

## ENVIRONMENTAL CONCERN OF CUSTOMERS AND THEIR SENTIMENT TOWARDS GREEN MARKETING

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### ABSTRACT

*In many circumstances, corporations watch rivals' environmental promotion and strive to mimic activity. Intense competition can cause a whole sector to reform or, as a consequence, reduce harmful environmental behaviour in some circumstances. Sustainable marketing, sometimes known as environmental marketing, provides an excellent chance to address environmental issues. The current research endeavours to investigate customer perceptions of green products. In this study, our study's purpose is to evaluate numerous aspects or features of environmental concern that influence a customer's attitude of green goods. After analyzing research data and testing hypothesis and objectives researcher concluded that eco-friendly products are always benefited to the environment and consumers. It shows consumer concern about environment while making purchase decision.*

*Keywords: environmental protection, ecology, green marketing, green products, factors affecting green marketing & consumer behaviour*

### INTRODUCTION

Concern for environmental improvement has matured in all industrialised nations. It is also expanding in underdeveloped nations such as India. Previously, the emphasis was only on pollution control and pollution punishment. Since 1986, the emphasis has been on sustainable economic growth that serves the demands of current and future generations, i.e. development without degrading the environment.

Economic progress and good environmental management are mutually beneficial, like two sides of the same coin. We must guarantee that resources are used in a sustainable and fair manner to satisfy the fundamental requirements of current and future generations while creating no more environmental damage. Development will be undermined without sufficient environmental protection, and environmental protection will fail without development. Any country's ability to cope with environmental concerns is determined by its economic capacity.

Environmental protection must be incorporated into industry business planning, strategy, and costing analyses. Ecology and development do not have to be incompatible. These can coexist in a healthy way. Economic growth can help to keep the environment clean. Environmental awareness & protection are greater in developed countries.

Environmental activism has developed a strong public opinion for environmental concerns, & as consumer knowledge grows, customer preferences will be reflected through market behaviour & by company stakeholders, compelling corporate sectors to accommodate to shifting consumer-citizen demands. Marketers will recognise gravity of environmental problems & challenges. They will learn to choose & advertise "Environmentally Friendly" items. Preference for green consumerism & ecologically friendly items will drive marketers to include a green tint into

their marketing techniques to reflect genuine environmental concerns. Within a few years, marketers in India will have to prioritise environmental preservation. Indeed, promoting environmentally friendly products will become a societal obligation.

Environmentally friendly items will generate enormous marketing opportunities for firms. Eco labelling on items may be a useful promotional or marketing technique. Because of green marketing endeavours, the notion of green advertising has emerged. Green advertising refers to promotional initiatives that promote environmentally friendly products. Green projects performed by businesses and non-profit groups to safeguard the environment are also included.

Many individuals, particularly in industrialised nations, are becoming increasingly concerned about environmental protection. Green products are becoming more popular. From celebrities to everyday consumers, it appears that practically everyone is opting for green products these days. This gives an excellent chance for organisations wishing to extend their marketing operations to go green in their ad campaigns, since consumers frequently respond better to promotions that integrate current events or trends. Businesses that can profit on green products can not only see a significant return, but they may also be able to contribute something back to the environment at the same time. A green advertising strategy, according to green environmentalists, must spark a movement among purchasers. Green or eco-friendly items should be highlighted in advertising efforts by companies that make them. They should educate individuals about the advantages of using environmentally friendly items. They could emphasise that they spend a lot of money on R&D to create eco-friendly items.

## **FACTORS AFFECTING ON GREEN MARKETING**

### **Pro-environmental consumer behavior**

Pro-environmental activities are distinct from normal purchase-related consumer habits. General purchase behaviour is motivated by an appraisal of its immediate advantages & costs, which are only relevant to specific consumer executing the action. Environmentally conscious conduct, on the other hand, is unlikely to provide immediate personal gain or enjoyment, but rather a long-term effect (e.g., a cleaner environment) that typically benefits society as a whole.[1,2] However, it has recently been discovered that the existing environmental awful circumstances are becoming increasingly dangerous to consumer health and welfare internationally. As a result, customers' environmental views, tastes, and purchases are becoming more sensitive.[3]

### **Environmental knowledge**

Kempton said that most individuals do not know enough about environmental concerns to behave responsibly.[4] Environmental knowledge is described as "a broad understanding of facts, concepts, & relationships pertaining to natural environment & its primary ecosystems".[5] In other words, environmental knowledge encompasses what people know about environment, essential linkages that lead to environmental aspects or consequences, an understanding of "whole systems," & the collective duties required for sustainable development. Rokicka discovered that acquiring a high degree of environmental knowledge results in much

improved pro-environmental behaviour.[6] Mostafa discovered that environmental information has a considerable influence on customers' intentions to purchase green items. So, based on above explanation, one may create first hypothesis for a correlated collection of consumer behaviour variables.[7]

#### **Perceived consumer effectiveness**

Perceived Consumer Effectiveness (PCE) is the degree to which people think their actions matter in fixing an issue.[8] Individuals who have a strong sense that their environmentally conscious action will result in a beneficial outcome, according to Kim & Choi, are more inclined to engage in such activities in support of their environmental concerns.[2] As a result, self-efficacy perceptions may impact chance of engaging in green purchasing behaviour. The sixth hypothesis for a correlated collection of consumer behaviour variables may be established based on the preceding discussion.

#### **Environmental awareness**

Environmental awareness is described as "understanding the environmental consequences of human actions." Environmental awareness consists of a cognitive, knowledge-based component as well as an emotive perception-based component. Panni discovered that more consumers are aware of societal & environmental challenges, more they engage in pro-social & pro-environmental activity.[9]

#### **Environmental concern and attitude**

The social psychology behavioural research literature has established attitudes as significant predictors of behaviour, behavioural intention, & explanatory aspects of individual behaviour variances.[10] Several studies have shown that both of these criteria are important/significant drivers of consumer pro-environmental behaviour. For example, an individual's level of worry about environmental issues has been shown to be an effective predictor of environmentally conscious attitudes, which have also been used to predict energy conservation & environmentally conscious product acquisition & usage in earlier studies.[7] In their studies, Beckford and Cornelissen et al. revealed that environmental attitude had a significant effect on consumer environmental/green purchasing behaviour.[11,12]

#### **Availability of product information and product availability and belief about product safety for use**

According to empirical research, customers' difficulties in identifying environmentally friendly items is largely due to a lack of knowledge. According to certain surveys, one of the hurdles to consumer purchasing is a lack of availability of green & organic food in stores. The amount of ease or difficulty in obtaining or consuming a given product is referred to as availability. Many customers have incentives to acquire green items, however this does not transfer into purchasing behaviour owing to scarcity. According to Ismail & Panni (2008), the availability of green products is essential to engage customers in pro-social/pro-environmental behaviour. Consumers' beliefs about product safety were discovered to have a significant positive impact on their intention to buy green & organic products, as one of most frequently mentioned reasons for purchasing organic products is that they are perceived to be healthier than conventional alternatives.

### **Transparency/fairness on trade practices**

AIM- European Brands Association (2002) published a document on trade fairness in order to fulfil customers' present and future requirements, as well as consumer rights and interests. AIM defines unfairness as the following: deceptive practises, failure to deliver material information to consumers, undue influence, complaint processing, & after-sales service.

### **Demographic factors**

According to previous research, demographic characteristics have a major influence on customers' pro-environmental/green purchasing behaviour. It has been revealed that environmentally concerned customers are white, female, professional, and younger. Demographic characteristics were identified as one of most influential elements in pro-environmental behaviour. It was discovered that women must have a high degree of education in order to become consumerist/environmental sensitive customers. It was also shown that socially conscious shoppers are mostly female. According to Knauer, high-income women are the most likely to report dishonesty and misrepresentation. Gender plays a crucial part in being a consumerist and an ecologically conscientious consumer, according to the argument.[13]

## **RELATED LITERATURE REVIEW**

Javeed Mohammed Khan stated that consumers are not aware about the benefits of green products. Organizations are not working on developing more green products and green packaging. People are realizing their role & responsibilities towards environment. Companies need to educate consumers about green product benefits through advertising. Consumers are willing to pay extra price for green products. Success of green marketing depends upon consumers' attitude and behavior towards green products.[14]

Dr. Shruti P Maheshwari stated that, consumers are positive for buying brands which are less damaging to environment. Green products do not give better functional benefits as compare to non-green products. Consumers are aware about eco-friendly products but unaware about green brands. There is gap in marketing efforts put by green marketers in bringing consumer awareness. Trust of consumers on green products brands is based on experience, information and satisfaction.[15]

According to Dr. Pawan Kumar, green marketing is still in its infancy. Adoption of green marketing may be difficult in short term, but it will undoubtedly benefit company in long run. Customers are willing to pay a premium for green items due to their concern for the environment. Companies must consider environmental effect of their operations. The economic side of marketing should not be overlooked in green marketing. Green marketing is critical for long-term growth.[16]

Asad Mirza and Ashish Gupta conducted an experimental study on consumers' perceptions of green FMCG products. People are growing more health concerned and are gravitating towards purchase & use of environmentally friendly green items. In context of consumer goods, green products contain natural components and have a beneficial influence on consumer health while having little or no impact on environment. Green products support sustainable development & provide consumers with the mental gratification of knowing that they are helping to save the environment. The study also shows the types of sellers chosen by customers for the purchase of green FMCG items, which may help green product makers choose the optimum channel of distribution for their products.[17]

According to Ms. Pratyusha Goswami et al, our society is becoming increasingly concerned about natural environment. The harmful impact of human actions on the environment is a source of worry nowadays. Customers and manufacturers have shifted their focus to environmentally friendly things that are intended to be "green" or condition pleasant, such as low power expending (imperatively successful) electrical machines, natural items, without lead paints, recyclable paper, & cleansers.

### **OBJECTIVES OF THE STUDY**

To understand relationship between environmental concern of customers & their sentiment towards green marketing

### **HYPOTHESES OF THE STUDY**

**H0:** There is no significant relationship between Environmental concern of customers & their perception towards Green Marketing.

**H1:** There is significant relationship between Environmental concern of customers & their perception towards Green Marketing.

### **RESEARCH METHODOLOGY**

In early researches, researchers tried to evaluate only impact of one marketing element that is price, on consumer perception on green marketing. Many researches navigated the association b/w environmental concern & purchase decision of green products. However, apart from of environmental concern, other factors like concern of social responsibilities, concern of healthy life style may motivate consumers to take green product purchase decision. The current study's research design was descriptive in nature. In this research, researcher tries to find out Survey is conducted through a structured questionnaire. Most of the questions are close-ended and rating scale questions. Open ended questions were also included to allow respondents to express their views and suggestions about improvement of present status of green marketing. For this research, the samples are the consumers using FMCG green products in Kalyan. This part consists of 16 statements type questions. These statements were measured by using five point Likert Scale i.e.,strongly agree (5), agree (4), Neutral, (3) disagree (2) & strongly disagree (1). Statistical software used for data analysis is SPSS v. 20. For the purpose of data analysis, various statistical operations and tools are used such as chi square test, cronbrach's alpha, Kolmogorov-Smirnov Z, Friedman test and mean rank.

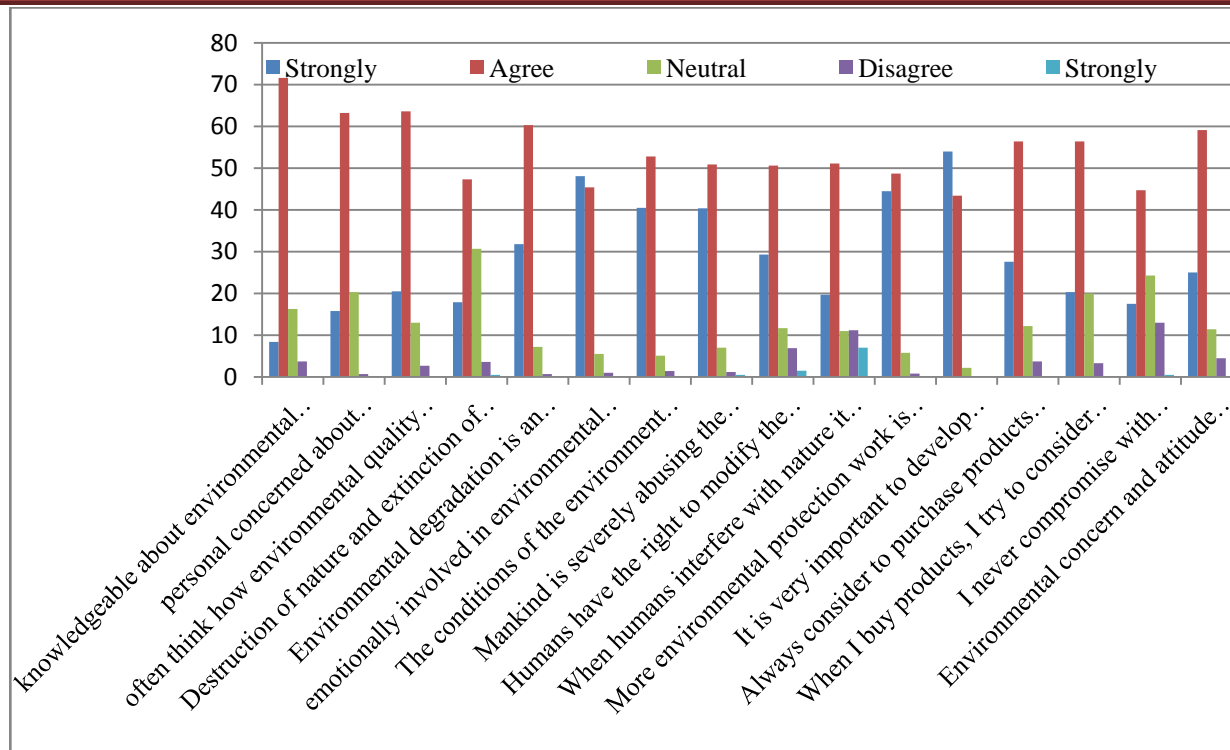
**DATA ANALYSIS AND INTERPRETATIONS**

**TABLE 1: RELATIONSHIP BETWEEN ENVIRONMENTAL CONCERN AND CONSUMERS PERCEPTION TOWARDS GREEN MARKETING**

		Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
knowledgeable about environmental issues	N	50	430	98	22	0
	%	8.4	71.6	16.3	3.7	0.0
personal concerned about environmental degradation	N	95	379	122	4	0
	%	15.8	63.2	20.3	0.7	0.0
often think how environmental quality of the city can be improved	N	123	382	78	16	1
	%	20.5	63.6	13.0	2.7	0.2
Destruction of nature and extinction of wildlife are harming the environment	N	107	284	184	22	3
	%	17.9	47.3	30.7	3.6	0.5
Environmental degradation is an important problem to be shared by humanity	N	191	362	43	4	0
	%	31.8	60.3	7.2	0.7	0.0
emotionally involved in environmental protection issues	N	289	272	33	6	0
	%	48.1	45.4	5.5	1.0	0.0
The conditions of the environment affect the quality life	N	243	317	31	8	1
	%	40.5	52.8	5.1	1.4	0.2
Mankind is severely abusing the environment	N	242	305	42	8	3
	%	40.4	50.9	7.0	1.2	0.5
Humans have the right to modify the natural environment to suit their needs	N	176	304	70	41	9
	%	29.3	50.6	11.7	6.9	1.5
When humans interfere with nature it often has disastrous consequences	N	118	307	66	67	42
	%	19.7	51.1	11.0	11.2	7.0
More environmental protection work is needed	N	267	292	35	5	1
	%	44.5	48.7	5.8	0.8	0.2
It is very important to develop environmental awareness among people	N	324	260	13	1	2
	%	54	43.4	2.2	0.2	0.2
Always consider to purchase products having less pollution on Environment	N	166	338	73	22	1
	%	27.6	56.4	12.2	3.7	0.1
When I buy products, I try to consider how my use of the products will not affect the environment	N	122	338	120	20	0
	%	20.3	56.4	20.0	3.3	0.0
I never compromise with environmental value when I go for purchase	N	105	268	146	78	3
	%	17.5	44.7	24.3	13.0	0.5
Environmental concern and attitude influence purchase of eco- friendly products	N	150	355	68	27	0
	%	25.0	59.1	11.4	4.5	0.0

(Source: Compiled Primary Data)





**FIG. 1: RELATIONSHIP BETWEEN ENVIRONMENTAL CONCERN AND CONSUMERS PERCEPTION TOWARDS GREEN MARKETING**

Table 1 represents information about environmental concern and consumers' perception towards Green Marketing. All the factors are measured on 5 likert scale i.e. strongly agree, Agree, Neutral, disagree and strongly disagree. After evaluating 600 responses, 50 (8.4%) respondents strongly agreed, 430(71.6%) respondents agreed, 98(16.3%) respondents were neutral, 22(3.7%) respondents disagreed that they are very knowledgeable about environmental issues. It is also interpreted that out of 600 respondents, 95 (15.8%) respondents strongly agreed, 379 (63.2%) respondents agreed, 122 (20.3%) respondents were neutral and 4 (0.7%) disagreed that they are personally concerned about environmental degradation.

Further, it is interpreted that out of 600 respondents, 123 (20.5%) respondents strongly agreed, 382 (63.6%) respondents agreed, 78 (13%) respondents were neutral, 16 (2.7%) respondents disagreed and 1(0.2%) respondents strongly disagreed that they often think about how environmental quality of their city can be improved. Analysing result of 600 responses, 107 (17.9%) respondents strongly agreed, 284 (47.3%) respondents agreed, 184 (30.7%) respondents were neutral and 22 (3.6%) respondents disagreed and 3 (0.5%) respondents strongly disagreed that destruction of nature and extinction of wildlife are harming the environment.

It is also interpreted that out of 600 respondents, 191 (31.8%) respondents strongly agreed, 362 (60.3%) respondents agreed, 43 (7.2%) respondents were neutral and 4 (0.7%) disagree that Environmental degradation is an important problem to be shared by humanity. Analyzing result of 600 respondents, 289 (48.1%) respondents strongly agreed, 272 (45.4%) respondents agreed, 33 (5.5%) respondents were neutral and only 6 (1.0%) respondents disagreed that they are emotionally involved in environmental protection issues.

It is also interpreted that out of 1049 respondents, 243 (40.5%) respondents strongly agreed, 317 (52.8%) respondents agreed, 31 (5.1%) respondents were neutral, 8 (1.4%) respondents disagreed and only 1 (0.2%) respondents strongly disagreed that the conditions of the environment

affect the quality of life. Further, it is interpreted that out of 1049 respondents, 242 (40.4%) respondents strongly agreed, 305 (50.9%) respondents agreed, 42 (7%) respondents were neutral and 8 (1.2%) respondents disagreed and 3 (0.5%) respondents strongly disagreed that the mankind is severely abusing the environment.

It is observed and interpreted that out of 600 respondents, 176 (29.3%) respondents strongly agreed, 304 (50.6%) respondents agreed, 70(11.7%) respondents were neutral, 41 (6.9%) respondents disagreed and 9 (1.5%) respondents strongly disagreed that humans have the right to modify the natural environment to suit their needs. It is also interpreted that out of 600 respondents, 118 (19.7%) respondents strongly agreed, 307 (51.1%) respondents agreed, 66(11%) respondents were neutral, 67(11.2%) respondents disagreed and 42 (7%) respondents strongly disagreed that when humans interfere with nature it often has disastrous consequences.

After analyzing 600 responses, it is interpreted that, 267 (44.5%) respondents strongly agreed, 292(48.7%) respondents agreed, 35(5.8%) respondents were neutral and 5(0.8%) respondents disagreed and only 1(0.2%) respondents strongly disagreed that More environmental protection work is needed. Further, it is interpreted that out of 600 responses, 324 (54%) respondents strongly agreed, 260(43.4%) respondents agreed, 13(2.2%) respondents neutral and 1(0.2%) respondents disagreed and 2(0.2%) respondents strongly disagreed that it is very important to develop environmental awareness among people.

It is observed and interpreted that out of 600 responses, 166 (27.6%) respondents were strongly agreed, 338 (56.4%) respondents were agreed, 73 (12.2%) respondents were neutral, 22 (3.7%) respondents were disagreed and 1(0.1%) respondents were strongly disagreed that they always consider purchasing products having less pollution on environment. It is also interpreted that out of 600 responses, 122 (20.3%) respondents strongly agreed, 338 (56.4%) respondents agreed, 120 (20%) respondents were neutral, 20 (3.3%) respondents disagreed that when they buy products, they try to consider how their use of the products will not affect the environment.

It is observed and interpreted that out of 600 respondents, 105 (17.5%) respondents strongly agreed, 268 (44.7%) respondents agreed, 146 (24.3%) respondents were neutral, 78 (13%) respondents disagreed and 3(0.5%) respondents strongly disagreed that they never compromise with environmental value when they go for purchase. After analyzing of 600 responses, it is interpreted that, 150 (25%) respondents strongly agreed, 355 (59.1%) respondents agreed, 68 (11.4%) respondents were neutral and 27 (4.5%) respondents disagreed that environmental concern and attitude influences purchase of eco-friendly products.

**TABLE 2: RELIABILITY STATISTICS ENVIRONMENTAL CONCERN OF CUSTOMERS AND THEIR PERCEPTION TOWARDS GREEN MARKETING**

Reliability Statistics	
Cronbach's Alpha	N of Items
.78	16

(Source: Compiled Primary Data)

Table 2 shows Reliability statistics obtained from Cronbach's Alpha value of 0.78, which indicates a high level of internal consistency for our scale (factors).



**TABLE 3: MEAN VALUE OF RESPONDENTS' RESPONSES ON ENVIRONMENTAL CONCERN AND CONSUMERS' PERCEPTION TOWARDS GREEN MARKETING**

Item	Mean	Std. Deviation
Knowledgeable about environmental issues	2.16	.61
Personally, concerned about environmental degradation	2.07	.62
Often think about how environmental quality of my city can be improved	1.10	.68
Destruction of nature and extinction of wildlife are harming the environment	2.22	.79
Environmental degradation is an important problem to be shunned by humanity	1.78	.60
Emotionally involved in environmental protection issues	2.22	.79
The conditions of the environment affect the quality life	1.69	.65
Mankind is severely abusing the environment	1.71	.69
Humans have the right to modify the natural environment to suit their needs	2.02	.91
When humans interfere with nature it often has disastrous Consequences	2.35	1.13
More environmental protection work is needed	1.64	.64
It is very important to develop environmental awareness among people	1.50	.57
always consider to purchase products having less pollution on environment	1.93	.74
When I buy products, I try to consider how my use of the products will not affect the environment	2.07	.73
Never compromise with environmental value when I go for Purchase	2.36	.93
Environment concern and attitude influence purchase of eco-friendly products	1.96	.74

(Source: Compiled Primary Data)

In table 3 environmental concern and consumers' perception towards Green Marketing has been measured on 5-point Likert Scale, 1 for “Strongly Agree” and 5 for “Strongly Disagree”. On an average, we observe that all the parameters have a mean value closer to 2. Hence, we say that the consumers agree that the discussed points give us an overview of consumer’s environmental concern and their perception towards Green Marketing.

**Environmental concerns:**

- a. Consumers never compromise with environmental value when they go for purchase.
- b. Humans have the right to modify the natural environment to suit their needs
- c. When consumers buy products, they try to consider how their use of the products will not affect the environment.

**Perception towards Green Marketing**

- a. I am emotionally involved in environmental protection issues
- b. I am very knowledgeable about environmental issues.
- c. I am personally concerned about environmental degradation.

**TABLE 4 KOLMOGOROV-SMIRNOV Z VALUE**

Item	Kolmogorov-Smirnov Z	Asymp. Sig. (2-tailed)
I am very knowledgeable about environmental issues	12.93	0.00
I am personally concerned for environmental degradation	10.61	0.00
I often think about how environmental quality of my city can be improved	10.77	0.00
Destruction of nature and extinction of wildlife are harming the environment	8.38	0.00
Environmental degradation is an important problem to be shunned by humanity	10.77	0.00
I am emotionally involved in environmental protection issues.	9.86	0.00
The conditions of the environment affect the quality of life	9.19	0.00
Mankind is severely abusing the environment.	8.46	0.00
Humans have the right to modify the natural environment to suit their needs	9.79	0.00
When humans interfere with nature it often has disastrous Consequences	10.66	0.00
More environmental protection work is needed.	9.22	0.00
It is very important to develop environmental awareness among people	11.24	0.00
I always consider purchasing products having less pollution on environment.	9.69	0.00
When I buy products, I try to consider how my use of the products will not affect the environment	9.76	0.00
I never compromise with environmental value when I go for purchasing	8.62	0.00
Environmental concern and attitude influence purchase of eco-friendly products.	10.24	0.00

d. (Source: Compiled Primary Data)

## HYPOTHESIS TESTING

- **Friedman test**

**TABLE 5 MEAN RANK OF SIGNIFICANT DIFFERENCE BETWEEN ENVIRONMENTAL CONCERN OF CUSTOMERS AND THEIR PERCEPTION TOWARDS GREEN MARKETING**

Friedman test	
Item	Mean Rank
I am very knowledgeable about environmental issues.	10.07
I am personally concerned about environmental degradation.	9.56
I often think about how environmental quality of my city can be improved	8.94
Destruction of nature and extinction of wildlife are harming the environment	10.17
Environmental degradation is an important problem to be shunned by humanity	7.75
I am emotionally involved in environmental protection issues	6.67
The conditions of the environment affect the quality life	7.12
Mankind is severely abusing the environment	7.27
Humans have the right to modify the natural environment to suit their needs	8.71
When humans interfere with nature which often has disastrous consequences	9.88
More environmental protection work is needed	6.85
It is very important to develop environmental awareness among people	5.96
I always consider to purchase products having less pollution on environment	8.47

When I buy products, I try to consider how my use of the products will not affect the environment	9.38
I never compromise with environmental value when I go for purchase	10.40
Environment concern and attitude influence purchase of eco-friendly products	8.64

(Source: Compiled Primary Data)

**TABLE 6 CHI-SQUARE VALUE OF ENVIRONMENTAL CONCERN OF CUSTOMERS AND THEIR PERCEPTION TOWARDS GREEN MARKETING**

Test Statistics	
N	600
Chi-Square	2157.43
Df	15
Asymp. Sig.	0.00

(Source: Compiled Primary Data)

Since  $p\text{-value} < 0.05$ , we reject  $H_0$ . There is a significant difference between Environmental concern of customers and their perception towards Green Marketing. According to the mean rank table, the highest mean i.e. the difference is observed in the opinions on the variable “I never compromise with environmental value when I go for purchase”, “Destruction of nature and extinction of wildlife are harming the environment” and “I am very knowledgeable about environmental issues.”

## FINDINGS OF THE STUDY

Observing Environmental Concern and Consumers' Perception towards Green Marketing, the study derived findings that maximum of the following:

- 71.6% respondents stated that they are very knowledgeable about environmental issues.
- 63.2% respondents agreed that they are personally concerned about environmental degradation.
- 63.6% respondents agreed that they often think about how environmental quality of their city can be improved.
- 47.3% respondents agreed that destruction of nature and extinction of wildlife are harming the environment.
- 60.3% respondents agreed that environmental degradation is an important problem to be shared by humanity in totality.
- 48.1% respondents strongly agreed that they are emotionally involved in environmental protection issues.
- 52.8% respondents agreed that the conditions of the environment affect the quality of life.
- 50.9% respondents agreed that mankind is severely abusing the environment.
- 50.6% respondents stated that humans have the right to modify the natural environment to suit their needs.
- 51.1% respondents agreed that when humans interfere with nature, it often has disastrous consequences.
- 48.7% respondents agreed that more environmental protection work is needed.
- 54% respondents strongly agreed that it is very important to develop environmental

awareness among people.

- 56.4% respondents stated that they always consider purchasing products having less polluting effect on environment.
- 56.4% respondents stated that when they buy products, they try to consider how their use of the products will not affect the environment.
- 44.7% respondents stated that they never compromise with environmental value while purchasing.
- 59.1% respondents agreed that environmental concern and attitude, influence purchase of eco- friendly products

All the above statements are analyzed to understand the environmental concern and consumers' perception towards green marketing. The above statements are measured on a 5-point Likert scale. From the analyzed data, it is concluded that majority of consumers are positive about environmental concern.

## CONCLUSIONS

After analyzing research data and testing hypothesis and objectives researcher concluded that eco-friendly products are always benefited to the environment and consumers. It shows consumer concern about environment while making purchase decision. Large number of companies adopting environmentally friendly approach in their business strategies. False environmental claims made by the corporate, lack of easy availability of green products, ineffective promotion and high price are major causes for not increasing demand of green products. The result shows that there is a significant difference between environmental concern of customers and their perception towards green marketing. Maximum number of respondents believed that they never compromise with environmental value while purchasing. Most of the respondents are knowledgeable about environmental issues. Large number of respondents agreed that destruction of nature and extinction of wildlife are harming the environment. Maximum numbers of respondents are environmentally friendly and they have care and concern for environment. Hence, there is significant relationship between customers concern, about environment and their perception towards green marketing.

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