



A STUDY ON CONSUMER PERCEPTION TOWARDS GREENMARKETING IN MADURAI CITY

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ABSTRACT:

In current business scenario environmental issues plays an important role in business. In most of the country's government is concerned about the environmental problems. In today's business environmentally sustainable development has become a key issue. Green Marketing refers to the process of selling products and services based on their environmental benefits. Such a product or service should be eco-friendly in itself or product modification, changes to the production process, sustainable packaging, as well as modifying advertising. The present paper reviews the green marketing literature in various aspects, which include customer awareness, relationship between the customer awareness and usage of green products, effect of green products and benefits of the green products. Green Marketing has been defined by AMA as "The study of the positive and negative aspects of marketing activities on pollution, energy depletion and non-energy resource depletion". The study tries to analyse the awareness and willingness of the consumer to buy green products. However, one of the basic assumptions of green marketing is that potential consumers would be willing to pay more for a "green" product. For the study well-structured and close-ended questionnaire was used to collect the data from 114 respondents. The data was analysed using percentage analysis, chi-square test and Friedman test. The results of the study show a bright future for green products in the present-day situations and the factors which enhancing the green products attractiveness in consumers.

KEYWORDS:

GREEN MARKETING, CUSTOMER AWARENESS, PURCHASE BEHAVIOUR, BENEFITS OF GREEN MARKETING.

1.1 INTRODUCTION

In recent years, environmental concerns have gained significant attention globally, with businesses across the world striving to incorporate sustainability into their operations. As environmental issues such as pollution, climate change, and resource depletion become increasingly critical, businesses are shifting towards practices that promote environmental protection. This shift is not only driven by corporate responsibility but also by consumer demand for eco-friendly products. This growing trend has led to the rise of green marketing, a practice that focuses on promoting products and services based on their environmental benefits.

Green Marketing refers to the process of designing, promoting, and selling products that are environmentally friendly. It involves using eco-friendly production processes, sustainable packaging, and promoting the environmental benefits of products to appeal to environmentally conscious consumers. In today's market, businesses are increasingly integrating green marketing strategies to cater to the growing demand for sustainable products. Green marketing not only benefits the environment but also offers businesses the opportunity to create a competitive edge by aligning their products with

consumer preferences for sustainability. Products, including their views on the quality, price, and effectiveness of these products in comparison to conventional, non-green products to analyze the factors that influence consumer purchase decisions related to green consumers view eco-friendly products, their awareness of green marketing practices, and their willingness to pay a premium for sustainable products.

1.2 STATEMENT OF THE PROBLEM

In the face of escalating environmental challenges, such as climate change, resource depletion, and pollution, businesses worldwide are increasingly adopting sustainable practices to reduce their ecological footprint. One such approach is **green marketing**, which promotes products and services based on their environmental benefits. Green marketing is gaining traction in many parts of the world, including India, where consumers are becoming more environmentally conscious and are actively seeking eco-friendly products.

However, despite the growing awareness of environmental issues and the increasing availability of green products, the success of green marketing in India is not uniform across

all regions. In cities like **Madurai**, while there is a visible shift towards sustainable living, the extent to which consumers are aware of and willing to engage in green marketing practices remains unclear. Specifically, there is a need to understand how consumers in Madurai perceive green products, what factors influence their purchasing decisions, and whether they are willing to pay a premium for products that claim to be environmentally friendly.

1.3 OBJECTIVES OF THE STUDY

The primary objective of this study is to explore and analyse the consumer perception towards green marketing in Madurai City, focusing on the factors that influence consumer behaviour and their willingness to adopt eco-friendly products. The study aims to achieve the following specific objectives:

- **To assess the level of consumer awareness about green marketing** in Madurai City, Including their understanding of eco-friendly products and their environmental benefits.
- Concerns, social responsibility, and product attributes (e.g., packaging, production process).
- **To determine the willingness of consumers to pay a premium** for green products in Madurai, and identify the price range that consumers are comfortable with for products marketed
- **To examine consumer perceptions of green products**, such as environmental as eco-friendly.
- **To evaluate the challenges and barriers faced by businesses** in Madurai when promoting green products and implementing green marketing strategies.
- **To provide recommendations for businesses** on how to improve the effectiveness of their green marketing strategies, based on the findings related to consumer perceptions, attitudes, and behaviour.

1.4 METHODOLOGY

1.4.1 RESEARCH DESIGN

This study follows a **descriptive research design**, which aims to describe the perceptions, attitudes, and behaviour of consumers regarding green marketing in Madurai. Descriptive research is appropriate as it helps in understanding the current state of consumer awareness, preferences, and willingness to purchase eco-friendly products.

1.4.2 SAMPLING METHOD

The **sampling method** for this study aims to identify a representative group of consumers in Madurai City to gather insights into their perceptions towards green marketing. Given the scope of the study and the need for a manageable sample size, the following details outline the approach to sampling:

1. SAMPLING TECHNIQUE

This study will use **anon-probability sampling technique** known as **convenience sampling**. Convenience sampling involves selecting respondents who are easily accessible and willing to participate in the study. This technique is chosen for the following reasons:

1.4.3 DATA COLLECTION METHODS

The study employs both **primary** and **secondary data** collection methods:

- **Primary Data:** The primary data will be collected through a structured, **close-ended questionnaire**. This will allow for standardized responses and ease of analysis. The questionnaire will focus on various aspects such as:
 - Consumer awareness of green marketing.
 - Consumer perceptions of green products
- **Secondary Data:** Secondary data will be collected from existing literature, including books, journals, research papers, industry reports, and online articles related to green marketing, consumer behavior, and sustainability. This data will help support the findings of the primary data analysis and provide a theoretical foundation for the study.

1.4.4 SAMPLE SIZE

- A sample size of 50 respondents of green marketing users in Madurai will be survey.

1.4.5 STUDY OF THE AREA

- The study focuses on Madurai city as the selected research area to analyse customer perceptions and trends in green marketing.

1.5 DATA ANALYSIS

TABLE: 1.5.1

FACTORS INFLUENCING CONSUMER PERCEPTION IN ONLINE SHOPPING

Factor	No.of respondents	Percentage
Reducing environmental harm	50	50%
Ethical production	25	25%
High product cost	20	20%
Marketing gimmick	5	5%
Total	100	100%

Source data: primary data

The majority of respondents (50%) are influenced by reducing environmental harm when shopping online, followed by 25% who value ethical production. A smaller percentage (20%) are concerned with high product costs, while only 5% are influenced by marketing gimmicks. This suggests that sustainability and ethics are the primary factors affecting consumer perception on

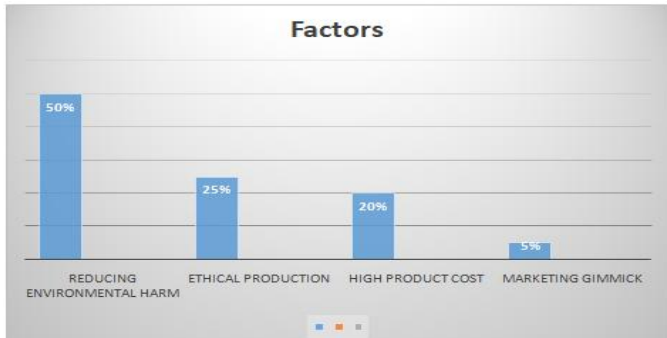
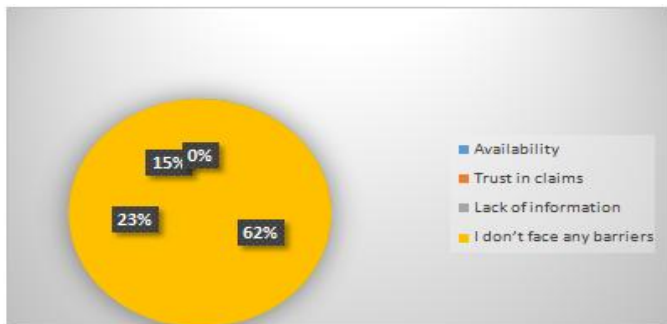


TABLE: 1.5.1

FACTORS AFFECTING CONSUMER DECISION

Factor	No.of respondents	Percentage
Price	35	35%
Availability	40	40%
Trust in claims	15	15%
Lack of information	10	10%
I don't face any barriers	0	0
Total	100	100%

Sources: primary data



1.6 FINDINGS AND SUGGESTIONS

1.6.1 FINDINGS

The majority of consumers (50%) prioritize reducing environmental harm when shopping online, followed by ethical production at 25%. This indicates that sustainability and ethical practices are key factors shaping consumer perceptions in online shopping.

The majority of consumers (40%) consider availability as the most important factor influencing their decision, followed closely by price at 35%. Trust in claims and lack of information are less significant, with no respondents reporting a lack of barriers to their decision-making.

1.6.2 SUGGESTIONS

Increased Awareness: Consumers in Madurai are becoming more aware of green marketing, recognizing the importance of sustainability in products and services.

Preference for Sustainability: Many consumers prefer eco-friendly products, including those with recyclable

packaging or energy-efficient features, as part of their buying decision.

Issues: Trust in the authenticity of green claims is crucial, with a concern about "green washing" affecting consumer confidence in the products marketed as environmentally friendly.

Price Sensitivity: While sustainability matters, consumers are still sensitive to price, and the cost of green products can impact their willingness to purchase.

Barriers to Adoption: Limited availability, lack of information, and insufficient product variety are barriers that hinder the widespread adoption of green marketing in Madurai.

CONCLUSION

In conclusion, the study on consumer perception towards green marketing in Madurai city reveals a growing awareness and preference for environmentally-friendly products among consumers, particularly among the younger demographic. However, while there is recognition of the importance of sustainability, challenges such as higher costs and limited availability of green alternatives still influence purchasing decisions. Effective communication, transparency in green claims, and targeted educational initiatives are crucial to fostering a deeper connection with consumers. Additionally, businesses can capitalize on this emerging trend by emphasizing local sourcing, eco-friendly packaging, and engaging in community-based environmental initiatives. Ultimately, businesses that align their practices with consumer values on sustainability have the potential to not only enhance their brand image but also contribute significantly to a more environmentally-conscious market in Madurai.

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