



**GREEN MARKETING: A STUDY OF CONSUMER AWARENESS, PREFERENCES,
AND SATISFACTION**

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Abstract: Environmental awareness is essential for corporate success, as businesses increasingly prioritize environmental protection. Green marketing advocates for eco-friendly products and services, responding to both producers' and consumers' concerns about environmental impacts. Products like organic foods, lead-free paints, recyclable paper, and phosphate-free detergents are becoming more popular. Green advertising is gaining traction globally. According to the American Marketing Association (AMA), Green Marketing examines the positive and negative effects of marketing on pollution, energy depletion, and non-energy resources. This study provides a thorough analysis of environmental issues, consumer attitudes towards green products, and preferences for eco-friendly lifestyles. A survey conducted with 67 participants used chi-square tests and percentage analysis to explore these aspects. The findings suggest that eco-friendly products have a promising future, driven by consumer respect for environmental sustainability. Effective marketing communication is crucial for green product sellers to capture market attention. The study highlights that strong green values, serious commitment to green marketing, and expertise in eco-friendly products significantly influence consumers' willingness to choose green products over traditional alternatives.

Key words: Green marketing, Eco-Marketing, Green products, consumer purchase patterns, strategies of green marketing, consumer beliefs, environmental sustainability.

1. Introduction

It is crucial for companies to conduct regular analyses of the advertising innovations that show the most promise. Conducting research on variations in market dynamics and customer behaviour is a good approach to stay abreast of developments in marketing trends. Monitoring the activities of their customers in real time enables businesses to adjust to the ever-changing tastes of their

customers. A significant portion of today's consumers are concerned about the state of the environment and the impact that their consumption habits will have on the natural world. This growing sense of discomfort may be attributable to factors such as climate change, global warming, and rising levels of pollution in the air and water. Businesses can gain a competitive advantage in the market and a dedicated customer base by using "green marketing" techniques, which consider the requirements of their customers in addition to the demands of the natural environment.

The term green marketing can also be referred to as Environmental marketing or Eco-marketing. The promotion of goods that are regarded to be safe for the environment is what the American Marketing Association refers to when they use the term Green Marketing. Altering the product, the manufacturing process, the packaging, the promotion, or the elimination of any action that has a detrimental effect on the environment are all examples of actions that fall under the broad umbrella of green marketing. Green marketing also encompasses a wide range of other activities. Because there are currently more environmental challenges than there have ever been in the past, it is more essential than ever for companies to market themselves as being environmentally friendly. Green marketing is becoming an increasingly frequent advertising strategy as customers are becoming more aware of environmental issues.

Green marketing is a form of marketing that encourages businesses to interact with their customers, suppliers, and employees in an environmentally responsible manner. This type of marketing is also known as green advertising. There has been a rise in the number of companies that are marketing themselves as being environmentally friendly. Public sector organisations and state governments have also started to pay more attention to environmental issues such as global warming, pollution, and water contamination, and they have started to act to limit the amount of environmental pollution that exists. Using a green theme in a company's name or designing a website, logo, or product packaging in green is just the beginning of green marketing. When a business goes to great lengths to produce its goods in an environmentally friendly manner, from the materials they use in their factories to the way they package and ship their goods to customers.

Business reaped the rewards of lower expenses. Waste, greenhouse gas emissions, and financial costs may all be lowered by adopting such novel procedures. The emergence of green marketing can be attributed in part to the widespread environmental issues that exist in the modern world. Marketers are increasingly interested in green marketing because it has the potential to give them an edge in the marketplace. Understanding consumer psychology is crucial to the success of green marketing. Therefore, it is crucial to investigate consumers' knowledge and sentiments about green products, as well as the factors that influence their purchasing decisions. This research is being undertaken to learn more about consumers' perspectives on environmental issues and their propensity to purchase environmentally friendly goods.

The Development of Eco-Friendly Ad Campaigns

Green marketing entails generating and advertising ecologically friendly products and services (such as quality, performance, price, and convenience). Green marketing promotes eco-friendly products, according to the American Marketing Association. Green marketing modifies product, production, packaging, and promotion. Green marketing's social, environmental, and retail dimensions make it hard to define. Ecological marketing is used interchangeably. Green advertising has evolved. "Green marketing" was a 1980s-1990s buzzword. Environmentally conscious advertising has three levels. Initially, ecological green marketing concentrated on environmental issues. Second-stage green marketing emphasises clean technology. Creating new pollution- and waste-fighting products helped. Third, we introduced green sustainability. Public sector organisations and state governments are addressing environmental issues like global warming, pollution, and water contamination. National Geographic Society and Globe scan (2010) measured green sentiments using Consumer Greendex. India, Brazil, and China scored highest. India, Russia, and the U.S. have the greenest customers. Green marketing success requires ethical and responsible business practises.

Promotion of Eco-Friendly Goods

People define "green" differently. "Green product" has no agreed-upon definition. Although there are several ways to describe green marketing, green products have a few qualities: 1. Energy conservation (usage and production), 2. Water efficiency (both in use and in production), 3. Emissions decrease (low on hazardous emissions), 4. Healthy/risk-free options 5. Recyclable or constructed from recycled materials 7. It's biodegradable Renewable 9. Recycling 10. Third-party certification (organic, certified wood) 11. Locally made.

Consumer durables manufacturers use the Energy Star Label to promise lower electricity bills. Godrej Consumer Products compensates customers who upgrade to eco-friendly gadgets. The ads encourage eco-friendly choices to help future generations. NDTV created Greenathon to inspire environmental action. The annual NDTV Greenathon promotes environmental awareness and social issues including rural electrification. Philips' Marathon CFL is "long-lasting" and energy-efficient. Businesses offer recycled goods to meet eco-friendly consumer demand. Recycled paper bags are replacing plastic ones (Titan and Tanishq, for instance, have instituted a policy requiring all deliveries and customer handouts to be made in recycled paper sacks). Idea Cellular CSR includes a forest-protection campaign. Kansai Nerolac Paints offers lead-free paints in India as eco-friendly. Go Green with Dell promotes green IT. System recycling kits for Dell laptops enhance the company's environmental responsibilities. Green innovation emphasises data centre efficiency, chassis design, and eco-friendly packaging. Star ratings reveal how much electricity electronics companies use. Energy efficiency is measured by stars (the most possible is 5 stars). Nokia's recycling programme is eco-friendly. IBM's Project Big Green helps companies optimise their data centres and IT. IBM's data centre power reduction technology and services can save energy expenses by 40%.

Environmental programmes are government and corporate. A 1986 law and 1992 audit protected India's natural resources. New Delhi was one of the most polluted cities before the SC ordered cleaner fuels. The Supreme Court mandated CNG buses in 2002 to minimise air pollution. Many greenhouse gas reduction markets are available to boost local economies, ecosystems, and quality of life. CDM reduces CO₂ emissions. Traditional brick production causes soil erosion, thus builders recommend fly-ash bricks. Save fossil fuels with solar-powered elevators and halls. FDDI develops and tests innovative materials, building methods, and products to reuse worn tyres. In 2008–2009, green items were popular. More than 500 eco-friendly products were released in the first half of 2009, according to Data monitor.

2. Review of Literature

Several studies provide credence to the idea that today's consumers prefer eco-friendly products and have a favourable impression of companies who make these principles a top priority. Opinion polls in the United States and worldwide reveal that customers are eager to support environmentally responsible businesses and brands. Researchers and institutions have invested a great deal of time and energy into studying green marketing, but consumer demand for eco-friendly goods has not kept pace.

Mintel (1995) The author discovered a considerable gap between customers' concern and their real green purchases. The study points out that there are still significant obstacles to the widespread adoption of greener consumption habits¹.

Ottman, J. A. & Et al, (1998) From an organisational perspective, all marketing activities, including new product development and communications, should be environmentally conscious. This holistic vision of Green Marketing advises incorporating educators, community members, regulators, and NGOs in addition to suppliers and retailers. Environmental concerns should not be sacrificed for client satisfaction. Consumers choose products from green companies since they are environmentally friendly².

Sherlekar & Et al (2007) According to the author the Eco mark label's named earthen pitcher logo is meant to guide shoppers toward eco-friendly options. Textiles, bathroom soaps, detergents, paper, paints, packaging, insecticides, medicines, and so on all need Eco labelling immediately.³

Onditi, A. (2016). The study examined how green marketing affects Kisumu County, Kenya, grocery sales. A cross-sectional descriptive survey was done. Kisumu County's 7 biggest retailers were surveyed. Semi-structured surveys with closed- and open-ended questions collected primary data. The poll targeted 7 large Kisumu County supermarket workers. Multiple linear regression revealed different associations. Graphs showed frequency, percentage, and mean scores. Many supermarkets utilize green purchasing marketing methods to adapt to changing business situations.

Green marketing is essential for competitive firms. Successful global companies value social responsibility. ⁴Including product, price, promotion, and distribution in green marketing properly, Green Marketing has the potential to be a highly effective marketing strategy.

Handayani, W., Prayogo, R., & Prayogo, R. A. (2017) This study examines how green product attitudes affect purchasing intention. Consumer attitudes towards green products arise from psychological inclinations that evaluate entities based on their advantages and disadvantages. The issue in this study is the lack of consumer understanding about the health and environmental benefits of using green products. ⁵ This research aims to examine how consumer attitudes towards green products affect purchasing intentions. PLS is used for hypothesis testing. ⁵ Analysis indicates a significant correlation between consumer attitude towards green products and purchasing intention.

Kalaiselvi, D. S., & Dhinakaran, D. D. P. (2021) The promotion and selling of eco-friendly products is called "green marketing" since it reduces their environmental impact. This report examines Thiruvallur District customers' green marketing attitudes and green product purchases. This study examines customer knowledge and willingness to pay more for ecologically friendly products, as well as gender, education, income, and green product awareness. The study also examines customer awareness, desire, and purchase behaviour for green products and their assessment of green marketing campaigns. ⁶

Vani, M. M. P. (2022) This article examines consumer perceptions and preferences for green marketing methods and products in Bangalore. Data were collected from 100 respondents. Respondents were chosen via convenient sampling. A systematic questionnaire was utilized to gather primary data from sample respondents. Statistics show a high correlation between marketing techniques, product aspects, customer green values, and perception. ⁷ The study shows that consumer awareness of green marketing significantly affects their purchase behaviour.

Singh, G., Mithleshprajapati, M., & Ankitanihlani, M. (2022) Our daily lives are surrounded by green revolutions, environmental protection, sustainable lifestyles, sustainable development, and planet protection. Environmental issues touch all human activities, although few academic fields have studied them. Examples include marketing. Companies are adapting to society's "new" environmental concerns. The news often mentions green and environmental marketing. Many companies in various industries use green marketing to follow this trend. The AMA defines "green marketing" as promoting eco-friendly products. Green marketing involves product, production, packaging, and advertising changes. Ecological and environmental marketing are synonymous. ⁸

Going "green" may seem expensive, but it pays out in the long run. This study can teach researchers about green marketing's value, potential, and challenges.

2.1. Need of the Study

Green marketing goes beyond promoting eco-friendly products. Green marketing creates eco-friendly products and packaging. It covers conservation to pollution control. Companies should do their best to manufacture eco-friendly products for customers and society. Marketers must use resources efficiently to meet company goals without wasting them. Eco-marketing is inevitable. Environmental protection is gaining popularity worldwide. Environmental concerns are affecting people's behaviour. Thus, "Green Marketing" was coined. Thus, marketers prioritise green marketing out of environmental concern. Marketers and customers are concerned about the environment and changing their behaviour. Eco-friendly products are now important to consumers and businesses.

2.2. Objectives of the study

Following are the Objectives of the study

1. To evaluate customers' green values by assessing their green product and practise awareness.
2. To study consumer preferences for and satisfaction with Green products
3. To discover the elements that impact customer persuasion to purchase green products

3. Research Methodology

The research methodology for this study involved a quantitative approach, complemented by the use of secondary sources to provide context and support for the primary data collected. A structured questionnaire was administered to 67 participants to assess their level of environmental awareness, consumer preferences for eco-friendly products, and the motivations behind their purchasing decisions. Secondary sources, such as existing literature on green marketing and consumer behaviour, were reviewed to inform the questionnaire design and provide a theoretical backdrop for the study. The sampling method ensured a diverse representation of individuals to capture a broad spectrum of consumer attitudes toward green products.

Data analysis was conducted using chi-square tests to identify any significant associations between consumer awareness and their purchasing motives. This helped in determining whether awareness levels significantly impacted the choice of eco-friendly products. Additionally, percentage analysis was employed to interpret the prevalence of certain attitudes and behaviours related to green marketing. This methodological approach, integrating both primary and secondary data sources, provides a robust framework for understanding the dynamics between environmental awareness and consumer behaviour in the context of eco-friendly products. The combination of quantitative analysis and literature review offers a comprehensive understanding of the factors influencing consumer preferences for sustainable products.

3.1. Analysis and Interpretation

The demographic data presented in Table 1 provides a foundational understanding of the respondents who participated in the study, offering insights into their gender distribution, age range, and educational background. This information is crucial for interpreting the broader findings of the research and understanding the context within which consumer awareness and motives for purchasing green products are examined.

Table 1: Demographic Percentage details

	Gender		Age				Education		
	Female	Male	18-25	26-40	41-55	55 above	Inter	UG	PG
Percentage	26.9%	73.01%	83.6%	1.5%	10.4%	4.5%	7.5%	80.6%	10.4%
No. of respondents	67		67				67		

Source: Primary data

The demographic distribution of the 67 respondents in this study reveals a predominantly male sample, with 73.01% of participants identifying as male and 26.9% as female. The age distribution is heavily skewed toward younger individuals, with 83.6% of respondents aged 18-25. This suggests that the perspectives captured in the study primarily reflect those of young adults, potentially impacting the findings related to environmental awareness and purchasing motivations. The representation of older age groups is minimal, with only 1.5% of respondents aged 26-40, 10.4% aged 41-55, and 4.5% aged 55 and above. Educationally, a substantial 80.6% of respondents have completed an undergraduate degree, indicating a highly educated sample. This is complemented by 7.5% with intermediate education and 10.4% with postgraduate degrees.

These demographic characteristics provide important context for interpreting the study's findings on consumer awareness and motives for purchasing green products. The predominance of young, educated males suggests that the results may primarily reflect the attitudes and behaviour of this demographic. Younger individuals are often more environmentally conscious and receptive to sustainable practices, which could influence their interest in green products. The high level of education among respondents may correlate with greater awareness of environmental issues and a stronger inclination towards sustainable consumption. Understanding these demographic patterns is crucial for tailoring marketing strategies to effectively engage this specific audience while recognizing the need for further research to include a broader range of demographic perspectives.

i) To evaluate customers' green values by assessing their green product and practise awareness

In today's environmentally conscious marketplace, understanding customers' green values is critical for businesses aiming to align their products and marketing strategies with consumer expectations. This study focuses on evaluating the extent to which consumers are aware of green products and sustainable practices, as this awareness is a key indicator of their green values. Green

values refer to the principles and beliefs that drive individuals to prioritize environmental sustainability in their consumption choices. By assessing the level of awareness among consumers, the study aims to gauge their commitment to environmentally friendly products and practices. This involves exploring consumers' knowledge of product attributes such as biodegradability, recyclability, and energy efficiency, as well as their understanding of sustainable lifestyle choices, such as reducing waste and conserving resources. By evaluating these factors, the research seeks to uncover the depth of consumer engagement with green initiatives, which can inform companies about the effectiveness of their green marketing strategies and highlight areas for improvement. Ultimately, this objective is crucial for identifying potential gaps in consumer knowledge and for tailoring marketing efforts to enhance consumer education and promote sustainable consumption patterns.

Table 2: Crosstabulation test on Consumers Awareness * Motives for purchasing the green products

		Motives for purchasing the green products				Total
		Concern for Health	Concern for status	Concern for the environment	To use better quality products	
Consumers' Awareness	Yes	15	2	26	8	51
	NO	4	0	8	4	16
Total		19	2	34	12	67

Source: Primary data

The cross-tabulation analysis examines the relationship between awareness and various motives for product use, such as concern for health, status, the environment, and the preference for better-quality products. Among the 67 individuals surveyed, 51 are responded as "Yes" and 16 as "No." The data reveals that within the awareness group, a significant portion (26 out of 51) is motivated by concern for the environment, suggesting that environmental consciousness is a major driving factor for those who are aware. Health concerns also play a substantial role, with 15 individuals citing this as their motive. Interestingly, status concern appears to be the least influential motive among the awareness, with only 2 individuals identifying it as their primary reason. In contrast, within the not awared group, environmental concern remains notable, with 8 out of 16 individuals motivated by it. However, status concern is entirely absent among the not awared individuals. The preference for better-quality products is cited by a smaller segment in both groups, indicating a less dominant role compared to health and environmental concerns.

Table 2.1: Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.303 ^a	3	.728
Likelihood Ratio	1.726	3	.631

Linear-by-Linear Association	.500	1	.480
N of Valid Cases	67		

Source: Primary data

The chi-square test results presented in Table 2.1 evaluate the association between consumer awareness and their motives for purchasing green products. The table includes the Pearson Chi-Square value, the Likelihood Ratio, and the Linear-by-Linear Association, each with their respective degrees of freedom (df) and p-values. For the Pearson Chi-Square test, the value is 1.303 with 3 degrees of freedom, and the p-value is 0.728. This p-value is significantly higher than the common significance level of 0.05, indicating that there is no statistically significant relationship between consumer awareness and their motives for purchasing green products. Similarly, the Likelihood Ratio test yields a value of 1.726 with a p-value of 0.631, reinforcing the lack of a significant association. The Linear-by-Linear Association test, with a value of 0.500 and a p-value of 0.480, further supports the conclusion that there is no significant linear relationship between the variables.

These results suggest that the motives for purchasing green products are not strongly influenced by the level of consumer awareness in this sample. Although the data reflects a range of motivations such as concern for health, status, the environment, and product quality, these factors do not show a strong dependency on whether consumers are aware of green products. This indicates that individuals may be adopting greener lifestyles for varied and personal reasons that are not directly correlated with their awareness levels. The lack of significant correlation could be due to a variety of factors, including differences in personal values, varying levels of commitment to environmental issues, or other external influences not considered in this research. The findings underscore the complexity of consumer behaviour regarding green products and suggest that further research might be needed to explore additional variables and factors influencing sustainable purchasing decisions.

ii) To study consumer preferences for and satisfaction with Green products

Understanding consumer preferences and satisfaction with green products is essential for businesses aiming to successfully market eco-friendly items. As the demand for sustainable and environmentally friendly products grows, it becomes increasingly important to identify what factors drive consumer choices and how satisfied they are with their green product experiences. This objective seeks to explore various dimensions of consumer attitudes towards green products, including their preferences for eco-friendly options, their satisfaction with the quality and availability of these products, and their willingness to pay a premium for them. By examining these aspects, the study aims to provide valuable insights into consumer behaviour and preferences, helping businesses tailor their strategies to better meet market demands and enhance customer satisfaction. The following table presents an analysis of these factors, offering a detailed look at consumer opinions and experiences related to green products.

Table 3: Consumer Preferences and Satisfaction with Green Products

Preference / Satisfaction Aspect	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Preference for Eco-friendly Products	5	10	15	25	12	67
Satisfaction with Green Product Quality	4	8	20	22	13	67
Satisfaction with Green Product Availability	6	12	18	20	11	67
Willingness to Pay More for Green Products	7	9	12	24	15	67

Source: Primary data

The analysis of consumer preferences and satisfaction with green products, as illustrated in Table 3, reveals a generally positive attitude towards eco-friendly items. Out of the 67 respondents, 37 individuals, or 55%, express a preference for green products, indicating strong support for environmentally sustainable options. Satisfaction with the quality of these products is also relatively favourable, with 35 participants, or 52%, reporting satisfaction. However, 18% of respondents, which equates to 12 individuals, express dissatisfaction, highlighting areas where improvements are needed. In terms of product availability, 31 respondents, or 46%, are content with the accessibility of green products, while 27%, or 18 individuals, are dissatisfied. This suggests that availability could be a barrier that needs addressing. Furthermore, 39 respondents, or 58%, are willing to pay more for green products, reflecting a commitment to sustainability despite potential cost concerns. These findings suggest that while there is considerable support for green products, addressing issues related to product quality, availability, and cost sensitivity could enhance overall consumer satisfaction and further drive the adoption of eco-friendly products.

These findings suggest that while there is considerable support for green products, addressing issues related to product quality, availability, and cost sensitivity could enhance overall consumer satisfaction and further drive the adoption of eco-friendly products. The table reveals that while there is a general preference and willingness to support green products, there are areas where consumer satisfaction could be improved, such as product availability and perceived quality. The willingness to pay a premium indicates a positive attitude towards green products, but cost remains a significant consideration. These insights can guide businesses in enhancing their product offerings and addressing consumer concerns to better align with preferences and improve overall satisfaction.

iii) To discover the elements that impact customer persuasion to purchase green products

Understanding the elements that influence customer persuasion to purchase green products is crucial for developing effective marketing strategies and promoting sustainable consumption. This objective aims to identify and evaluate the various factors that impact consumer decisions when

choosing eco-friendly products. By examining these elements, businesses can tailor their marketing efforts to address key drivers of consumer behaviour, enhance the appeal of green products, and ultimately increase their market share in the growing sector of sustainable goods. The following table presents a detailed analysis of these influencing factors based on consumer responses.

Table 4: Factors Influencing Customer Persuasion to Purchase Green Products

Influencing Factor	Not Important	Slightly Important	Moderately Important	Important	Very Important	Total
Environmental Impact	3	5	12	25	22	67
Product Quality	2	4	15	30	16	67
Brand Reputation	4	7	18	25	13	67
Price	6	10	20	18	13	67
Availability and Convenience	5	8	19	20	15	67

Source: Primary data

The data presented in Table 4 highlights several key factors that influence customer persuasion to purchase green products. The most significant factor is the Environmental Impact, with 70% of respondents rating it as Important or Very Important. This indicates that consumers are strongly motivated by the environmental benefits of green products, valuing their contribution to sustainability. Product Quality also plays a critical role, with 68% of respondents considering it Important or Very Important. High product quality is essential for convincing consumers to choose green products over conventional options. Brand Reputation and Price are also notable factors, with 56% and 46% of respondents respectively rating these aspects as Important or Very Important. This suggests that consumers are influenced by the perceived reliability of the brand and the cost of the product, though to a slightly lesser extent than environmental impact and quality.

The findings underscore the importance of focusing on key elements that drive consumer persuasion towards green products. Environmental Impact stands out as the most compelling factor, emphasizing the need for businesses to clearly communicate the ecological benefits of their products. Product Quality is also crucial, indicating that consumers are looking for high standards in green products to justify their purchase. Brand Reputation and Price further influence consumer decisions, suggesting that brands should build strong reputations and offer competitive pricing to appeal to a broader audience. Availability and Convenience are also relevant, but slightly less critical than other factors, indicating that while accessibility is important, it may not be the primary driver of purchase decisions. By addressing these influencing factors, businesses can enhance their strategies to effectively persuade consumers and promote green product adoption.

Building on the previous analysis of consumer preferences and satisfaction, Table 5 delves into the level of awareness among respondents regarding various dimensions of green marketing. This table explores how well consumers understand the benefits and attributes associated with green products, including their health and environmental benefits, points of purchase, brand options, and green product symbols. By assessing these aspects, we aim to gain a deeper understanding of consumer awareness, which is crucial for developing effective marketing strategies and enhancing the visibility and appeal of green products.

Table 5: Level of awareness about green marketing dimensions

Statement	No. of Respondents	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total %
Aware of the benefits of green products for health	67	0	0	0	0	67	100%
Aware of the benefits of green products for the environment	67	0	0	0	18	49	100%
Aware of the point of purchase for green products	67	0	0	0	21	46	100%
Aware of various brands offering green product	67	0	0	0	16	51	100%
Aware of various symbols which declare the product as green product	67	0	0	0	21	46	100%

Source: Primary data

Above table illustrates that all respondents (100%) are aware of the benefits of green products for health, indicating a strong understanding of this key advantage of eco-friendly products. Awareness of the environmental benefits of green products is also high, with 49% of respondents agreeing and 18% strongly agreeing. This suggests that while a majority recognizes the environmental advantages, there is still a notable proportion that may not fully appreciate these benefits. Awareness of the point of purchase for green products is evident for 46% of respondents, indicating that consumers know where to buy these products, but there is room for improvement in making this information more accessible. The awareness of various brands offering green

products stands at 51%, suggesting a moderate level of brand recognition among consumers. Finally, 46% of respondents are aware of various symbols that indicate a product is green, highlighting a significant portion of consumers who can identify eco-friendly products through labelling.

The findings from Table 5 reveal that consumer awareness of green marketing dimensions is generally high but varies across different aspects. The complete awareness of health benefits reflects the effectiveness of marketing messages focusing on health. However, awareness of environmental benefits and points of purchase shows room for enhancing consumer education. The moderate level of awareness regarding brands and symbols indicates that while some consumers are familiar with the green product market and its identifiers, more comprehensive information could further improve consumer recognition and confidence. To effectively capitalize on this awareness, businesses should focus on strengthening their communication strategies to emphasize the environmental benefits, clarify purchase points, and increase the visibility of green product symbols. This approach can help in bridging the gaps in consumer knowledge and fostering greater engagement with eco-friendly products.

4. Conclusion and Suggestions

The analysis of consumer preferences, satisfaction, and awareness regarding green products provides a comprehensive understanding of current market dynamics and consumer behaviours. The positive consumer attitude towards green products is evident, with a significant proportion willing to pay a premium for eco-friendly options and a high level of awareness about the health benefits associated with these products. However, issues such as product quality, availability, and cost sensitivity have been identified as areas needing improvement. While the majority of consumers express support for green products, dissatisfaction with certain aspects like product accessibility and perceived quality highlights the need for businesses to address these concerns to enhance overall satisfaction and drive adoption. Furthermore, the awareness analysis reveals that while consumers are knowledgeable about the health benefits of green products, there is variability in their understanding of environmental benefits, points of purchase, and green product symbols. This indicates a need for more effective consumer education and clearer product labelling to improve recognition and confidence in green products. By addressing these gaps and focusing on improving product quality, accessibility, and educational efforts, businesses can better align with consumer preferences, strengthen market presence, and promote greater adoption of eco-friendly products.

To enhance the market presence of green products, businesses should focus on improving product quality and ensuring consistent availability to boost consumer satisfaction and loyalty. Addressing performance issues and enhancing accessibility will help overcome adoption barriers. Investing in consumer education is also crucial; effectively communicating the environmental benefits and simplifying product identification through clear labelling will support informed consumer choices. Additionally, partnering with sustainability advocates, leveraging digital marketing strategies, and offering promotions can increase visibility and appeal. Incorporating

feedback mechanisms to gauge consumer satisfaction and adjust offerings accordingly will further strengthen market position and drive long-term growth.

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