Marketers

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## Introduction

Businesses must continually evaluate the most appealing and recent marketing trends. By regularly investigating the shifts in consumer behavior in the marketplace, marketing trends can be discovered. Businesses can adapt what they are selling to customers by recognizing changes in consumer behavior. Today's consumers are more concerned with environmental degradation and the damaging effects of the products and services they utilize. Climate change that is already being seen, global warming, and rising air and water pollution could all be contributing factors to this worry. Thus, employing green marketing gives businesses a chance to satisfy customers' expectations and allay their environmental concerns while also gaining a competitive edge and a loyal customer base.

Environmental marketing and ecological marketing are other names for

green marketing. According to the American Marketing Association, green marketing refers to the promotion of items that are thought to be ecologically safe. Thus, a broad variety of activities are covered by green marketing, including changing the product, the production process, and the packaging, as well as altering advertising or stopping any activity that has a detrimental influence on the environment. The need for businesses to create and sell themselves as environmentally responsible has never been greater because the Earth now faces more environmental problems than ever before. Due to growing consumer awareness and concerns, green marketing is becoming a well-liked advertising technique.

When working with clients, vendors, dealers, and employees, firms are urged to use ethical and environmentally friendly procedures. This is known as "green" or "ecological" marketing. Businesses have been promoting themselves as environmentally friendly ones. Even the public sector and state governments are now paying close attention to environmental problems such as pollution, water poisoning, and global warming and have begun taking action to stop environmental pollution. Consumers in the developing economies of India, Brazil, and China scored higher on the "Consumer Greendex" survey, which was recently conducted by the National Geographic Society and the international polling company Globescan to gauge consumers' attitudes toward the environment, while those in industrialised nations fared the worst. In India, Russia, and the US, consumers' environmental sustainability behaviours have increased the most.

### Marketing Strategies Towards Green Products

There is actually no agreement on what exactly is green. A standard definition of a green product does not exist. However, depending on various definitions of green marketing, some typical traits of goods usually recognised as green, including the goods, are as follows:

1. Energy-saving (both in use and in production)

2. Water-saving (both in use and in production)
3. Lowemitting (low on hazardous emissions)
4. Healthful and/or safe items
5. Recyclable or made of recyclable materials
6. Durable (long-lasting)
7. Biodegradable
8. Renewable
9. Recycled goods
10. Third-party certification to a transportation or public standard (e.g., organic, certified wood)
11. Made locally

Since their use will cut energy consumption and consumers can save a significant amount of money on power over time, several consumer durable businesses are now promoting their products with the Energy Star label. For instance, Godrej Consumer Products uses green marketing to promote its items and offers customers additional incentives to replace their outdated products with the newest green and environmentally friendly ones. The goal of the advertising is to influence consumers to adopt a green lifestyle and help the world become more environmentally friendly. NDTV, a primary media institution, promotes environmental values via its marketing campaign Greenathon. To raise awareness of environmental issues and support social causes, NDTV Greenathon, as they name it, organizes diverse philanthropic and social sports to elevate cognizance concerning environmental troubles on the equal time make a contribution to the social reasons like electrification of rural regions etc. Philips is advertising and marketing its Compact Fluorescent Light (CFL) as "Marathon", highlighting its new "incredible lengthy life" and energy efficiency.

Many business groups at the moment are providing extra green options for his or her clients; Recycled goods are one of the most well-known environmentally friendly choices. Companies are currently focusing on switching from using plastic

bags to using carry bags made from recycled paper (for example, Titan, Tanishq have made a company coverage that the products could be introduced or given to clients handiest with inside the bring baggage comprised of recycled paper).

Additionally, Idea Cellular Limited released a commercial promoting tree preservation&saving timber in the direction of their corporate social responsibility. Since they have removed unsafe&harmful heavy metals from their paints and are promoting and selling their lead-free paints in India, Kansai Nerolac Paints is advertising and marketing themselves as environmentally friendly.

Dell's "Go Green with Dell" marketing campaign focuses on creating environmentally friendly IT products. Additionally, Dell devices now come with a system recycling kit and in environmentally friendly packaging. The use of eco-friendly materials for everything from chassis design to product packaging, as well as data centre efficiency, is another area of emphasis. Major companies that produce electronic goods label their items with star energy ratings to encourage consumers to use less energy. Less energy is consumed the higher the star rating (the highest rating is 5 stars) of the electrical or electronic appliance. Nokia has developed the idea of recycling phones in order to conserve natural resources. IBM started Project Big Green in 2007 to assist clients globally in increasing IT effectiveness and better utilising their data centre resources. Businesses can save more than 40% on energy costs and data centre energy use by using IBM software and services technologies.

Government and business levels are both making efforts to protect the environment. The Environment Protection Act and Environment Audit were adopted in India in 1986 and 1992, respectively, to preserve the environment. Prior to the Supreme Court of India's intervention to switch to alternative fuels, New Delhi, the capital of India, was one of the most polluted cities. To reduce pollution, the Supreme Court ordered that all public transportation systems must fully implement CNG in 2002. Over time, a number of greenhouse gas reduction marketplaces have developed that have the potential to spark initiatives with significant local, environmental,

economic, and quality-of-life benefits. One approach towards greenhouse gas reduction is the Clean Development Mechanism (CDM) of the Kyoto Protocol.

Builders are increasingly utilising fly ash bricks in the building sector to stop soil erosion brought on by the production of conventional bricks. Additionally, they are utilising solar panels to produce electricity for shared hallway lights and elevators to cut down on typical electricity usage. The Footwear Design and Development Institute (FDDI) is concentrating on reusing tyres and has come up with creative ways to make footwear and accessories out of used and recycled tyres. Through the financial crisis of 2008 and 2009, green products also proved to be recession-proof. According to a Datamonitor analysis, approximately 500 new products promoting themselves as environmentally friendly were introduced in the first half of 2009.

## Literature Review

Green marketing came into prominence in the late 1980s and early 1990s. The first book named Ecological Marketing was the consequence of inaugural workshop on "Ecological Marketing", held by American Marketing Association (AMA) in 1975. Since the early 1990s, green marketing has been increasingly important. In the 1970s and 1980s, there were discussions about green consumers and green consumerism. While Antil (1984) defined green consumerism as a particular sort of socially conscious consumer behaviour with a primary focus on environmental conservation, Henion and Kinnear (1976) defined green consumers as environmentally conscious consumers. A type of "pro-social" consumer behaviour was described as being green consumerism (Weiner and Doescher, 1991). According to Michael Polonsky (1994), "green marketing is defined as all marketing operations that are aimed to generate and enable any exchanges that are intended to satisfy human needs or wants, with the least possible harm to the environment.

The claim that consumers today favour ecologically safe products and have a favourable attitude toward businesses using such procedures

is supported by a number of research. According to numerous surveys conducted in the US and internationally, customers are very inclined to prefer environmentally friendly goods and businesses, but whether they actually do so is controversial (Mendleson N, Polonsky M J, 1995). The demand for green products is not as large as anticipated despite the enormous interest that scholars and organisations have in green marketing. According to Mintel (1995), there is a considerable disconnect between consumer concern and actual green buying. It is discovered that there are still significant impediments to the spread of more environmentally friendly purchase patterns.

According to Michael J. Polonsky, corporations have viewed environmental marketing as a chance to accomplish their goals (stated by Keller 1987, Shearer 1990). Organizations were thought to have a moral duty to help the community in more environmentally sustainable ways (Davis 1992, Freeman and Liedtka 1991, Keller 1987, Shearer 1990). Due to the legislation set forth by the government for the protection of the environment, businesses are also being obliged to adopt a more socially responsible attitude. Competitors' environmental initiatives put pressure on businesses to adjust their marketing strategies to include more environmentally friendly ones. The price of green products is one of the identified variables that deters consumers from buying them compared to conventional goods.

Environmental rules that have been effectively designed can lower product prices. Environmental regulations may inspire improvements that reduce a product's cost or raise its value. Such innovation will enable businesses to use a variety of inputs more effectively, from labour to raw materials, offsetting the expense of reducing environmental impact. Consequently, increased resource productivity will increase businesses' competitiveness. Sustainable development will depend heavily on innovation if businesses are to remain competitive, and opposing advances will make them less competitive in the current global economy (Michael Porter and Claas van der Linder, 1995).

According to Jacquelyn Ottman (1998), all facets of marketing, including new product development

and communications, should be integrated with environmental issues from an organisational approach. According to this comprehensive understanding of green marketing, in addition to suppliers and retailers, new stakeholders such as educators, community members, regulators, and NGOs should also be included. (Adholiya & Chouhan, 2011) Primary customer demands shouldn't be compromised in order to fulfil environmental concerns. Customers view businesses that use green techniques in their operations and goods as being more environmentally friendly, and they prefer to buy products from businesses that promote themselves as being environmentally friendly.

People's attitudes have long been seen to be a good indicator of their behaviour. Numerous studies have been conducted to enhance the capacity to forecast an individual's behaviour. The attitude of consumers is correlated with their level of knowledge and experience, according to Davidson et al. (1985). However, when it comes to green consumerism, there are discrepancies in the relationship between consumer attitudes and behaviour. Low association between customer attitudes and environmentally friendly behaviour was reported by Mainieri et al. in 1997. Previous studies have demonstrated a weak link between consumer sentiments and green behaviour (Tracy and Oskamp, 1984). According to Spruyt et al. (2007), the consumer's mindset influences how individuals will behave. The measuring criteria for attitudes should be focused on a specific environmental concern, such as the purchase of green items, in order to predict particular behaviours (Gadenne et al, 2011; Wulf and Schroder, 2003). According to Crispell (2001), the Green Gauge Study of Roper Organization divided American customers into True-Blue Greens, Greenback Greens, Sprouts, Grouzers, and Basic Browns. Greenback Greens are customers who are prepared to spend money on environmental protection but don't have the time or energy to engage in environmental activities, whereas True-Blue Greens are consumers who only purchase green items and are attempting to make up for shortfalls. Consumers who can purchase green products but are not interested in environmental activities are referred to as sprouts, while those who care about environmental

protection but find justifications for not adopting green items are referred to as grousers and basic browns, respectively.

Although consumers are generally aware of green products, it can be challenging to use green marketing strategies in daily operations (Juwaheer, 2005). According to Antonio et al. (2009), studies on green consumerism will be the main focus point in the future, leading to the identification of consumer attitudes, actions, and intentions. This is because environmental consciousness has grown throughout time. In their 2011 study of Ghanaian customers, Braimah and Tweneboah-Koduah discovered that consumers' buying decisions were influenced by their lack of awareness of green marketing issues.

It was also shown that one of the factors influencing the purchasing of green products is their price. However, research revealed that younger customers are more likely to be swayed by environmental concerns. Cherian and Jacob (2012) discovered that organisations are still not focusing on the creation of green products because customers lack green knowledge and awareness. Various scholars have identified a number of problems and obstacles relating to green marketing (Welling and Chavan, 2010). As it promotes green products and services, green technology (acquiring new technology or modifying existing technology), and green power and energy, practising green marketing at first may prove to be a pricey business. To raise awareness of green products and their uses, significant marketing spending is needed. Many consumers might not be eager to pay more for eco-friendly goods, which could have an impact on the business's sales. By using the numerous platforms available for integrated marketing communication, it is necessary for businesses to thoroughly inform customers about the existence and advantages of green marketing. Eco-labeling may be a useful tool for persuading buyers to buy environmentally friendly goods. If consumers see additional benefits associated with the product (such as high-quality, ecologically safe items, fuel-efficient automobiles, and non-hazardous products), they may be ready to pay a premium price. Green marketing can assist businesses in gaining a competitive edge and a solid customer

base. (L. A. Renfro, 2010)

The lack of standards and widespread agreement among the public regarding what actually qualifies as "green" is another challenge faced by green marketers, according to Joel Makower (cited by Shafaat & Sultan, 2012). Despite these difficulties, green marketing continues to gain popularity, especially in light of the growing global concern about climate change. Companies are stepping forward to demonstrate their dedication to reducing the negative climate consequences of their goods and services. Green marketing may contribute significantly to sustainable development, so businesses must use cutting-edge strategies to survive in the market.

## Need For the Study

As it may offer competitive benefits, green marketing has grown to become one of the primary areas of focus for marketers. However, it necessitates investment in terms of process improvement, technology development, and consumer benefit communication, among other things. Due to new government restrictions and a shift in global customer preferences, many Indian businesses are increasingly promoting themselves as environmentally friendly businesses. However, little study on green marketing has been conducted in India, and it is unclear whether customers are aware of green products. It is also unclear how Indian consumers feel about green products and how their feelings and actions are related. Marketers must understand the elements that influence consumer decision-making since green marketing differs from standard marketing. This study intends to answer the research issue of what factors influence customer decision-making on whether or not to purchase a green product.

## Aims of the Study

1. To find out how aware Indian consumers are about eco-friendly (green) practices and products.
2. To measure the green values of the customers.
3. To identify and recognise the brands associated with green marketing practices.

4. To look into Indian consumers' preferences for eco-friendly (green) goods.
5. To determine the factors that motivate consumers to purchase eco-friendly goods.
6. To comprehend the problems and difficulties with using green marketing practices.

## Hypotheses

The following hypotheses were developed based on the literature research and conceptual model, and they will be tested through statistical analysis.

- $H_{01}$  : Green values are not significantly different based on gender.
- $H_{02}$  : The consumer's academic background has no discernible influence on their preference for green items.
- $H_{03}$  : Consumers' intents to purchase green items are not significantly different based on their level of education.
- $H_{04}$  : Considering the consumer's gender, there is no discernible difference in their desire for green products.
- $H_{05}$  : Preference for green items and environmental values are unrelated.

## Measurement and Methodology

The consumer level serves as the study's analytical unit. In this study, a questionnaire survey was used to gather information from customers (refer appendix A for questionnaire). Information gathered from consumer surveys is used for additional research and hypothesis verification. In this study, the Green Consumer Value Scale created by Haws et al. in 2010 was modified to assess customers' commitment to the environment. In this study, consumer classification from Roper Organization's Green Gauge Study (2001) was utilised. For the purpose of pretesting and to identify phrases, meanings, and issues that were ambiguous, ten consumers were invited to complete a questionnaire. As a result, the questionnaire's content validity was very good. On a scale of 1 to 5, with 1 being strongly disagreed with the statement and 5 being

strongly agreed, the respondents were asked to rate it. Given that 3 served as the neutral point on the scale, means above 3 indicate general agreement with the statement, while those below 3 indicate dissent. There were 106 valid replies to the survey. The convenience sample elements were chosen after the pretest and invited to return the completed surveys within a week.

## Findings and Discussion

**Awareness:** The survey's respondents were informed about green products and practices. However, the majority of respondents were unaware of the steps taken by the central or state governments, NGOs, and business houses in India to promote green marketing practices, indicating the need for better marketing communication from these entities and the necessity of strongly informing the public about their green initiatives. The consumers' most trusted sources of knowledge on green products were determined to be newspapers and television.

## Consumer Perceptions For Environment Friendly Goods and Methods

Respondents concurred that businesses making green claims are genuinely concerned about the environment, as shown by the mean score (3.57). This suggests that customers are not dubious of the organisations' green claims. Consumers overwhelmingly concurred that environmental degradation had increased during the past ten years. On a scale of 1 to 5, their mean score was discovered to be 4.38. Additionally, consumers strongly agreed that the environment would deteriorate more during the following five years, scoring a mean of 4.15 out of 5 on a 5-point scale.

All customers have given several issues that are regarded as environmental concerns a serious rating on the upper side. High levels of consumer agreement with environmental degradation may lead them to favour green goods over conventional ones in an effort to preserve the environment. Marketers can develop new eco-friendly products and explain their advantages to consumers. The gravity of many environmental challenges has received high ratings from

respondents. The replies have marketing ramifications for creating marketing communication campaigns because a higher mean score indicates that consumers are more concerned about the issue, which may be utilised to promote green products. Consumers rated "Manufacturing Eco-Friendly Product" as the most significant green marketing practise, followed by "Educating customers to use products in an environmentally friendly manner," with mean scores of 4.67 and 4.64, respectively. This shows that consumers firmly believe in the value of green marketing practises. None of the green marketing strategies scored lower than 4.10, indicating that consumers view all of them as being very essential (see Table 1). This indicates that customers are concerned about the state of the environment and demand that businesses use green practises to safeguard the environment.

The most crucial component of an advertisement for a green product was determined to be the "Message/Theme of the Ad" (with a mean score of 4.60), followed by the "Punch-line of the Ad" (with mean score of 4.04). The responses have implications for marketing in terms of creating marketing communication strategies that centre on the topic or theme of commercials.

Attitude: The Green Consumer Scale's reliability research revealed a Cronbach's Alpha value of 0.726. (as seen in Table 2)

The average green value of consumers is 3.88, indicating that they care about the environment's preservation.

**Table 1 : Consumer Perceptions for the Significance of Eco-friendly Marketing Practices**

Green Marketing Practices	Mean	Std. Deviation
Producing environmentally friendly goods	4.67	0.658
Customer education on how to use products in an environmental sustainable way	4.64	0.733
Producing goods using environmentally friendly manufacturing techniques	4.53	0.650
Modifying products to make them more environmentally friendly	4.36	0.807
packaging changes to accommodate environmental needs	4.30	0.841
promoting goods using environmentally friendly communication methods	4.20	0.844
Using a green supply chain for distribution and purchasing of goods	4.11	0.865
Branding company's products with green marketing" techniques	4.10	0.839

Source : Primary Data

**Table 2: Reliability Analysis of the Green Consumer Value Scale**

Cronbach's Alpha	No. of Items
.726	6

Source : Primary Data

Table 3 : Consumer Value Index for Green Products

Statements	Mean	Std. Deviation
<b>Green Value:</b> It's significant to me that the products I consume don't have a negative impact on the environment.	4.43	0.690
<b>Green Value:</b> I worry about wasting our planet's resources.	4.171	0.108
<b>Green Value:</b> I consider myself to be an environmentally conscious person.	3.85	0.871
<b>Green Value:</b> When making many of my decisions, I take the potential effects on the environment into account.	3.77	0.772
<b>Green Value:</b> I'm willing to put up with inconveniences in order to make environmentally good decisions	3.70	1.057
<b>Green Value:</b> My concern for the environment influences the things I buy.	3.43	1.005
<b>Overall Green Value</b>	3.8870	0.60858

## Brand Association

Brands including Nokia, Philips CFL, Nerolac Paints, Exide Green Batteries, Suzlon Windmills, Indian Railways (paperless ticket), and Bajaj CFL have all been recalled as being linked to green marketing practises. It was discovered that consumers needed help to remember the brand. This has marketing ramifications in that it necessitates considerable communication on the part of the marketers in order to educate the public about green businesses. If green items are offered in the frequently purchased product category, about 75% of consumers have indicated that they would be inclined to purchase them. On a scale of 1 to 5, their mean score was determined to be 3.92. This suggests that marketers should make green items accessible to consumers for consumption as consumers have indicated a propensity to purchase green products if they are offered.

About 22% of consumers were found to be "True Blue Greens," or people who only buy green products, spend time and effort on environmental activities like recycling, and believe that an

individual can do a lot to promote the environment. Around 56% of consumers were found to be "Sprouts," or people who occasionally buy green products but are not involved in any environmental activities. According to research, 13% of consumers are "Green Back Greens," or those who can buy green products but don't have the time or energy to engage in environmental activities or modify their lifestyles to support the environment. It was discovered that a relatively small fraction of people only purchase environmentally friendly goods (22 percent), indicating the need for stronger promotions.

## Consumers Action

With a mean score of 3.83, consumers believed that green items were more expensive than conventional ones. They have stated that when shopping, they prefer green goods than conventional ones (with mean score of 3.78). With mean scores of 3.59 and 3.58, respectively, consumers have also indicated that they take into account the negative effects of production and consumption on the environment, and that the cost of green products influences their purchasing

decisions. Following green marketing strategies not only promote social good but also make sound commercial sense as customers become more aware of the negative consequences of production and consumption on the environment. Consumers ranked "knowledge of green product" first with a mean score of 4.31 when asked what influences their decision to buy green products, with "availability of green product" and "product price" coming in at second and third, respectively. This suggests that marketers must actively promote and inform consumers about the availability of green products.

### Conclusions : Hypothesis Test

The overall green value of consumers was found to be 3.88, and the p-value for the overall green consumer value was found to be 0.675, which states that null hypothesis is accepted and it can be inferred that gender of the consumers does not affect their green values. This finding is in line with the first hypothesis ( $H_{01}$ ), which states that there is no significant difference in green consumer values on the basis of gender.

With regard to the second and third hypotheses ( $H_{02}$  and  $H_{03}$ ), no statistically significant differences were found in the preference for green products and purchase intention for green products with respect to consumer academic qualification, with p-values of 0.322 and 0.727, respectively. This results in a failure to reject the null hypothesis and indicates that consumer academic qualification has no bearing on the preference for and purchase intention for green products. Regarding the fourth hypothesis ( $H_{04}$ ), it was discovered that there is no

correlation between gender and preference for green products, indicating that a consumer's preference for green products is independent of gender. Regarding the fifth hypothesis ( $H_{05}$ ), a moderately positive connection (Pearson Correlation Coefficient of 0.445) between green consumer values and purchase intention for green items was discovered. The consumers' green values can be extrapolated as a factor in their decision to acquire a green product.

### Influence of Green Consumer Values on The Acquisition of Green Products

The moderately positive link between customers' preferences for green products and their environmental benefits is indicated by the correlation coefficient's value of  $R=0.445$ . However, only 19.8% of the variation in purchasing preferences (R-square values of 0.198) is accounted for by green consumer values. This suggests that other factors may also have an impact on consumers' decision to buy green products. Future study needs to examine these factors.

Influence of green consumer values, knowledge of green products, and belief in the sincerity of green marketers on the purchase of green products

Only 33.8 percent (R-square values of 0.338) of the variation is accounted for by green consumer values, green product awareness, and perceptions of the seriousness of green marketers with regard to green product purchase intentions. This suggests that decisions to buy green products may be influenced by a variety of other factors as well. Future studies should continue to examine these factors.

**Table 4: How The Values of Green Consumers are Influenced by Their Decision to Buy Green Items : Regression**

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.445	0.198	0.190	0.858

Source : Primary Data

**Table 5: Consumers' Perceptions of the Sincerity of Green Marketers, Their Awareness of Green Products, and Their Own Values as Consumers are Influenced by Factors : Regression**

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.581(a)	.338	.282	.811

Source : Primary Data

## Conclusions

The level of consumer knowledge of green products was found to be high, but consumers were not aware of the green activities carried out by various government and non-government groups, indicating the need for more efforts by organisations in this area. Newspapers should be used more often to enlighten customers about green practises and products since they continue to be the primary source of information for the majority of respondents. Responses were on a moderately positive level, and we may infer that consumers are not dubious of the organisations' claims to be environmentally friendly and that they are worried about the current and future state of the environment, necessitating the use of green methods and products. Marketers can create new environmentally friendly items and inform consumers of their advantages.

Consumers may favour green products over conventional ones in order to safeguard the environment due to greater awareness and concern. More people were worried about global warming and ozone depletion. Customers are concerned about the state of the environment and anticipate that businesses will use green practises to safeguard the environment. The findings have implications for durable goods producers, particularly with regard to green marketing. Marketing messages promoting green habits should pay more attention to theme and messaging. Green product and practise appeals in advertising are more likely to elicit strong feelings and influence consumers. In order for markets to benefit fully from the positioning of their green brands, it is crucial that customers remember them.

Companies must regularly and continuously communicate if they want to make an impact and build a clear green positioning. Consumers have shown a favourable attitude toward green products, notwithstanding their worries regarding the cost and availability of these products. This argues that marketers should make environmentally friendly products available for consumption as consumers have indicated a willingness to buy them if they are presented. Even though they think green products are more

expensive, consumers who are concerned about how production and consumption affect the environment might purchase one if marketers can persuade them of its benefits over conventional goods.

The study has significance for both consumers and marketers, and it strongly supports the beginning of an era of green marketing in India. Due to its local concentration, the study's generalizability is limited, yet it nevertheless offers useful insights into consumer attitudes about green products. Future studies can concentrate on consumer psychographic segmentation in order to evaluate their green values and preferences. The study can be repeated on a wider scale to gain additional insight into customer behaviour and comprehend the phenomena of going green.

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