

CHAPTER NO 1 : INTRODUCTION

1.1 WHAT IS GREEN MARKETING ? :

Green marketing is the marketing of environmental friendly products and services. Here, the term “green” is indicative of purity, green means pure in quality and fair or just in dealing. It involves eco-friendly products, using eco-friendly packaging, adopting sustainable business practices or focusing marketing efforts on messages that communicate a product benefit. It is a phenomenon which has developed particularly important in modern market. Green marketing is the historical marketing concept in which it concentrated on producing environmental friendly products to the customers. Global warming and greenhouse gas is the main problem today which everybody facing because of these, increasing awareness among the marketers to brand and rebrands their products to their concerns towards their global problem. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Other terms use for Green Marketing is Environmental Marketing and Ecological Marketing. Human beings are active supporters of environmental health and are the heaviest purchasers of green and social responsible products and even corporate start modifying their business strategies. The concept of Green Marketing is still poor in India, most of the customers are not aware about on it. Companies are giving less concentration on protecting the environment.

Green marketing is the tool for protecting the environment and health of the people so product produces based on the attitude and preference of the consumers. In this scenario, the true marketers must understand these changing trends in the society and responds positively to their change in order to sustain in the competitive market. Green marketing is a tool used by many companies to protect the environment and to produce quality product to the customer. Such a product or service may be environmentally friendly in it or produced and packaged in an environmentally friendly way. In the present era, green marketing is still in its infancy stage. Some of the organization are trying to exploit the green marketing concept. So, consumers should be more aware of the merits of the green products. Green theme must not be limited in the advertisement but the concept shall be internationalized by the company and also consumers must be willing to buy eco-friendly products and as a component of their value proposition. Companies are using digital mode for reporting of financial results which has saved lot of papers and trees. The firm benefitted in reduced cost as well as consumers also prefer more on cashless transactions and e-marketing. For effective and efficient implementation of green marketing concept government plays the major role. Such innovative practices can reduce waste, greenhouse gas emission and cost. Now a day's consumers prefer environmental friendly products. But their purchase decision varies by lack of awareness towards green marketing issues as well as knowledge of eco-friendly label influences the consumer behaviour and helps to increase the knowledge on green production.

History :

The term Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on “Ecological Marketing” in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing".

The Corporate Social Responsibility (CSR) Reports started with the ice cream seller Ben & Jerry's where the financial report was supplemented by a greater view on the company's environmental impact. In 1987 a document prepared by the World Commission on Environment and Development defined sustainable development as meeting “the needs of the present without compromising the ability of future generations to meet their own need”, this became known as the Brundtland Report and was another step towards widespread thinking on sustainability in everyday activity. Two tangible milestones for the first wave of green marketing came in the form of published books: *Green Marketing* by Ken Peattie (1992) in the United Kingdom and *Green Marketing: Challenges & Opportunities for the New Marketing Age* by Jacquelyn Ottman (1993) in the United States of America.

According to Jacquelyn Ottman, (author of "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" (Greenleaf Publishing and Berrett-Koehler Publishers, February 2011)) from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing — new product development and communications and all points in between. The holistic nature of green also suggests that besides suppliers and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. Environmental issues should be balanced with primary customer needs.

The "Green consumerism" movements in the U.S. and other countries have struggled to reach critical mass and influence.^[8] However, public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favour environmentally conscious products and companies. One of green marketing's challenges is the lack of standards or public consensus about what constitutes "green," according to Joel Makower, a writer on green marketing. This lack of consensus—by consumers, marketers, activists, regulators, and influential people—has slowed the growth of green products, says Makower, because companies are often reluctant to promote their green attributes, and consumers are often skeptical about claims.

Despite these challenges, green marketing has continued to gain adherents, particularly in light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reduce their climate impacts, and the effect this is having on their products and services.

1.2 Green Products and marketing practices

Actually there is no consensus on what exactly is green. There is no accepted definition of green product. However based on different definitions of green marketing, some common characteristics of products generally accepted as green, including the products are:

- 1) Energy efficient (both in use and in production).
- 2) Water efficient (both in use and in production).
- 3) Low emitting (low on hazardous emissions).
- 4) Safe and/or healthy products.
- 5) Recyclable and/or with recycled content
- 6) Durable (long-lasting).
- 7) Biodegradable.
- 8) Renewable.
- 9) Reused products.
- 10) Third party certified to public or transport standard (e.g., organic, certified wood.
- 11) Locally produced.

Many consumers durable companies are now marketing their products with Energy Star Label stating that their use will reduce the energy consumption and consumers can save a lot of money on electricity consumption over a period of time. For example, Godrej Consumer Products is marketing its product through green marketing and gives additional incentive to buyers to exchange their old products with latest green and environmentally friendly products. The advertisements try to persuade the buyers to adopt a green lifestyle and contribute in development of a greener planet. NDTV a major media group promotes green values through its campaign Greenathon. NDTV Greenathonas, they call it organizes various philanthropic and social activities to raise awareness regarding environmental issues at the same time contribute to the social causes like electrification of rural areas etc. Philips is marketing its Compact Fluorescent Light (CFL) as “Marathon”, highlighting its new “super long life” and energy efficiency. Many companies are now offering more eco-friendly alternatives for their customers; re-cycled products are one of the most popular alternatives that benefit the environment. Companies are now focusing on not to use plastic bags, instead they use carry bag made up of recycled paper (for example, Titan, Tanishq have made a corporate policy that the goods will be delivered or given to customers only in the carry bags made out of recycled paper). Idea Cellular Limited also launched

an advertisement stating saving trees towards their corporate social responsibility. Kansai Nerolac Paints is marketing themselves as green as they have removed hazardous heavy metals from their paints and are marketing their leadfree paints in India. Dell focuses on producing green IT products under their strategy called “Go Green with Dell” Dell products are also coming in eco-friendly packaging with a system recycling kit bundled along. They are also focusing on green innovations from data-centre efficiency to the use of eco-friendly materials for everything from chassis design to product packaging. Major electronic goods manufacturing organizations are selling their products with star energy ratings that help to consume less energy. More is the star rating (maximum rating is 5 star) of the electrical/electronic appliance, less is the energy consumed. Nokia has come up with the concept of recycling of phones to save the natural resources. In 2007, IBM launched Project Big Green to help clients around the world improve the efficiency of IT and better optimized their data centre resources. IBM has software and services technologies to help businesses reduce data centre energy consumption and cut energy costs by more than 40 percent.

Efforts are being made at government and industry level to protect environment. In India Environment Protection Act in was implemented in 1986 and Environment Audit in 1992 for the protection of the environment. New Delhi, Indian capital, was one of the most polluted cities until Supreme Court of India intervened to change to alternative fuels. In 2002, Supreme Court issued a directive to completely adopt CNG in all public transport systems to curb pollution. Many greenhouse gas reduction markets have emerged over a period of time that can catalyse projects with important local, environmental, economic, and quality-of-life benefits. Kyoto Protocol’s Clean Development Mechanism (CDM) is one of the steps towards greenhouse gas reduction. In the construction industry, builder lobby are now using fly ash bricks to reduce soil erosion due to manufacturing of traditional bricks. They are also using solar panels to generate electricity for common passage lighting, elevators to reduce the traditional electricity consumption. Footwear Design and Development Institute (FDDI) is focusing on re-use

1.3 Green Products and its Characteristics

Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

1. Products those are originally grown,
2. Products those are recyclable, reusable and biodegradable,
3. Products with natural ingredients,
4. Products containing recycled contents, nontoxic chemical,
5. Products that do not harm or pollute the environment,
6. Products that will not be tested on animals,
7. Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

Getting Green Product Paradox:

A common mantra in green marketing is that if buyer wants the masses to buy the product, focus the marketer's message on more traditional attributes such as price, quality or service. A product's "greenness" is likely secondary for many mainstream consumers. For green marketers then, the Holy Grail may be to offer a product that is competitive on dimensions that are both traditional and eco-friendly. This would result in the greatest number of products sold and greatest impact on the environment. As such, the green product paradox presents quite the challenge for a marketer. For individual companies, such products can be both profitable and socially responsible. It is only by looking at the forest from the trees and perhaps a little into the future does it become apparent that, in aggregate, such products may paradoxically have a negative impact. A sustainable brand might try itself to mitigate any impact that its products may have. But, this will only have broad impact if it ultimately compels competitors to follow suit. Given this, marketers should recognize that a solution to the paradox may not lie within an individual company's grasp. Alternatively, it may take an industry consortium to make the necessary product changes or evolve consumer. Overall, the green product paradox presents a difficult challenge for green marketers. Doing well for the planet may not always be as simple as motivating purchase of greener goods. In some cases, it just might be too much of a good thing

1.4 IMPORTANCE OF GREEN MARKETING

Green marketing offers business bottom line incentives and top line growth possibilities. While modification of business or production processes may involve start-up costs, it will save money in the long term. For example the cost of installing solar energy is an investment in future energy cost savings. Companies that develop new and improved products and services with environmental impacts in mind give themselves access to new markets, substantially increase profits and enjoy competitive advantages over those marketing non environmentally responsible alternatives. When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Five possible reasons are as follows:

- Organizations perceives environmental marketing to be an opportunity that can be used to achieve its objectives.
- Organizations believe they have a moral obligation to be more socially responsible.
- Governmental bodies are forcing firms to become more responsible.
- Competitors' environmental activities pressure firms to change their environmental marketing activities.
- Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behaviour.



1.5 WHY GREEN MARKETING?

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behaviour. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. The evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste

1.6 METHODS TO IMPLEMENT GREEN MARKETING:

Green Marketing involves focusing on promoting the consumption of green products. Therefore It becomes the responsibility of the companies to adopt creativity and insight, and be committed to the Development of environment-friendly process and products. This will help the society in the long run Companies which follow green marketing should understand the following principles in their Transition towards “greenness”.

1. Develop new technology and process or modify existing one so as to reduce environmental Pollution.
2. Establish a management and control system that will lead to the adherence of stringent environmental safety norms.
3. Shifting to more environment friendly raw materials at the production stage itself.
4. Ensuring recycling of the used products in order to ensure safety of environment.

5. Developing an environmental audit within the company activities and ensuring that the net Impact of the company activities is positive from environment side.
6. Developing green labels with distinguished package.
7. Including green products in advertising campaigns
8. Placing company products through exclusive retail outlets meant for green brands.
9. Participating in the green initiatives at the industry level
10. Making the company premises green by incorporating green design which could save electricity, water, flora and fauna of the locality

Green Branding:

Researchers who studied concepts of brands and their effect on consumers' attitude and consumers' behaviour, have offered various internal and perceptual factors leading to purchase behaviour by influencing consumers' attitudes. There are three perceptual factors identified in "Managing Brand Equity", namely, Brand awareness, associations and quality perception Green Marketing is coming to light as an instrument contributing to sustainable development and adding value to the brand image. Marketing of products that are eco-friendly is not commercially feasible to infiltrate the marketplace if there is lack of communication of the brand attributes One of the most significant elements of green branding strategies is green positioning which can further be classified into functional or emotional. Elements that are classified as emotional are considered more important compared to functional elements of branding and green positioning of products when green positioning is used in terms of a corporate strategy, it can be based on different emotional brand benefits such as selflessness associated with emotion of well-being, benefits including auto-expression that are a result of using socially recognizable green brands and nature related benefits Green positioning has a positive influence on brand attitudes, proposing that the green product purchases are a result of communication of effective branding with the marketplace One of the important factors for a firm to gain competitive advantage in its marketplace is packaging of consumer products (Barber, 2005). A low-key investment in packaging can lead to accelerating brand sales in comparison to advertising and promotion of products

Changes In Green Marketing

Over time, green marketing has undergone changes. The late 1980s and early 1990s saw the rise of the term "green marketing. "There are three stages in the development of green marketing. The first stage was known as "Ecological" green marketing, and all marketing operations during this time were focused on addressing environmental issues and offering solutions. The second phase was "Environmental" green marketing, when the emphasis turned to clean technology and the creation of novel new goods to address difficulties with waste and pollution. The third phase of green marketing was "Sustainable." Late in the 1990s and early in the 2000s, it gained popularity.

Relevance Of Green Marketing:

Because human wants are limitless and resources are scarce, it is crucial for marketers to make effective, waste-free use of resources in order to meet organisational goals. Green marketing is therefore inevitable. Globally, customers are becoming more and more interested in environmental conservation. Evidence from around the world shows that individuals are changing their behaviour because they are concerned about the environment

Greenhouse gas reduction market:

The emerging greenhouse gas reduction market can potentially catalyse projects with important local environmental, economic, and quality-of-life benefits. The Kyoto Protocol's Clean Development Mechanism (CDM), for example, enables trading between industrial and developing nations, providing a framework that can result in capital flows to environmentally beneficial development activities. Although the United States is not participating in the Kyoto Protocol, several US programs enable similar transactions on a voluntary and regulatory basis.

While international trade in greenhouse gas reduction holds substantial promise as a source of new funding for sustainable development, this market can be largely inaccessible to many smaller-scale projects, remote communities, and least developed localities. To facilitate participation and broaden the benefits, several barriers must be overcome, including a lack of market awareness among stakeholders and prospective participants; specialized, somewhat complicated participation rules; and the need for simplified participation mechanisms for small projects, without which transaction costs can overwhelm the financial benefits of participation. If the barriers are adequately addressed, greenhouse gas trading can play an important role in supporting activities that benefit people's lives and the environment

Greenwashing :

To begin with, greenwashing means the procedure of a company misguiding the market about the more environmentally friendly attributes of its product while it is not true in reality. Correspondingly provided another definition that greenwash is to persuade people that a company is ecological-oriented by joining various green projects of the community as a way of obscuring its environmentally harmful practices. Actually, a large number of organizations is untruthful with their green marketing demonstration. For instance, they could make misunderstandings on goods packaging or wrong advertising about the CSR. All these actions are conducted with a purpose of gaining green prestige from the public. Nevertheless, firms might not realize that these activities result in numerous negative consequences, along with making consumers confused which businesses are truly accountable for the nature and which are not greenwashing could cause several prejudicial impacts on the environment, consumers and corporations as well. First, it might misinform the buyers about the environmentally friendly attributes of the products. For this reason, people will think that purchasing those items is a beneficial contribution to the ecological protection. However, in reality, those who buy and consume

these items are unconsciously making damage to the environment. Second, greenwashing leads to a disrespect with customers who literally want to devote to the sustainability. Moreover, it could be said that the clients' trust is imposed for an unfavourable purpose. Third, the repercussions on businesses themselves are also remarkable. As an evidence, the eco-friendly engagement of firms is overstated due to their desires of promoting themselves more broadly. Thence, the brands' images and names are injured, which may result in a decline in sales with for-profit organizations. With the concerns about the adverse impacts of greenwashing, in 2007, Terra Choice, which is currently obtained by UL, developed a concept about Seven Sins of Greenwashing. This may be a beneficial illustration for consumers to make a more comprehensive and precise assessment about the sustainability of commodities in the market. Accordingly, the Seven Sins consist of:

- Sin of the hidden trade-off: This declaration supports that an item is regarded as green relied on a limited feature set without the strict consideration about ecological issues. For instance, the manufacturing process of paper is not seen as totally ecofriendly since it is made from gathered forest. Moreover, the production and delivery journey cause air pollution as well.
- Sin of no proof: This sin is found when a firm declares an eco-friendly message to the market; however, it is not justified by any available supplementary information or a reliable verification. An example is that several tissue products and toilet paper products which are claimed as high recyclable proportion are usually provided with no confirmation.
- Sin of vagueness: This sin is shown when a product is claimed environmentally friendly; nevertheless, such claim is so general and ambiguous that could lead to the misinterpretations of consumers. To be more specific, an item is announced as all-natural, but there are many all-natural substances that cause harm to the human health such as mercury and uranium. For another example, products could be labelled as chemical-free, but actually, there are no chemical-free products, even water is also a chemical.
- Sin of worshiping false labels: A product that is endorsed and labelled by a third party, even by words or images, which is not truly existed in reality.
- Sin of irrelevance: This sin refers to a green claim that is unnecessary or unbeneficial for the citizens because that claim is already illegal following the regulations of the government. In particular, an irrelevant environmental declaration could be an item without ozone-layer harmful ingredients.
- Sin of lesser of two evils: The sin defines that although a certain product is called green, in practice, it is still harmful to the environment. In addition, this green claim could lead to a diversion in people's attention on the actual disadvantageous effects of the commodity on the ecology. Specifically, organic cigarettes and eco-friendly pesticides could be evidences for this sin.

- Sin of fibbing: This kind of sin is plainly a dishonest ecological assertion of goods. An illustration for this sin is that a merchandise is defined as ENERGY STAR registration, even though there is no certification supporting it

Under this circumstance, the US's Federal Trade Commission (FTC) released Green Guides, which were first published in 1992, to assure that businesses will not bring ambiguous and inaccurate product features in the environmental context. In other words, these instructions are published to avoid greenwashing. Additionally, the guidance also has a wide range of noteworthy advantages. First, it recommends marketers to avoid deceptive and uncertain declarations about the decomposition of solid waste goods unless they have enough evidence explaining that they can entirely disintegrate after a year of removal. The second benefit is that it forewarns firms not to make ineligible claims about the items because they should not be deteriorated within a year, applying for those which are in the way to be recycled or destroyed. Finally, the instruction provides distinct directions for environmental-related practices. In fact, the Guides were re-examined in 1996 and 1998 respectively. Further, in the autumn of 2010, FTC suggested more modifications in order to be acceptable with the recent transformations of the market. Specifically, Green Guides cover:

- general principles that apply to all environmental marketing claims;
- how consumers are likely to interpret particular claims, and how marketers can substantiate these claims; and
- how marketers can qualify their claims to avoid deceiving consumers

Consumer Behaviour Towards Environmental Advertisements

Along with the process of labelling their products, arriving at measures which promote manufacturing of eco friendly products and reduction of environmental pollution there is a growing trend among corporations across the world to present environmental advertisements. This process is identified to be a major factor influencing green marketing. The main aim of presenting green advertisements is to present to the consumer that the company is eco centric while at the same time making an effort to influence the purchase behaviour of the consumers by presenting them with choices of availability of products which do not cause harm to the environment and directing their attention to positive consequences of purchase behaviour. There are three elements which form the core of environmental advertising. These include presentation of the corporation's mission statement with regards to environment protection, presentation of the procedures adopted by the company to go green and finally one specific CSR activity which has been adopted by the corporation (Davis, 1994). The creation of a consumer value and the subsequent translation into purchase of products is strongly identified by the impact of environmental advertisements. The vague arguments to substantiate the environmental claim, the source country of the advertised product do not bear an eco-friendly image, the

manufacturer (advertiser) of the advertised product does not bear an eco-friendly image and the alleged eco-friendliness of the advertised product does not match with the respondent's previous consumption experience

Consumer Behaviour Towards Pro-Environmental Marketing:

The formation of attitude and action is found to be dependents on the development of values (Rokeach, 1973) however the impact these may have on behaviour in a real life condition. Thoughts (cognitive function) and feelings (affective function) are directly impacted by the attitude people show hence impacting their overall perception of purchase related behaviour. This identifies with the idea that there is a need to change the overall attitude consumers have towards a product thereby impacting their decision making. This scenario will apply to a green marketing context also. If one were to consider the Theory of Reasoned into account then it can be postulated that marketers of green products change their method of evaluation of consumer attitude and intention to understand exactly what consumers really want. The new beliefs and normative beliefs of consumers can be identified in this manner. An effective brand management strategy involves a principle wherein companies convert rational reasoning to emotional ones If enough effort is taken by the brands then there should be a shift in consumer attitude towards suitable measures of sustainable consumption. It can be noted that if affective marketing concepts are promoted then it is possible to shift consumers who are passive towards concepts of "green" to active ones who are willing to go the extra mile and pay premium price in order to arrive at products which are pro environmental in nature thereby promoting effective green consumption behaviour (A number of consumers have an ideal concept of being environmentally responsible but may not necessarily implement this concept thereby taking no efforts to move towards a lifestyle which is green. Thus any company which presents active measures of affective marketing may be supported by consumers as it presents an actual way of implementing the proposed concept as observed from the conceptual framework There is not a lot of conclusive evidence on how the intention to buy can be developed under the context of environmental thinking and maintained within an integrated framework. Therefore, the above framework strives to form a link between the consumer's attitudes and their behaviours in order to start the building process of environmental management towards green products. Thus, the framework determines the relationships between consumer's attitudes and behaviour when it comes to the purchasing of green products. The concept of green marketing is still a new concept and it there are still far too much to be explored, according to First and However, a number of studies that have been mentioned above clearly indicate an increasing awareness among consumers on environmentally friendly brands and products.

Lack of communication is considered to be a major reason for commercial failures of environmentally sustainable products mainly because communication is a major step in the development of a positive behaviour towards consumer's consumption patterns. A number of studies have dealt with the value perception of a specific set of environmental attributes. Moreover, previous researches carried out in western nations supported that consumers have positive green perceptions on eco-branded products. However a number of studies have also depicted that people tend to have a negative view towards green products that according to

them shows a marked tradeoff between its effects on the environment and the functional performance of the brand. Emotional brand benefits can therefore be stated as being an important factor in encouraging consumers to alter their actual buying behaviours and purchase eco friendly items

Current scenario of green marketing in business functions:

India, substantial steps are taken for acknowledging green marketing. Indian people trust in —Pollution Prevention Pays. Precautions have been implemented to avoid pollution.

No Polythene carry bags for free:

Forest and ecological Ministry of India had ordered to retail outlets like Big Bazaar, D-Mart that they could supply paper carry bags to clients only if client are ready to spend for it

Digital Tickets by Indian Railway:

Recently IRCTC has permit edits customers to carry PNR No of their E-tickets on their laptop and mobiles. Potential customers are not required to carry the printed version of their ticket ever again.

Wipro Green Machines:

Wipro InfoTech was India's first enterprise to launch environment-friendly computers components for the Indian market. Wipro has developed a brand new range of desktop and laptops called Wipro green ware. These products are known as ROHS.(Restricted of Hazardous Substances

Use of ATM by Banks:

By making use of Eco and power welcoming ins trumpeting ATM, the banking giant has never only saved power cost and acquired carbon credit but additional list the right example for clients to follow. Many banks are presenting services like paper less banking, no deposit slip, no withdrawal form, no money transaction form

Green Marketing And Sustainable Development :

Green marketing is typically practiced by companies that are committed to sustainable development and corporate social responsibility. More organisations are making effort to implement sustainable business practices as they recognize that in doing so they can make their product more attractive to consumers and also reduce expenses, including packaging, transportation, energy/water usage, etc. Businesses are increasingly discovering that demonstrating a high level of social responsibility can increase brand loyalty among socially conscious consumers; green marketing can help them do that.

Benefits Of Green Marketing

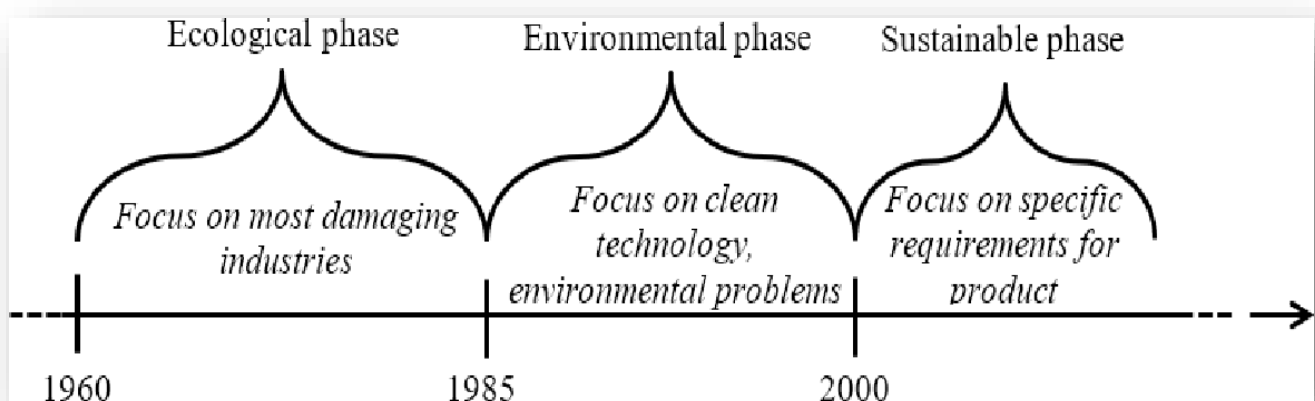
Green marketing increases the competition in the environment and sustained long term growth with sustainability development

- Green marketing saves time and money in the long term.
- Green marketing manufacturers and provide goods to the customers which are eco-friendly in nature and do not degrade the environment.
- Green marketing helps in the better utilisation of resources and save the resources for future generation.
- Green marketing helps in the saving of energy, reduce use of natural resources and also reduces carbon footprint
- Green marketing recycles the products into a new product which can be use in future into another form.
- Green marketing reduce the negative impact on the environment
- Green marketing helps in the implementation of new innovation and technology according to the environment.
- Green marketing also to builds the reputation of a companies and enjoy the goodwill

1.8 EVOLUTION OF GREEN MARKETING

Green marketing is also known as sustainable marketing, organic marketing, eco-friendly marketing, environmental marketing, and ecological marketing. In scientific literature and practice sometimes these concepts are used interchangeably. However, they are not synonyms, majority of them cover only a part of the content of green marketing. Evolution of green marketing proves this proposition: during different stages of this evolution, distinct constituents (ecological marketing, environmental marketing, and sustainable marketing) gained major attention. Following the aforementioned argument, this study uses the term of green marketing. Green marketing has been developing since 1960 (Figure 1). Evolution of green marketing covers three phases, i.e. ecological, environmental and sustainable;. During the first one, i.e. ecological phase, all marketing activities were supposed to be a cure for environmental problems. At that time the most damaging and toxic industries (chemicals, mining) were at the centre of the focus of researchers and practitioners. The main focus was limited to the front line polluters. The ecological stage did not provide useful results. The only benefit that was gained during that phase was awareness from the government. Government recognized green marketing to be "a form of response to environmental activism" . In the late 1980s changes in social and business landscapes raised environmental issues within the field of green marketing. During the environmental

phase, marketers focused on clean technology applicable to the design of innovative products, a decrease of pollution and waste (Lazar, 2017). Compared to ecological phase, environmental phase was not limited to consumption of resources but put a capture to environmental problems, such as destruction of the ecosystem, extinction of species. Green marketing covered not only the most damaging and toxic industries but electronics, tourism, clothing as well. In product markets, environmental issues became a core competitive factor. During the environmental phase companies faced difficulties in assuring the greenery of products and their attributes, customers demonstrated distrust to green initiatives. Still, this stage provided some practical results in efficient implementation of packaging recycling. Environmental stage provided some scientific results as well: in the 1990s the field of green marketing gained considerable interest, however, later this interest declined. This decline might be related to the fact that the majority of companies at that time perceived green issues as a cost factor and a constraint rather than a marketing function. Global recognition of environmental problems as symptoms of unsustainable production and consumption systems initiated the further development of green marketing. Sustainable phase that started since 2000 features the initiatives of specific requirements for product consumption, i.e. to have a low impact upon the environment. Marketing becomes more radical with a goal to meet full environmental costs of production and consumption in order to create a sustainable economy. Sustainability phase raises a special requirement for production and consumption: to ensure that the current material standard of living shall not be harmful to living of future generations (Peattie, 2001). In a sustainable stage, green marketing gains considerable relevance in many companies. Companies in various industries began to apply the principles of sustainable marketing: orientation toward the future, justice, and emphasis on needs (not wants) . Analysis of the evolution of green marketing proves that this orientation has matured over the past six decades. There is no doubt that green marketing is still evolving, so there exists a probability that soon green marketing orientation will overrun the boundaries of sustainable phase.



1.9 GREEN MARKETING MIX



A large number of researchers state that Green marketing has same components as marketing mix i.e. Green Product, Green Price, Green Place and Green Promotion. According to Kotler and Keller marketing mix can be defined as, “mixing and matching marketing activities to maximize their individual and collective efforts”

• **Green Product-** Companies identifies the needs and wants of the consumers and produce goods according to the needs and wants of the customers. The green products have the following features

1. Products with green labelling i.e. eco-labels
2. Products that can be recyclable
3. Products that are eco-friendly in nature
4. Products which uses less energy and have low price
5. Products with eco-friendly packaging that helps to reduce pollution
6. Products made up of optimum utilisation of resources
7. Products which are concerned of sustainability issues

• **Green Price-** Price is an important factor for products as well as for customers because it decides the demand for the products. Customers are willing to pay more prices for the goods only if they are getting green benefit from the consumption of products. Green pricing should be decided that it should increases productivity and also take care of the people, planet and profit. Marketers should fix the price of green products according to the income of the customers and according to the demand of green products. Green price should be fixing in such a way that more customers can afford it and companies can earn more profit.

• **Green Place-** Place is also important factor to be considered because some people are not willing to travel just to buy products. To attract consumers place selection is important where distribution of green products is an important task. Green place is about managing logistics to cut down transportation emission and aims to

reduce carbon footprint. Green products should be made easily available in the global market so that customers can easily buy the products.

• **Green Promotion-** Green promotion involves tools of promotion such as advertising, public relations, direct marketing, sales promotion and site promotions, marketing materials, videos and packaging of products. Traditional advertising are now replaced by green advertising. Many companies are promoting their products and services by using internet advertising. Internet, Web Based Marketing and Web Based advertising are important tools used by the companies for the promotion of goods and services. Many researchers have claimed for 7Ps of Green marketing which includes green process, green people and green physical evidence. Other external P's of green marketing are- paying customers, providers, politicians, pressure group, problems, prediction and partners

1.10 FOUR SERVICE OF GREEN MARKETING

- ❖ Satisfaction of customer needs and wants
- ❖ Safety of products and production for consumers, society, workers and for the environment
- ❖ Social acceptability of a product, its production and other activities of the company
- ❖ Sustainability of the product, their production process and other activities of the company

1.11 STAGES OF DEVELOPMENT OF GREEN PRODUCT

Development of green product goes through four stages like normal product do.

Stages	Description
First Stage Development	Stage During first stage, main objective of a company is to collect raw material, components parts. Here the manufacturers are encouraged to check for environmental programs of suppliers, minimal packaging of inputs and using the raw material which can be easily recycled.
Second stage Production Stage	This stage is focused on encouraging manufacturing companies to reduce waste, emission and toxic and also encourage manufacturers to conserve the resources and find alternative sources of energy
Third Stage Consumption Stage	This stage is focusing on minimisation of packaging, conservation of energy and also focused on the reduction of waste in the environment.
Fourth Stage	Final Stage It is the final stage of the development of a green product. It focused on the reuse and recycling of a product.

Challenges Of A Green Marketing

Green marketing is a new concept and many consumers around the world are still not aware about the green products, it is great challenge for the manufacturers to achieve green marketing successful.

1. There is no compulsory rules and regulations for the consumers to purchase the green products
2. Renewable resources and recyclable materials that are used in the production of a green product is expensive in nature
3. Green marketing requires a new technology which requires lot of investment for the research and development
4. Some customers are not aware about the green products and services so they purchase traditional products over green products.
5. Customers are not ready to pay premium prices for the green products because products are expensive and everyone can't afford it.
6. It is difficult to convince the customers to purchase green products.

Principles Of Green Marketing

Green marketing works on certain principles which include the three principles for green marketing.

1. First principle explains that product should be safe for the environment,
2. Second principle explains that price of a product should be affordable so that more customers can purchase products and third principle explains that marketing strategy used for the production, promotion and distribution of goods should be environmental oriented.
3. The companies are working on the development of green products and green services.
4. The important factors which can influence the green marketing are – individual income, savings, health benefits, willingness to pay for goods, sustainability, company strategies, and price of goods and packaging of goods.

Reasons For The Adoption Of Green Marketing Strategy By Firms:

Green marketing has been widely adopted by the firms worldwide and the following are the possible reasons cited for this wide adoption:

1. Opportunities - As demand changes, many firms see these changes as an opportunity to exploit and have a competitive advantage over firms marketing nonenvironmentally responsible alternatives. Some examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs are:
 - McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion.

- Tuna manufacturers modified their fishing techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins
 - Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.
2. Government Pressure –As with all marketing related activities, governments want to "protect" consumer and society; this protection has significant green marketing implications. Government regulations relating to environmental marketing are designed to protect consumers in several ways,
 - Reduce production of harmful goods or by-products Modify consumer and industry's use and/or consumption of harmful goods
 - Ensure that all types of consumers have the ability to evaluate the environmental composition of goods. Government establish regulations designed to control the amount of hazardous wastes produced by firms
 3. Competitive Pressure - Another major force in the environmental marketing area has been firms' desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviours and attempt to emulate this behaviour. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behaviour. For example, when one tuna manufacture stopped using driftnets the others followed suit.
 4. Social Responsibility - Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm's corporate culture. There are examples of firms adopting both strategies.
 5. Cost of Profit Issues - Firms may also use green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful byproducts, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and, in some cases, difficult. Therefore, firms that can reduce harmful wastes may incur substantial cost savings. When attempting to minimize waste, firms are often forced to re-examine their production processes. In these cases they often develop more effective production processes that not only reduce waste, but reduce the need for some raw materials. This serves as a double cost savings, since both waste and raw material are reduced. In other cases firms attempt to find end - of - pipe solutions, instead of minimizing waste. In these situations, firms try to find markets or uses for their waste materials, where one firm's waste becomes another firm's input of production. One Australian example of this is a firm who produces acidic waste water as a by-product of production and sells it to a firm involved in neutralizing base materials.

Green Marketing Practices In India:

- Nike is the first among the shoe companies to market itself as green with marketing of its Air Jordan shoes as environment-friendly. Nike claimed that it has reduced the usage of harmful glue adhesives (Welling & Chavan, 2010)
- Kansai Nerolac Paints is marketing themselves as green as they have removed hazardous heavy metals from their paints and are marketing their lead free paints in India.
- Dell focus on producing green IT products under their strategy called "Go Green with Dell". Dell products are also coming in eco-friendly packaging with a system recycling kit bundled along. They are also focusing on green innovations from data-centre efficiency to the use of eco-friendly materials for everything from chassis design to product packaging.
- Hospitality Valuation Services (HVS) is promoting a certification system for eco hotels based on 5 main criteria: environmental commitment, solid waste management, energy efficiency, water conservation, and employee education/community involvement.
- In 2007, IBM launched Project Big Green to help clients around the world improve the efficiency of IT and better optimized their data centre resources. IBM has software and services technologies to help businesses reduce data centre energy consumption and cut energy costs by more than 40 percent.
- Supreme Court of India forced a change to alternative fuel (CNG) and issued a directive to completely adapt CNG in all public transport systems to curb pollution in New Delhi.
- Gas Tech Electronic Products (Pvt.) Ltd. invented LPG kit for motorcycles/scooters (4 stroke and 2 stroke) which can be fitted in 50 cc 0 375 cc air cooled, single cylinder 2 stroke as well as 4 stroke vehicles with cent percent fuel efficiency, with clean exhaust and zero pollution (Welling & Chavan, 2010)
- Major consumer durable goods manufacturing organizations are selling their products with star energy ratings that help to consume less energy. More is the star rating (maximum rating is 5 star) of the electrical/electronic appliance, less is the energy consumed.
- Nokia has come up with the concept of recycling of phones to save the natural resources to a large extent.
- In Real Estate sector, property developers are now using fly ash bricks to reduce soil erosion due to manufacturing of traditional bricks. They are also using solar panels to generate electricity for common passage lighting, elevators 0 reduce the traditional electricity consumption.
- Footwear Design and Development Institute (FDDI) is focusing on re-use of tyres, using unconventional methods and innovatively creating footwear and accessories from old and recycled tyres.

Common Green Marketing Claims By Firms :

- 1) **VOC Free- VOC stands for Volatile organic compounds:** VOC usually found in paints, floor polishing, household cleaning products, charcoal lighter fluid and some hair styling products. VOC emitted gases which are negative for the environment and health of the people.

- 2) **Free from harmful chemicals:** Companies claims that their products are green in nature and free from any harmful chemicals and do not have negative impact on the health of the users.
- 3) **Non-Toxic-:** Marketers states that their products are non-toxic in nature and it is safe for both humans and environment.
- 4) **Ozone Friendly-:** The ozone layer in the atmosphere prevents harmful radiation from the sun from reaching the earth. Company states that their products are ozone free and their products do not harm the upper ozone layer and the air at ground level.
- 5) **Biodegradable:** Company claims that their products are easily biodegradable in nature and do not pollute the environment and does not cause harm to animals and people.
- 6) **Recyclable products:** Business firms claims that their products are easily recyclable in nature and can be used in another form and used for further manufacturing of products.
- 7) **Carbon Offset Claims:** Companies can make claims to take action in reducing greenhouses gases in the environment like planting of more trees, using green technology which is safe for the environment and reduce carbon footprint.
- 8) **Renewable resources:** Many companies claim to use more renewable resources in place of non-renewable resources and promote sustainable development by conserving the natural resources or using it in a proper way

Customer loyalty :

Loyalty is a feeling of commitment or attachment to something. Loyal customers tend to consider the service encounter and the overall experience more satisfying than the other customers when there is no relationship between these two parties Customer loyalty represents the relation between customer and organization, and also the behaviour of keep buying that product. It also means the decision of a retained customer is to re-buy the product and his/her willing to support that specific product in the future state customer loyalty refers to a positive connection between the product or service and customers through influencing them to have preference for it and suggest to others, keeping away other possible options. Loyalty can be defined as the upcoming decision of buying a product or service constantly, even when other options were also viable. In this case, loyalty can be expressed through emotional associations with the meaning of the brand align with their preference. This feature in a product directly influences customer satisfaction and loyalty, as represents the intention to acquire that product again. Thus, studies (Kotler and Keller 2009) refer quality as being an antecedent of satisfaction and loyalty, so organizations must focus on customers' new trend of being environmental concern and extend the product differentiation by reaching these customers' needs. A company's retention rate indicates the brand loyalty. Firms with high retention rate can lose around 20% of their customers every 5 years. However the retention rate can also indicate customers' lack of interest for switching brands or indifference of staying as a customer.

Consumer Participation

The world over, recommendations from scholars, experts, environmentalist, etc have pointed to the fact that Corporations should demonstrate action and genuine corporate commitment to sustainability to lead the way for consumers to follow. Raise consumer awareness of sustainability issues and solutions, clearly explain the company's sustainability platform making it relevant to consumers. They should participate side by side with consumers in sustainability efforts. Build, refine, and grow sustainability platforms with consumer input and consultation. Facilitate sustainable actions by consumer themselves. Engaging consumers to actively purchase from brands and firms that have differentiated, positive consumer strategic relationship performance has become the primary focus of green marketing

Customers Pressure:

Consumers are becoming more informed and aware of the environmental influence of consumer products and are thus demanding that industry improves the environmental performance of its products. Today consumers are more enlightened especially in Nigeria; they even seek for sustainable development for their children.

Investor Pressure:

Investors are increasingly determining the environmental records of potential investments, and some are showing a tendency to invest in Greener companies. This behaviour is based on the expectations that these firms will benefit commercially from their green image and there are efficiency gains associated with the adoption of cleaner technologies (Kahlenborn, and Walter, 1999). A survey exhibited that, among the different kinds of environmental information required by investors, liabilities and litigation were ranked first and second respectively (Mastrandonas and Strife, 1992). The US Securities and Exchange Commission have also mandated that corporation must disclose estimates of current and future environmental expenditures and liabilities. Companies are liable not only for any present damage to the physical environment but also for all future damage and they must disclose the environmental risks known to be potentially significant.

Governmental Pressure

Various regulations are framed by the government to protect consumers and the society at large. The Indian government too has developed a framework of legislations to reduce the production of harmful goods and by-products. These reduce the industry's production and consumer's consumption of harmful goods, including those detrimental to the environment; for example, the ban of plastic bags, prohibition of smoking in public areas, etc

Cost Or Profit Issues

Firms may also use green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. Therefore firms that can reduce harmful wastes may incur substantial cost savings. When attempting to minimize waste, firms are often forced to re-examine their production processes. In these cases they often develop more effective production processes that not only reduce waste, but reduce the need for some raw materials. This serves as a double cost savings, since both waste and raw material are reduced. In other cases firms attempt to find end-of-pipe solutions, instead of minimizing waste. In these situations firms try to find markets or uses for their waste materials, where one firm's waste becomes another firm's input of production. One Australian example of this is a firm who produces acidic waste water as a by-product of production and sells it to a firm involved in neutralizing base materials. The last way in which cost or profit issues may affect firms' environmental marketing activities is that new industries may be developed. This can occur in two ways: 1) a firm develops a technology for reducing waste and sells it to other firms; or 2) a waste recycling or removal industry develops [Yurman 1994]. For example, firms that clean the oil in large industrial condensers increase the life of those condensers, removing the need for replacing the oil, as well as the need to dispose of the waste oil. This reduces operating costs for those owning the condensers and generates revenue for those firms cleaning the oil

1.17 INITIATIVES TAKEN BY THE GOVERNMENT:

The following are the initiatives taken by the Government of India:

1. Nirmala Sitharaman, the finance minister, built on India's promise to take the lead in the fight against climate change, preserve biodiversity, and promote sustainable development in her presentation of the Union Budget 2023. In addition to releasing a low-carbon development strategy and introducing the concept of "LIFE" (Lifestyle for Environment) to encourage responsible consumption, India has pledged to achieve net zero by 2070.
2. The new "Atmanirbhar Clean Plant Programme," a capital outlay of Rs 2,200 crore is planned, is a new initiative of PM-PRANAM (PM Programme for Restoration, Awareness, Nourishment and Amelioration of Mother Earth). Its goal is to increase the availability of disease-free quality planting material for high value horticultural crops.
3. Introduction of CNG in Delhi: New Delhi, capital of India, was being polluted at a very fast pace until Supreme Court of India forced a change to alternative fuels. In 2002, a directive was issued to completely adopt CNG in all public transport systems to curb pollution.
4. In another step towards eliminating single use plastic, union environment minister Bhupender Yadav on Tuesday (April 5) launched "PRAKRITI" a mascot to spread greater awareness about small changes that can be sustainably adopted in the lifestyle for a better environment.

5. On February 6, 2023, at the first India Energy Week in Bengaluru, Prime Minister Narendra Modi unveiled three initiatives in the green energy sector:
 - The first was the Indian Oil Corporation Ltd.'s "Unbottled" project, which uses recycled Polyethylene Terephthalate (PET) bottles to create yarn for knitting fabric.
 - During the occasion, Indian Oil's Solar Cooking System was also made commercially available. People will be able to cook using solar energy thanks to the system's ability to run on electricity when solar power is insufficient.
 - He also introduced the ethanol-blend fuel E20, which will be sold at 84 locations across 11 states. In order to raise awareness of green fuel, a Green Mobility Rally including automobiles powered by green energy sources was also launched.
6. The government has created the Eco mark Program, an eco-labelling scheme to raise consumer awareness and encourage the purchase of eco-friendly products.
7. Due to increased purchasing operations by various ministries and agencies, Gem's procurement of goods and services is anticipated to surpass Rs 2 lakh crore during this fiscal year, according to a top official on February 9, 2023. On February 1, the purchase reached Rs 1.5 lakh crore. States and public sector organizations have a significant opportunity to boost their procurement through the platform, according to P K Singh, CEO of the Government e-Market .
8. Green Hydrogen: For the recently established National Green Hydrogen Mission, the Minister announced an outlay of 19,700 crore. It will speed up the shift to a low-carbon economy, lessen reliance on imported fossil fuels, and enable the nation to "take technology and market leadership in this sector.

1.18 Major Green Companies In INDIA :

1. Dabur:

Dabur has adopted sustainability as a way of life. Ayurveda and nature forms the core of its product range, conservation of nature and natural resources is key to its existence. It has initiated a project for providing high quality; affordable solar solution in households for their daily uses and provides solar lamps to the households. It has identified 5 villages for installation of street lights. Dabur is working to establish a new boiler technology at its manufacturing facility in Pant Nagar (in Uttaranchal). This new project - a first of its kind in India - will use wet herbal waste from the facility as fuel directly in the boiler and incinerate the same to generate steam, and generate attractive savings in energy costs thereby reducing the discharge of solid waste to the environment. The company has also substituted furnace oil with pet coke – a byproduct of crude refining - as fuel, a move that has led to considerable energy savings. The company has also invested in elaborate scrubbing and particle separation technology to ensure that exhaust from the boilers does not carry any unburnt particulate matter. Dabur is in the process of setting up facilities inside the factory to use herbal waste from the manufacturing

process and convert them into bio-briquettes that can be used as fuel in boilers. The efforts include implementation of rainwater harvesting and water recycling which has delivered encouraging results. Providing farmers with easy access to real-time, relevant information and raising agriculture competencies through knowledge and technology transfer

ITC:

The e-croupal initiative by ITC has been globally acknowledged and has raised rural incomes considerably. In this, the company provides small and marginal farmers access to information about market prices, weather and other relevant information, which can help them improve their produce and incomes. Afforestation Program assists farmers to turn their unproductive land assets into profitable pulpwood plantations, using clonal saplings specially developed by ITC R&D to grow in harsh conditions. Social Forestry is for impoverished farmers who are motivated to form Forestry Groups through which they get loans, subsidized clonal stock as well as technical support and training. There is a particular focus on Scheduled Tribe and Scheduled Caste households - who are generally among India's most Further, the social and farm forestry initiatives by this company allowed many farmers to use their wastelands for pulpwood plantation, thereby giving both the ITC Paperboards business and themselves a boost. This initiative received an award at the Rio+20 UN summit. Apart from these, ITC also has watershed projects, animal husbandry services, women empowerment programs and community development programs. ITC has been conferred the Forest Management certification from the Forest Stewardship Council, which confirms compliance with the highest international benchmarks of plantation management in terms of being environmentally responsible, socially beneficial and economically viable. All of its premium luxury hotels have been given the leadership in Energy and Environmental Design (LEED) platinum certification, making it the greenest luxury hotel chain in the world.

2. WIPRO:

As a founding member of Transform to Net Zero, Wipro is committed to contribute to the planetary zero carbon emissions journey by making sustainability the core of its business model. The ecological dimensions of operations are focused on energy efficiency, water efficiency, waste/pollution management and biodiversity. It is integrating sustainability into business practices through employee engagement, customer stewardship, procurement, supply chain, industry bodies and external stakeholders. The scope of Wipro's green initiatives includes its internal infrastructure and operations; environment-friendly products, green computing solutions, and take-back services for its customers; as well as advocacy for e-waste legislation. Wipro Infotech has taken significant strides and strong leadership in Green Computing, providing responsible and environment sensitive computing solutions to its customers. Wipro is committing to contribute to planetary Net-Zero Greenhouse Gas emissions

targets by reducing its emissions to zero by 2040 and a 55% reduction by 2030. The company has earned 'India's Number 1 Green Brand' recognition from Greenpeace.

3. Mother Dairy:

Mother Dairy Fruit & Vegetable Pvt. Ltd. (MDFVPL) is the first company amongst the Indian dairy co-operatives to acquire registration under Central Pollution Control Board (CPCB) as well as implementing EPR. The company's efforts have always been aligned towards a holistic approach of collecting and recycling/co-processing of post-consumer used SLP and MLP waste. It has collected & recycled 7,284 MT of post-consumer used plastic waste in the country till March 2021. The overall volume includes both Multi-Layered Plastic (MLP) and Single Layered Plastic (SLP) waste. The Company is engaging and encouraging its consumers to opt for Token Milk (Automated Milk Vending system) at the company's booths in Delhi NCR and this effort has eliminated the generation of around 700 MT plastic wastes every year. MDFVPL has initiated a research program on eco-friendly packaging and has introduced paper trays for curd cups as a replacement of plastic trays which will eliminate usage of approx. 100 MT of plastic. Mother Dairy has replaced all plastic spoons with wooden spoons and eliminated plastic straws provided along with a few dairy products and enhanced consumption for 1 liter milk packs instead of 500 ml has helped the Company to eliminate use of plastic bag/pouch by approx. 240 MT annually. The Company has implemented 100% EPR for MLP, such as laminates and Tetra Packs across 26 states of the country where the company operates in, including Delhi NCR and Maharashtra.

4. Godrej

Godrej Consumer Products is among the top 12 Indian companies to be featured on the Dow Jones Sustainability Emerging Markets Index 2019. The key thrust of Godrej's sustainability initiatives includes five goals: carbon neutrality, reduction in specific energy consumption and increase in renewable energy use by 30 per cent each, water conservation and zero waste to landfill. The company generates a third of its portfolio revenues from 'good' and/or 'green' products. Godrej Interio is India's largest furniture brand in the home and institutional space with a strong commitment to sustainability. Godrej's pioneering efforts include designing less environment burdening products, usage of ecofriendly materials and setting up less polluting and consuming processes, ensuring eco-friendly packaging and transportation and finally the extended responsibility of recycling/reuse of used furniture and scrap, thus ensuring a lifecycle approach to green. It aims for 25 per cent reduction in energy consumption, zero waste; carbon neutrality has also undertaken an initiative to ensure a green supply chain. One of the largest players in the home appliances segment, Godrej group has consistently manufactured products that are green. It launched the country's first 100 per cent green refrigerator series in 2002, (CFC, HFC and HCFC free). For reduction in energy consumption, Godrej plans to bring down the energy required to manufacture each unit of their products by 30 per cent, through a

mix of energy conservation and process reengineering and adopting clean technology like solar, wind and biomass in their manufacturing plants.

4. Hindustan Unilever Limited

HUL under the USPL wants sustainable operations as the backbone of the company's growth in the future. The company has operations all over the country and hence has a huge impact on the environment through its logistics and last-mile delivery to the stores. They reduced their CO2 emissions from their logistics network by a whopping 14% in 2019. They have also rolled out environment-friendly freezer cabinets that use hydrocarbon (HC) refrigerants instead of Hydrofluorocarbons refrigerants and have successfully reduced CO2 emissions per ton of their production by 85% compared to 2008. As part of USLP, Unilever has also made a global commitment to eliminate coal from the energy mix by 2020. HUL has reduced the usage of water by almost 60% since 2008 by using advanced initiatives like reduction in freshwater abstraction, implementation of captive rainwater harvesting. Hindustan Unilever Foundation (HUF) operates the 'Water for Public Good' program, with specific focus to empower local community institutions to govern water resources and enhance farm-based livelihoods through the adoption of judicious water management practices.

5. HCL:

In its continued endeavour to promote eco-friendly practices and Ecosystem Restoration, HCL Foundation, the CSR arm of HCL Technologies, launched HCL Harit – The Green Initiative (earlier incubated under HCL Uday – A holistic urban CSR initiative addressing all forms of urban poverty). HCL Harit is a distinct flagship program for environment action, with the vision 'to conserve, restore and enhance indigenous environmental systems and respond to climate change in a sustainable manner through community engagement' focusing on increasing green cover, carbon sequestration, native biodiversity through afforestation and habitat improvement. It has also taken steps for the conservation and rejuvenation of water bodies through community engagement, reduction in CO2 emissions, improvement of Coastal and Marine Habitats for native biodiversity and improving lives of stray animals and addressing human animal conflict inside community areas. During its incubation period, Harit planted & nurtured 250,000+ saplings spanning an area of almost 115 acres, reduced emissions/sequestered 285 tons of CO2e, removed 7,000+ waste from coastal areas, and rejuvenated 50+ water bodies, resulting in 5,000+ million Liters increase in water holding capacity.

6. LG:

LG India has been a pioneer in making electronic gadgets that are eco-friendly. Recently, it has launched a LED E60 and E90 series monitor for the Indian market. Its USP is that it consumes 40% less energy than conventional LED monitors. Also, they hardly used halogen or mercury, trying to keep down the use of hazardous materials in their products.

7. Samsung:

Samsung India has always had a roaring range of LED TV screens and now they have come up with eco- friendly LED backlight. They use 40% less electricity have also no harmful chemicals like mercury and lead.

8. Tata Consultancy Services:

TCS has a globally recognized Sustainability practice and has already topped the Newsweek “stop World’s Greenest Company title. It also has a global green score of 80.4% and this has mainly happened due their initiative of creating technology for agricultural and community benefits.

9. State Bank of India:

SBI is providing many services like; paper less banking, no deposit slip, no withdrawal form, no checks, no money transactions form all these transaction are done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions. The wind project is the first step in the State Bank of India's green banking program dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among the bank's clients.

10. MRF Tyres: MRF has launched the ZSLK series and this is all about creating eco- friendly tubeless tyres made from unique silica- based rubber and also offers extra fuel efficiency to those who drive their vehicles.

- Corporates are addressing almost all the issues that are posing a threat to our environment but that is not enough as they also need to provide information to the consumers to make them exactly understand the benefits of their green marketing programs and its impact on the environment. They should also take steps to educate the society members, especially, the consumers who use their products to increase their intimacy with the green products and environmental issues.

1.19 SWOT ANALYSIS:

STRENGTH	WEAKNESS	Opportunity	Threats
Get access to new markets	Customers give more preference to their personal needs than environment	Increase in the demand eco-friendly product .	Uncertainty as to the environmental impact of present activities.
Gain an advantage over competitor and builds brand equity and wins brand loyalty	Green labelling as becoming a marketing gimmick.	Companies can improve their social awareness.	Possibility of a backlash from government & consumer based on existing green marketing

Can charge a premium on more eco responsible Products.	Overemphasizing greenness rather than customer needs can prove devastating for a product	Others are forced to move on eco-friendly products.	Uncertainty which green marketing activities are acceptable from a government perspective
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Present Trends in Green Marketing in India:

1. Best Green IT Project: State Bank of India: Green IT@SBI
2. Indian Oil's Green Agenda Green Initiatives
3. The Thyagaraja Stadium: India's 1st Green Stadium
4. Introduction of CNG in Delhi ⇔ Eco-friendly Rickshaws before CWG
5. Wipro Green It - Wipro's Green Machines (In India Only)
6. Agartala to be India's first Green City

Golden Rules Of Green Marketing:

- a. **Know you're Customer:** Make sure that the consumer is aware of and concerned about the issues that your product attempts to address, (Whirlpool learned the hard way that consumers wouldn't pay a premium for a CFC-free refrigerator because consumers dint know what CFCs were.).
- b. **Educating your customers:** Isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.
- c. **Being Genuine & Transparent:** Means that You are actually doing what you claim to be doing in your green marketing campaign and , The rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed
- d. **Reassure the Buyer:** Consumers must be made to believe that the product performs the job it's supposed to do-they won't forego product quality in the name of the environment
- e. **Consider Your Pricing:** If you're charging a premium for your product-and many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients-make sure those consumers can afford the premium and feel it's worth it.

- f. **Giving your customers an opportunity to participate:** Means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.
- g. **Thus leading brands should recognize that consumer expectations have changed:** It is not enough for accompany to green its products; consumers expect the products that they purchase pocket friendly and also to help reduce the environmental impact in their own lives too

Impact of Green Marketing Due to Covid -19 :

Although the novel Corona virus has widely affected the entire globe, causing economic turmoil, financial unrest and panic among the business class, it also poses a wide opportunity to the marketers, especially in the domain of green marketing as mentioned below:.

Shift in Consumer Priorities

COVID-19 has led to a heightened awareness of health and well-being, causing consumers to prioritize products and brands that emphasize safety, sustainability, and eco-friendliness.

- **Increased Demand for Sustainable Products:** The pandemic has accelerated the demand for sustainable and eco-friendly products as consumers seek ways to contribute to a healthier environment while addressing health concerns.
- **Resilience of Sustainable Brands** Brands with established green marketing strategies have demonstrated resilience, maintaining consumer trust and loyalty during challenging times, as their values align with changing consumer preferences.
- **Attention to Hygiene and Packaging:** Green marketing has influenced consumer perceptions of hygiene, leading to increased interest in sustainable packaging options that are perceived as both safe and environmentally responsible.
- **Promotion of Local and Ethical Sourcing** The pandemic has prompted a focus on local and ethical sourcing, aligning with the principles of green marketing that advocate for responsible business practices and community support.
- **Corporate Social Responsibility (CSR):** Companies engaged in green marketing have often enhanced their CSR initiatives during the pandemic, contributing to relief efforts and demonstrating a commitment to social and environmental responsibility.
- **Government Support for Green Initiatives** Some governments have recognized the importance of sustainable practices during the pandemic, providing support and incentives for businesses that adopt green strategies.

1.23 Are Consumers Willing to Pay More for Green Products?

The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. The not-so-obvious assumption is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product. Is this true? Apparently, yes. The 2014 Nielsen Global Survey on Corporate Social Responsibility polled 30,000 consumers from 60 countries to determine statistics on consumer preferences for sustainable purchasing, and found that:

- 55% of consumers were willing to pay extra for products and services from companies committed to positive social and environmental impact (up from 45% in 2011)
- 52% made at least one purchase in the past six months from at least one socially responsible company
- 52% check product packaging to ensure sustainable impact. Interestingly, consumers in the Asia-Pacific region, Latin America, and the Middle East/Africa showed a higher preference (64%, 63%, 63%) to pay extra, whereas the preference in North America and Europe was lower (42% and 40%). The Nielsen survey also looked at retail purchase statistics, and according to sales data, brands that advertised sustainability on packaging had 2%-year over-year increases in sales from 2011 to 2014, as compared with 1% for those that did not.

The Relationship Between Green Marketing And Consumer Purchasing Behaviour:

The presentation consists of a mix element, value, progress and spot (4P). Advertising mixes in green promotion are fundamental for advertisers to use to achieve affiliate goals. It was observed that 30 customer users have expressed that green gadgets need to save energy, guide water conservation, cover and appreciate the climate in the era of production, use and disposal. Harmful substances can also affect consumer purchases for choice. After that, manufacturers will offer a wide range of eco-friendly gadgets to meet the interests of inexperienced consumers. There are companies around the world that use pass breeders made from green passing, which intentionally alters the company's revenue interests to minimize the environmental impact of the transition. For example, the Toyota Prius produces some attractive advantages for consumers, and the Simple Habitat Prius has a natural motor that contains discharged fuel, so it contains carbon dioxide and nitrogen dioxide in the environment. Outflow can be reduced. Due to the expanding value of the gas, Toyota has produced a Prius that can hold value in fuel, making it a high-quality unit in line with consumer sentiments. Consumers with solid natural problems, for example, are more likely to turn to well-being, environmentally conscious purchases considering natural characteristics and climate. The price of the item varies according to the individual payment of the customer. Additional parts of organizations are using low-cost procedures to encourage consumers to purchase environmentally friendly items. In the current situation, the agencies of the improvement 7 industrial center are playing a high role in expanding the business reform. In the event that the value of something is better; Organizations want to divide a wide item estimate into fee, item, and appearance conditions. Starbucks is a global company that promotes its devices at a better price than the physical and

ethical, suggesting that they can clearly focus on being able to do so, as well as the environmental impact of fabric waste reduction and construction limit green and smart businesses. On Consumers who have low-price affectability are content to pay more for the item than for the form of value, just as the green item estimate adds to the normal cost of an item under conditions. Well known price and high quality. Ultimately, shoppers who want to pay the highest quality for Starbucks items, knowing the value of the inexperienced Starbucks logo is reacting to the environmental trade and being proactive to get rid of it closer to infection issues. Consumers fully identify the direction of the green object, which may benefit from the cost of the logo, and inexperienced promotions may increase the likelihood of a later purchase. This is a limited time in which advertisers can take advantage of advanced advanced strategies for promotion. A solid and powerful message from Item Green ads keeps buyers focused on the issues facing them. Just like the buyers' behavior on corporate photography shows that there are three green business initiatives. The weather-worrying company, the ad shows that the company has changed its emerging technology to further its inexperienced state, and its sales give the image of a herbal ban. 8 The careful use of herbs will encourage customers to work in a comfortable environment and will influence their purchasing power. Corporations want to get the item to a destination that is too large for consumers to influence buyers' consent. More and more advertisers should be located between commercially new green gadgets, unless they are more significant than their competitors. For example, Starbucks has accumulated inexperienced concepts in its stores around the world to integrate herbal hazard mitigation techniques to increase the firm's support. The "spot" focus on mix sales is similar to the original customization, which is part of enterprise sports activities to keep the company away from herbal obligations as well as improve the completion of shipping items.

HOW TO IMPLEMENT GREEN MARKETING :

Implementation of practices of green marketing not only by firms and also individuals can follow. These are the some of the ways to follow green marketing practices are:

1. Through website for advertisements.
2. Use green printing for product manuals.
3. Choose 100% recycled printer paper.
4. Go with green clothing.
5. Rethink your package and recyclable package paper,
6. Green delivery and better use cycle for courier in near area.
7. Send electronics proof.
8. Eco business card (Visiting card)

Business Opportunities

1. Tapping into New Market Segments: Green marketing allows businesses to reach and appeal to environmentally conscious consumers who prioritize sustainability in their purchasing decisions.

These consumers often represent a growing segment of the market with significant purchasing power. By aligning products or services with their values and preferences, businesses can access new customer segments and expand their market reach.

2. **Enhancing Brand Reputation:** Demonstrating a commitment to sustainability through green marketing can significantly enhance a company's brand reputation. Consumers are increasingly seeking out brands that are environmentally responsible and socially conscious. By promoting eco-friendly practices, businesses can build trust, credibility, and goodwill among customers, leading to stronger brand loyalty and positive word-of-mouth recommendations.
3. **Gaining a Competitive Edge:** In today's competitive marketplace, differentiation is key to standing out from competitors. Green marketing offers a unique opportunity for businesses to differentiate themselves by highlighting their commitment to sustainability. By offering environmentally friendly products or services, companies can differentiate their brand and attract customers who prioritize sustainability over other factors. This differentiation can lead to increased market share, customer loyalty, and long-term competitiveness.
4. **Cost Savings and Efficiency Improvements:** Implementing green marketing initiatives often involves adopting more efficient and sustainable business practices, such as reducing energy consumption, minimizing waste generation, and optimizing resource utilization. These practices not only benefit the environment but also result in cost savings for businesses through lower energy bills, reduced waste disposal costs, and improved operational efficiency. By investing in sustainability, businesses can achieve long-term cost savings and improve their bottom line.
5. **Access to Funding and Investment Opportunities:** Investors, lenders, and stakeholders are increasingly considering environmental sustainability as a critical factor in evaluating businesses. Companies with strong green credentials may have easier access to funding, investment capital, and partnerships with socially responsible investors. By integrating sustainability into their business model and marketing strategy, companies can attract investment and support from stakeholders who prioritize environmental and social responsibility.
6. **Overall,** green marketing offers significant business opportunities for companies to drive long-term profitability, growth, and competitive advantage. By embracing sustainability as a core value and incorporating it into their marketing efforts, businesses can not only meet the evolving needs and expectations of consumers but also contribute to positive environmental and social outcomes.

SIGNIFICANCE OF TOPIC

1. It reduces the use of plastic and plastic-based products.
2. It increases the consumption of natural products and reduces chemical products
3. A company can enter new markets when it brings attention to positive environmental impact.
4. Gain more profit from green marketing
5. Green marketing brings a competitive advantage
6. Raise awareness on important environmental or social issues

CHAPTER NO 2: RESEARCH METHODOLOGY

2.1 OBJECTIVE OF STUDY:

1. To assess the level of awareness among consumers regarding green marketing initiatives.
2. To examine the factors that significantly impact consumer purchasing decisions related to environmentally friendly products.
3. To analyse the effectiveness of various green marketing strategies in shaping consumer perceptions and preferences.
4. To identify potential barriers or challenges faced by consumers in adopting green products.
5. To Investigate the demographic factors that may influence the acceptance of green marketing initiatives.

2.2 SCOPE OF STUDY:

Green marketing is a broad notion that goes beyond just categorising things according to their positive effects on the environment. Green marketing entails creating goods and packaging that are less detrimental to the environment or the environment. It covers a wide range of topics, from pollution prevention to conservation. In the sake of consumers' wellbeing in particular and society's wellbeing generally, businesses should exert every effort to conduct research and development to develop eco-friendly products. Because human demands are limitless and resources are scarce, marketers must make effective use of their resources to ensure that organisational goals are met without wasting them. Green marketing is therefore inevitable. People all throughout the world are becoming more interested in protecting the environment. People are becoming more environmentally conscious and altering their conduct to safeguard the environment. As a result, the phrase "Green Marketing" has gained popularity. As a result, marketers are conscious of their environmental responsibilities and place a high value on green marketing. Customers are modifying their behaviour patterns as well as marketers, who are concerned about the environment. Individual and business consumers are now growing more concerned with environmentally friendly items.

2.3 NEED OF THE STUDY

Economic growth via production and consumption threatens the peaceful life of human beings on earth. Green marketing is an attempt to protect consumer welfare and the environment (nature) through the production, consumption, and disposal of eco-friendly products. However, finding awareness about the concept of green marketing in consumers is essential for evaluating the future scope of green marketing. There is an impact on the relationship between educational qualification and awareness of green products that includes the knowledge of the production process, product packaging, and ingredients of the product. When choosing any product, the consumer should be aware of the environmentally friendly green product. As society becomes more concerned about the natural environment when ill effects of environmental degradation are experienced by society. for this, concerned companies are more likely to adopt the green marketing concept and these green marketing strategies help to improve the brand image of the companies.

2.4 Limitation of Study:

1. The study is confirmed to the Finite period
2. The results fully dependent on the information given by respondent
3. The Analysis study had been done based on the information collected from the one who are residing in Dombivli city.
4. Time factor was the main limitation for completion of research.

2.5 Research Methodology:

A Research Design is Purely and Simply the Framework of Plan for a Study that Guides the Collection and Analysis of Data. The Study is Intended to THE IMPACT OF GREEN MARKETING ON CONSUMER'S PURCHASING PATTERN.

Research is an Attempt to Find Answers to Problems Both Theoretical and Practical, through the Application of Scientific Methods. Essentially, Research is a Systematic Inquiry Looking for Facts through Variable Methods in Order to Establish the Relationship among them and to Conclude from them Broad Principles or Law, "Research is an Inquiry into the Nature of, the Reason for, and the Consequences of any Particular Set of Circumstances, Whether they are Experimentally Controlled or Recorded as they Take Place."

A Research is a Continuous Process. It Helps to Obtain Knowledge About any Natural or Human Phenomena. Research Plays two Important Roles Firstly it adds to the Existing Knowledge and Secondly it helps to Solve many Complex Problems.

The Research Methodology Depicts the Flow of Research Process and Serve as Guidance for the Researcher to Carry Out the Research Smoothly. Both Primary Data and Secondary Data were Used for Completion of this Research Project. Primary Data from Respondent Consumers was Collected through taking Survey Online Through Google Forms as Easy Method to Collect Data as Fast as Taking Questionnaire and Direct Interview Method, So I prefer Online Google Forms for Taking Survey From Consumer . And Secondary Data From Magazines, Books, and by Using Internet.

There are two types of methods of collection:

- PRIMARY DATA
- SECONDARY DATA

PRIMARY DATA :

A primary source provides direct or firsthand evidence about an event, object, person, or work of art. Primary sources provides the original materials on which other research is based and enable students and other researchers to get as close as possible to what actually happened during a particular event or time period. Published materials can be viewed as primary resources if they come from the time period that is being discussed, and were written or produced by someone with first hand experience of the event. Often primary sources reflect the individual viewpoint of a particular or observer. Primary sources can be written or non-written(sound, pictures, etc).

SECONDARY DATA:

Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past. A researcher may have collected the data for a particular project, then made it available to be used by another researcher. The data may also have been collected for general use with no specific research purpose like in the case of the national census. Data classified as secondary for particular research may be said to be primary for another research. This is the case when data is being reused, making it primary data for the first research and secondary data for the second research it is being used for.

CHAPTER NO 3 REVIEW OF LITERATURE

- **Mahesh, and Gomathi (2016)** The fundamental reason for the review was to survey the connection between factors intended for natural cognizance and buy and protection ways of behaving of shoppers to acquire green items. Because of the endeavours of public authority and associations, individuals have begun to think green. They have brought green items into their thought set. Consequently, it is a decent sign for organizations to recognize the buy inclinations shift of customers and underwrite this to market their items and administrations. With the expanding consciousness of purchasers about natural issues, organizations, families, and state-run administrations progressively need to purchase green items. Accordingly, firms need to carry out systems to lessen the effect of natural effects of their items and administrations. The outcomes showed that this example's generally ecological cognizance decidedly affects green buying choices
- **(Kumar et al., 2017):** Numerous limits should be considered in this review. In the first place, the review is zeroing in on green showcasing and buy expectations. The issue relates to more observational grounded experiences that are expected to test the reasonable variables that determine the hole between the apparent greenness of item food and genuine greenness. The Natural issues in Sudan are developing quickly. The rising financial turn of events, fast development of the populace, and development of ventures in Sudan are overwhelming the climate, foundation, and the nation's normal assets
- **Mayank, B. & Amit, J. (2013)** – stated that consumer knowledge of green products is strong, however consumers are unaware of green activities conducted by various government and nongovernment bodies, implying that additional efforts from organizations are required in this area. For the majority of respondents, newspapers are their primary source of information, and they should be used more to educate people about green products and practices. Consumers have exhibited a favorable attitude toward green products or environmentally friendly items such as low-power (energy-efficient) electrical appliances, organic foods, lead-free paints, recyclable paper, and phosphate-free detergents while also being worried about their availability and affordability. This means that marketers should make green items available to consumers for consumption, as customers have demonstrated a willingness to purchase green products if they are available. Because customers are concerned about the negative impacts of manufacturing and consumption on the environment, they may purchase a green product if marketers can educate them about the advantages of green products (which consumers perceive to be more expensive) over traditional items.
- **JEEVARATHNAM P. GOVENDER AND TUSHAY L. GOVENDER, SOUTH AFRICA (2016):** As Green Marketing has become an area of focus for both companies and society in general. The objective of this study is , ultimately, to sell the products that are harmless to the environment, whilst simultaneously actively encouraging consumer to support and protect the environment (Stern and Ander, 2018). It's another objective is that business needs to change the way in which they operate and to provide products which are beneficial for the environment. The analysis of secondary data has been done by finding out the correlation between the age of respondents and the price of green products

affecting their purchasing behaviour. The finding of this study indicates no significance correlation between age and green marketing motivating consumers to change their consumption behaviour. This means that marketers have opportunity to change attitudes of consumers towards green marketing across the different age groups. The positive views of respondents regarding the health, environmental and quality benefits offered by green marketing are known, and would find favour among the general consumer population. This study found that there was no significant relationship between gender and awareness of green products. It emerged that respondents strongly felt that green marketing influenced their purchasing behaviour, and that there was no significant correlation between the age and green marketing consumption behaviour

- **ADITI JAJU (2016):** In the research, the researcher the impact of green marketing on consumer purchasing pattern to make the market segment for green products more conventional, it is an essential research factor which persuade green behaviour in consumer and at what extend it is successful. The analysis of primary data has been done by using correlation coefficient and regression. The correlation between the distinct factor of environment belief and environmental behaviour. It has been calculated into various categories as per age, behaviour, gender, location, etc. In the study it has found that correlation showed positive relation. Through the study we can finally conclude that there is a positive impact of green branding on consumer behaviour. But they are reluctant to purchase green products. Meanwhile, people felt the importance of green products and green pricing also had a direct positive relation yet significant impact on green behaviour of consumer. eco labelling had a positive effect on consumer's environment behaviour.
- **(Taufique et al., 2016)** This study broadens the current writing on natural maintainability. Agreeing with the discoveries of this review, customers are affected by green advertising components, which assist them with turning out to be all the more ecologically cognizant and increment their longing to purchase green items. The effect of green trust on buyers' buy aims has been illustrated, demonstrating that green trust usefully affects customers' buy expectations. Besides, green showcasing credits made a critical and good difference in green trust, suggesting that green advertising ascribes (green brand information, demeanour, and natural information) are the genuine mechanism of correspondence for green items
- **Wang et al., 2017.** The examination considered green advertising elements' (green image information, disposition, and information) critical and beneficial outcomes on buy aim
- **Heo and Muralidharan (2016)** It very well may be recommended that the costs of green items ought to be kept at a prudent level so that even a typical pay worker can likewise manage the cost of them. Environmental publicizing ought to be finished in such a manner as not to camouflage the purchasers about the idea of green. The organizations engaged with "greenwashing" ought to be rebuffed to give a message to the customers that they can depend on the cases of the green organizations as the "phony green organizations" are taken into question. The advertisers likewise need to zero in on the segment

profile of their buyers. The vast majority of advertisers don't consider it imperative while making green showcasing techniques.

- **Anbukarasi et al., (2017)** As industrialization has occurred with a quick turn of events and progress of innovation, the requirements of individuals have been expanded. Because of this, we are confronting the consumption of our standard assets which thus is influencing our current circumstances. To protect the climate, clients are changing to green items and organizations are bringing out eco-accommodating items. The Techniques organizations need to zero in on the green market division by running a commercial with imaginative green items with their generally existing items in a chosen green market portion. They need to take a gander at the planning of the item in such a manner that it causes no adverse consequence on the climate. The green situating of the item, advancement, bundling, and operations should be taken care of with legitimate methodologies
- **Magnier et al., (2015)** :A few promoting implications are seen in this review. First and foremost, it has given a few bits of knowledge on the fitting devices utilized concerning upgrading green showcasing endeavours by business associations. As shown in the discoveries, the customers were more worried about the item bundling and the viability of green notice. Consequently, more endeavour's ought to be cantered around recognizing exact and alluring bundling ideas in drawing in shoppers to purchase green items. Likewise, a compelling notice strategy means quite a bit to spreading more consciousness of green items to the purchasers. Such endeavors ought to be upheld by the public authority of every country trying to illuminate its residents about eco item benefits and its market accessibility, and consequently guaranteeing proceeded protection of the common habitat. A few restrictions were noticed. Albeit this study has likewise given surviving writing on green advertising ascribes and buy conduct, it very well may be possibly imitated for future examinations inside various exploration settings.
- **French, Steve (2017)** "In the coming years, companies that embrace sustainability as a holistic means of doing business are poised to win." The customers have become very knowledgeable and are concerned about environmental issues like usage of plastic, deforestation, sustainable agriculture and alike. NMI trended research showed that consumers who know a company is mindful of its environmental impact are more likely to try, purchase and spread the word about that company's products or services. And while purchase decision is ultimately determined by price, many consumers indicate a willingness to pay a premium for products that align with their values.
- **P. Asha (2017)** Said that educated consumers understand the environmental issues and are completely involved and concerned about the environmental quality and more motivated to participate in events involving environmental concern. As income of the individual grows, it has positive impact on purchasing of green products as the premium price for n ecofriendly product can be paid. She is of the

opinion that the awareness drives regarding availability of green products are required to popularize the product. The apt segment to promote the green product segment is senior and middle-aged citizens.

- **Vilkaite-Vaitone (2022)** Green marketing is a key contributor to the success of an organization. It has business benefits as well as also to environmental and social benefits due to cleaner production. This benefit leads to improvement of the natural ecosystem and increased quality of life. Therefore, academicians and practitioners have an increasing interest in this construct and its measurement.
- **Mishra, Jain, and Motwani, (2017)** examined the relationship of three variables, “concern for environment”, “knowledge about green packaging”, and “beliefs about positive consequences of using green packaging” with consumer attitude towards paying price premium through survey in major cities of eastern and western India. The results of the study indicated that consumers are ready to pay premium for green packaging
- **Tripathi and Pandey (2018)** state that green pricing considers both the economic and environmental costs of production and marketing while providing value for consumers. Green products tend to be more expensive because the ingredients may be costlier than their conventional counterparts. For instance, organic food grown with natural fertilizers may be relatively more expensive than those foods not utilizing natural fertilizers. Costs related to green supply chain can also be higher. Due to this a price gap between conventional products and green products is created, which is referred as the “green pricing gap”.
- **Brécard (2017)** observed that eco-labelling has a significant effect on the buying decision of consumers towards products as it conveys information relating to the environmental concerns of consumers and characteristics of the product. It addresses both business users and varied consumers by providing them with product information related to the environment. Eco-labelling plays a major role in the development of environmental policy and in promoting purchase of ecofriendly product
- **Ali, (2021)** found that the power of Eco-Labelling in Green Marketing: Eco-labelling is a powerful tool in green marketing that can influence consumer behaviour by highlighting the environmental benefits of a product. An ecolabel is a certification that indicates that a product meets certain environmental standards and has a lower impact on the environment compared to similar products. This labelling can be in the form of symbols, logos, or certifications, and it helps consumers easily identify products that are environmentally friendly. Research has shown that consumers are more likely to purchase products with eco-labels, demonstrating the impact that eco-labelling can have on consumer behaviour. This is because eco-labels provide consumers with a clear signal that a product is environmentally responsible, and it helps them make informed purchasing decisions.

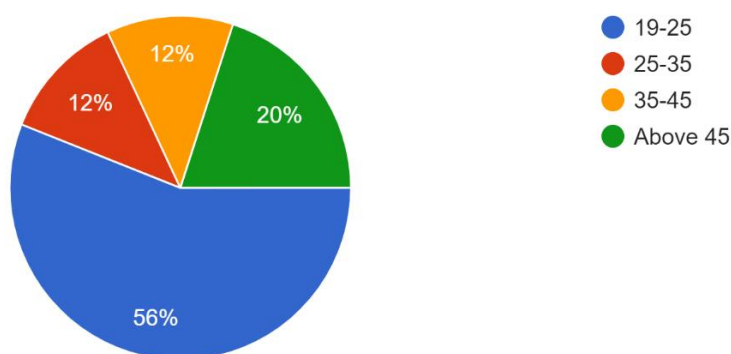
CHAPTER NO 4: DATA ANALYSIS AND INTERPERATATION

A survey was conducted to determine Study on The Impact of Green Marketing on Consumer Purchasing Pattern Using Questionnaire Method.

Sample Size 50

1) Age

Particular	Sample	Percentage
19-25	28	56%
25-35	6	12%
35-45	6	12%
ABOVE 45	10	20%

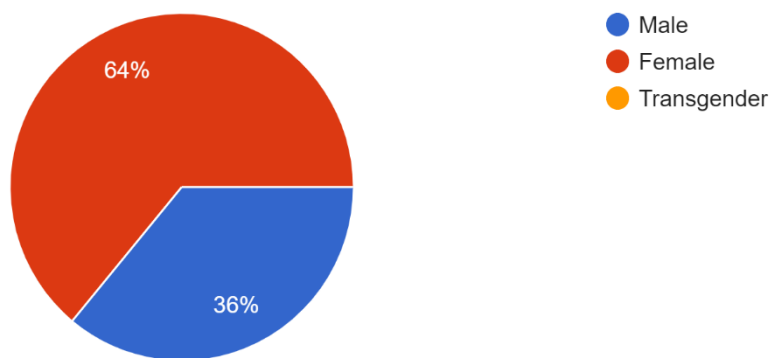


Inetrepration:

There were 50 respondents in total, out of which maximum of the respondents belonged to the age category of 19-25 years with 56% and 25-35 years with 12% and 35-45 years with 12% and above 45 with 45%

2) Gender:

PARTICULAR	SAMPLE	PERCENTAGE
MALE	18	36%
FEMALE	32	64%
TRANSGENDER	0	0

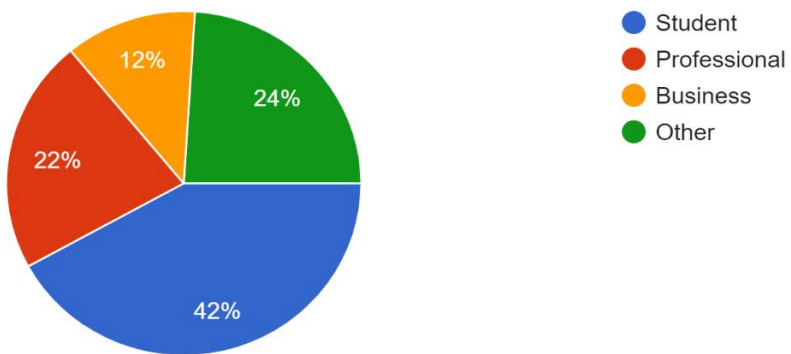


Interpretation:

The analysis shows that, in blue Symbolize of 64% respondent are the Female Consumer and while red symbolize of 36% are the Male Consumer

3) Occupation:

Occupation	Sample	Percentage
Student	21	42%
Professional	11	22%
Business	6	12%
Other	12	24%

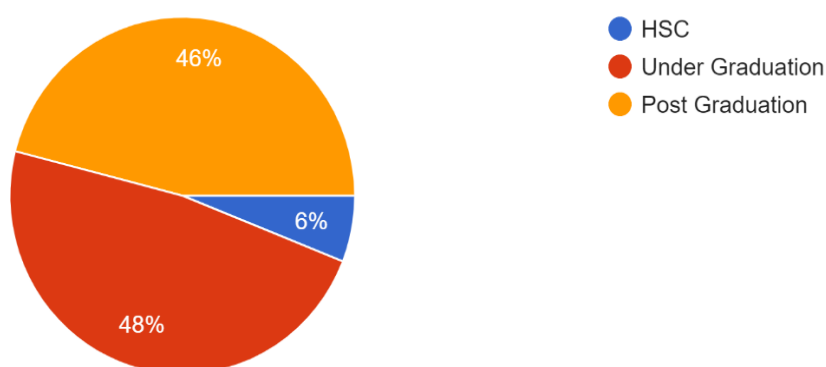


Interpretation:

It appears that a significant portion of the respondents (42%) are students. Professionals make up 22% of the sample, while those in business occupations constitute 12%. Additionally, 24% fall into the "Other" category, which could include various occupations not explicitly listed.

4) Education

Particular	Sample	Percentage
HSC	3	6%
GRADUATION	24	48%
POST GRADUATION	23	46%

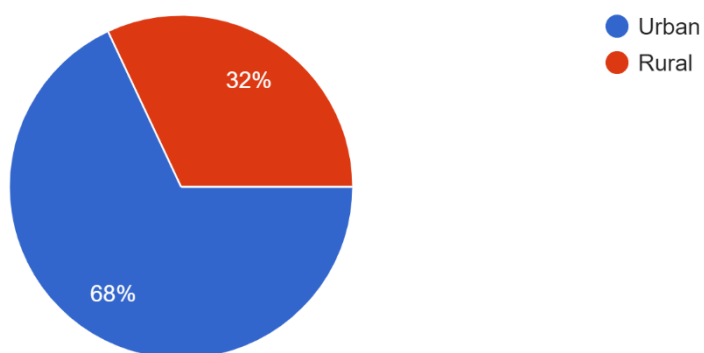


Interpretation:

The analysis show that Education wise Consumer Blue symbolize shows that 6%of Respondent's are 12th qualified, Orange symbolize shows that 46% of Respondent's are Graduate, Red symbolize shows that 48% of Respondent's are Post Graduate

5) Location

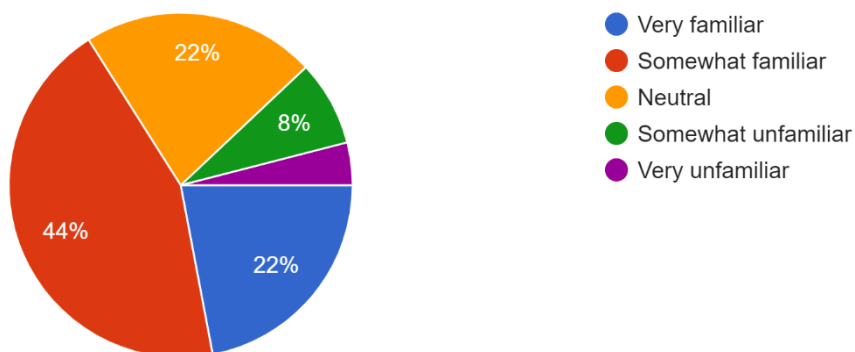
Particular	Sample	Percentage
Urban	34	68%
Rural	16	32%



Interpretation: The analysis shows that 68% of respondents are located in urban and 32% of respondents are located in rural.

6) How familiar are you with the concept of green marketing?

Particular	Sample	Percentage
Very Familiar	11	22%
Somewhat Familiar	22	44%
Neutral	11	22%
Somewhat Familiar	4	8%
Un Familiar	2	4%

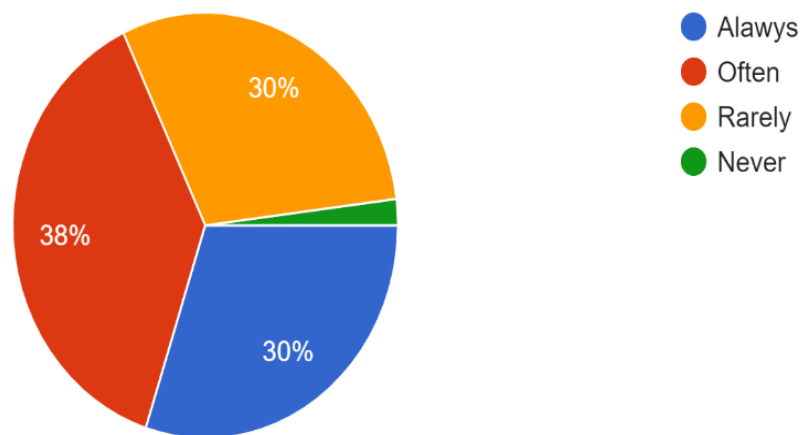


Interpretation:

Based on the survey results, it appears that 66% of the participants are familiar with the concept of green marketing. Specifically, 22% of the participants are "Very Familiar" with the concept, while 44% are "Somewhat Familiar". A smaller percentage (8%) are "Neutral" on the topic, and 4% of participants indicated that they are "Unfamiliar" with the concept. This suggests that a majority of the participants have some level of understanding of green marketing.

7) Have you consciously chosen environmentally friendly products in your recent purchases?

Particular	Sample	Percentage
Always	15	30%
Often	19	38%
Rarely	15	30%
Never	1	2%

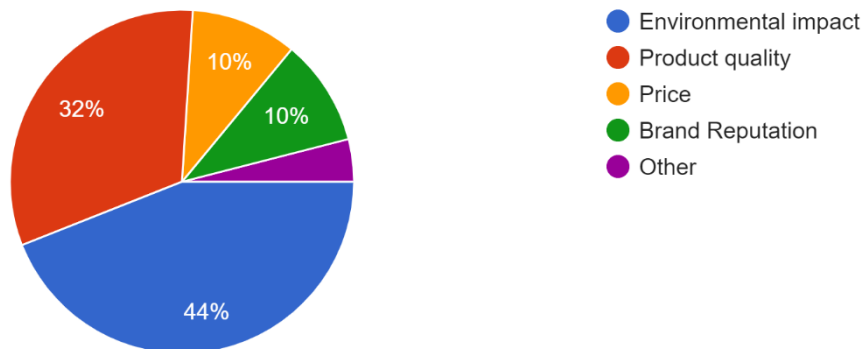


Interpretation :

38% of whole often use eco labelled products, whereas 30% use it rarely, impressively 30% always use those products which are eco labelled, nevertheless 1% of total never use eco labelled products.

8) What factors influence your decision to choose green products?

Particular	Sample	Percentage
Environmental	22	44%
Product Quality	16	32%
Price	5	10%
Brand Reputation	5	10%
Other	2	4%

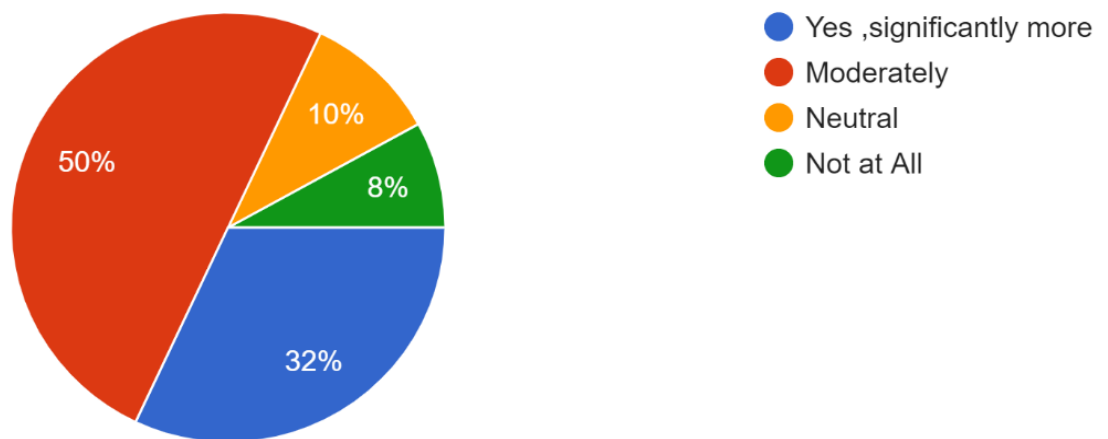


Interpretation ;

Based on the survey results, the factors that influence the decision to choose green products are as follows: Environmental considerations: 44% of participants consider environmental factors when making their decision. Product quality: 32% of participants prioritize product quality when choosing green products. Price: 10% of participants consider price as a deciding factor. Brand reputation: 10% of participants take brand reputation into account. Other: 4% of participants consider factors not listed above. This suggests that environmental concerns are the most significant factor for consumers when choosing green products, followed by product quality. Price and brand reputation are less influential factors.

9) Are you willing to pay a premium for products labelled as environmentally friendly?

Particular	Sample	Percentage
Yes, Significantly	16	32%
Moderately	25	50%
Neutral	5	10%
Not at All	4	8%

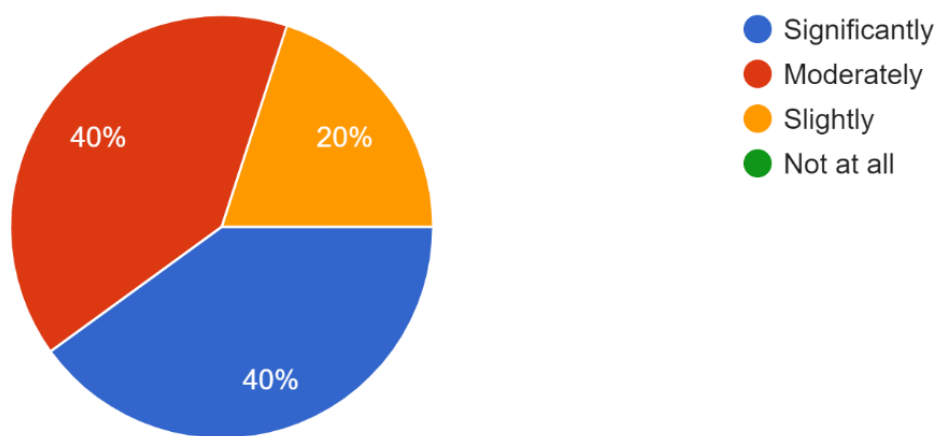


Interpretation:

Based on the survey results, it appears that 82% of the participants are influenced by a company's commitment to sustainability when it comes to trusting its products. Specifically, 32% of the participants find that commitment to sustainability significantly influences their trust, while another 50% find it moderately influential. A smaller percentage (10%) are neutral on the topic, and 8% of participants indicated that a company's commitment to sustainability does not influence their trust in its products at all. This suggests that a company's sustainability practices are important factors for consumers when considering their trust in the company's products.

10) To what extent does a company's commitment to sustainability influence your trust in its products?

Particular	Sample	Percentage
Significantly	20	40%
Moderately	20	40%
Slightly	10	20%
Not at All	0	0%

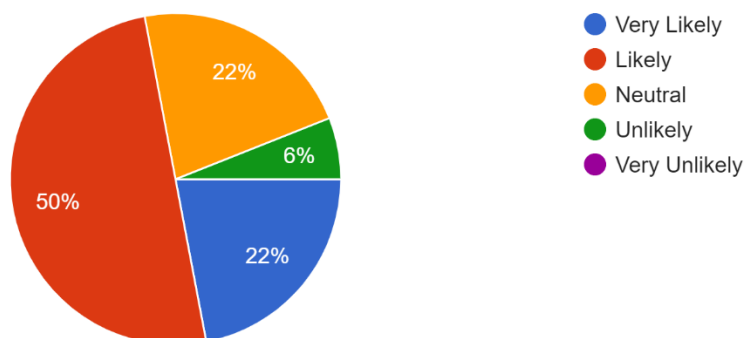


Interpretation :

Specifically, 40% of the participants find that commitment to sustainability significantly influences their trust, while another 40% find it moderately influential. A smaller percentage (20%) find it slightly influential, and none of the participants indicated that a company's commitment to sustainability does not influence their trust in its products at all. This suggests that a company's sustainability practices are important factors for consumers when considering their trust in the company's products.

11) How likely are you to switch brands for a more environmentally friendly alternative?

Particular	Sample	Percentage
Very Likely	11	22%
Likely	25	50%
Neutral	11	22%
Unlikely	3	6%
Very Unlikely	0	0%

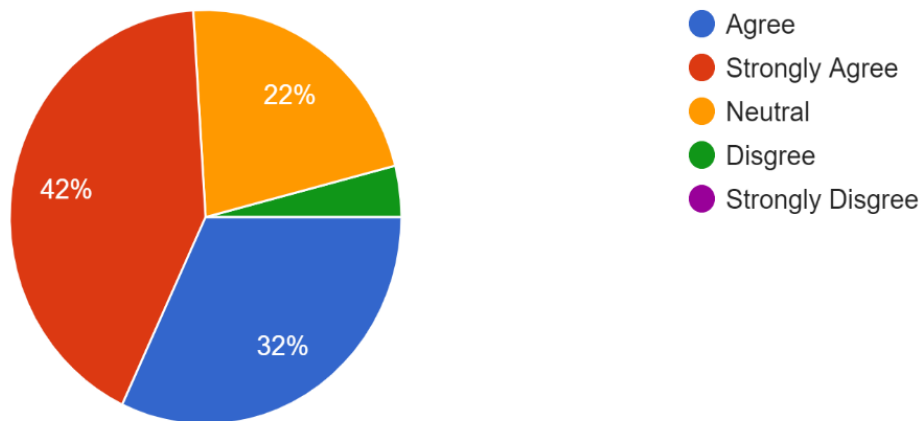


Interpretation:

Based on the survey results, it appears that a majority of the participants (72%) are either "Very Likely" (22%) or "Likely" (50%) to switch brands for a more environmentally friendly alternative. A smaller percentage (22%) are "Neutral" on the topic, while only a very small percentage (6%) are "Unlikely" to switch brands for an environmentally friendly alternative. None of the participants are "Very Unlikely" to make this switch. This suggests that the majority of the participants are open to choosing environmentally friendly brands.

12) Do you believe that green marketing has a positive impact on the environment?

Particular	Sample	Percentage
Agree	16	32%
Strongly Agree	21	42%
Neutral	11	22%
Disagree	2	4%
Strongly Disagree	0	0%

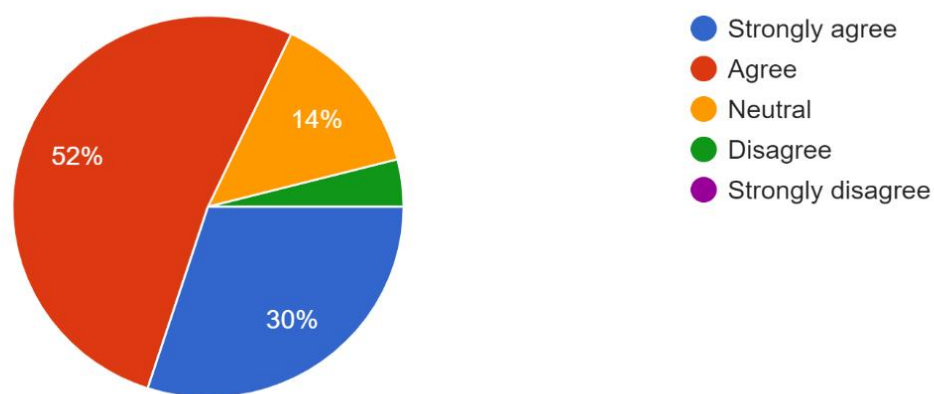


Interpretation:

Based on the survey results, a majority of the participants (74%) either "Agree" (32%) or "Strongly Agree" (42%) that green marketing has a positive impact on the environment. A smaller percentage (22%) are "Neutral" on the topic, while only a very small percentage (4%) either "Disagree" or "Strongly Disagree." This suggests that the majority of the participants believe that green marketing is beneficial for the environment.

13) Do you believe that green marketing contributes to raising awareness about environmental issues?

Particular	Sample	Percentage
Strongly Agree	15	30%
Agree	26	52%
Neutral	7	14%
Disagree	2	4%
Strongly Disagree	0	0%

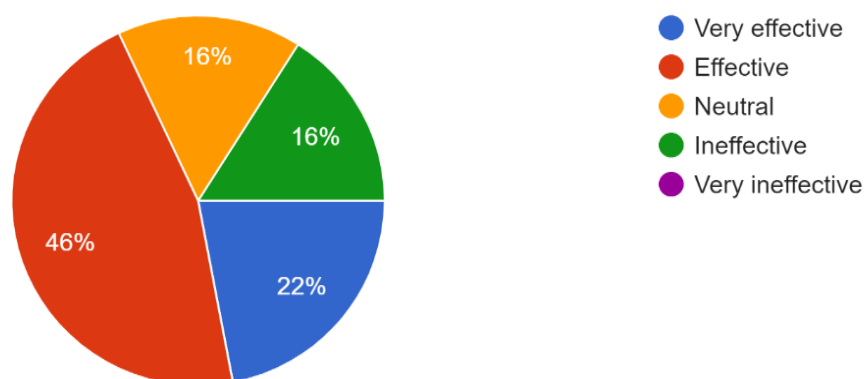


Interpretation:

Based on the survey results, it appears that a majority of the participants (82%) either "Strongly Agree" (30%) or "Agree" (52%) that green marketing contributes to raising awareness about environmental issues. Only a small percentage (18%) either "Neutral" (14%) or "Disagree" (4%) with this statement, and no participants "Strongly Disagree." This suggests that the majority of the participants believe that green marketing is effective in increasing public awareness of environmental issues.

14) How would you rate the effectiveness of government regulations in ensuring accurate green marketing claims?

Percentage	Sample	Percentage
Very Effective	11	22%
Effective	23	46%
Neutral	8	16%
Ineffective	8	16%
Very Ineffective	0	0%

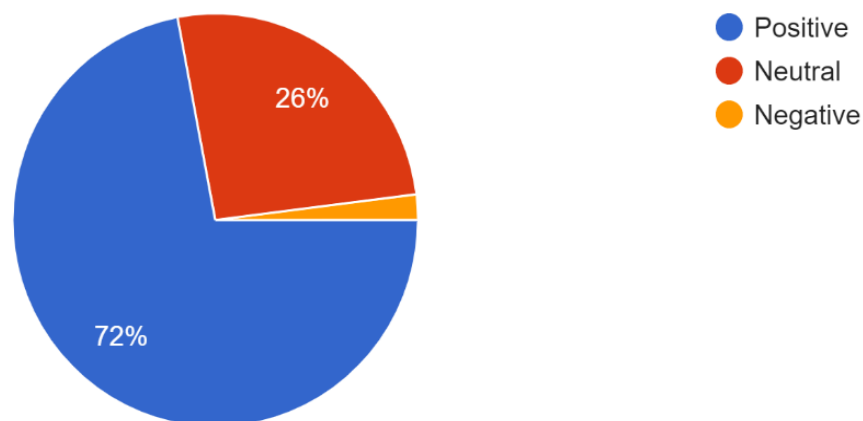


Interpretation:

The survey results suggest that a majority of the participants (68%) rate the effectiveness of government regulations in ensuring accurate green marketing claims as either "Effective" (46%) or "Very Effective" (22%). A smaller percentage (16%) perceive government regulations as either "Neutral" or "Ineffective." No participants rated them as "Very Ineffective." This indicates that the majority of the participants believe that government regulations play a significant role in ensuring the accuracy of green marketing claims.

15) How do you perceive the impact of green marketing on the overall economy?

Particular	Sample	Percentage
Positive	36	72%
Neutral	13	26%
Negative	1	2%

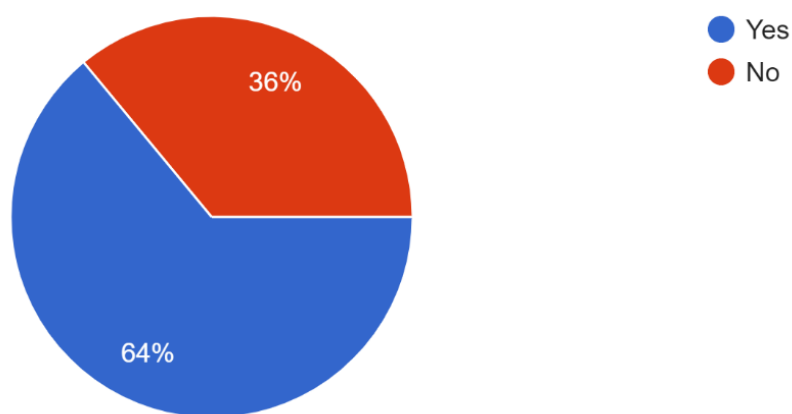


Interperation :

The survey results suggest that the majority of the participants (72%) perceive the impact of green marketing on the overall economy as positive. Only a small percentage (2%) perceive it as negative, while a relatively small number (26%) perceive it as neutral. This indicates that the majority of the participants believe that green marketing has a positive impact on the economy, likely due to increased consumer awareness and demand for environmentally friendly products and services.

16) Have you ever participated in a promotional campaign that encouraged you to recycle or reduce your environmental footprint?

Particular	Sample	Percentage
Yes	32	64%
No	18	36%

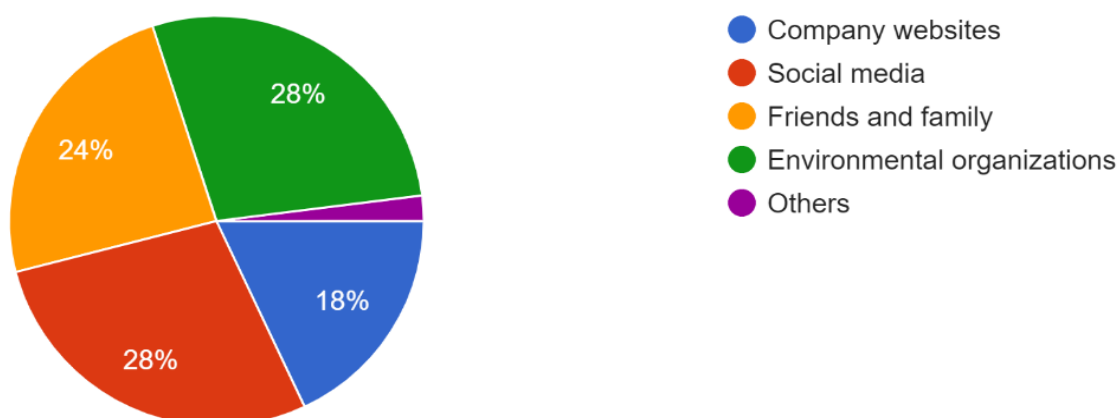


Interpretation:

It appears that a survey or study was conducted, and the results indicate that 32 out of 50 participants (64%) answered "Yes" when asked if they had participated in a promotional campaign that encouraged them to recycle or reduce their environmental footprint. The remaining 18 participants (36%) answered "No." This suggests that a majority of the participants had some level of involvement in such campaigns.

17) What channels do you trust the most for receiving information about environmentally friendly products?

Particular	Sample	Percentage
Company Website	9	18%
Social media	14	28%
Friends & Family	12	24%
Environmental Organization	14	28%
Other	1	2%

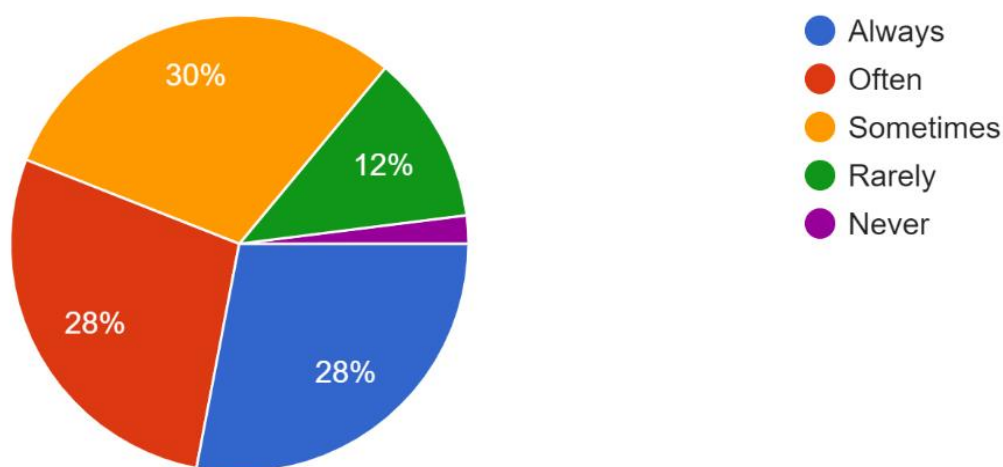


Interpretation:

The large amount of percentage became aware through internet, whereas Advertisement also plays an important role as 19% of the whole are aware through advertisements. 15% of the whole know about it through family and friends and 10% know about it through other sources.

18) How often do you share information about environmentally friendly products with friends or family?

Particular	Sample	Percentage
Always	14	28%
Often	14	28%
Sometimes	15	30%
Rarely	6	12%
Never	1	2%



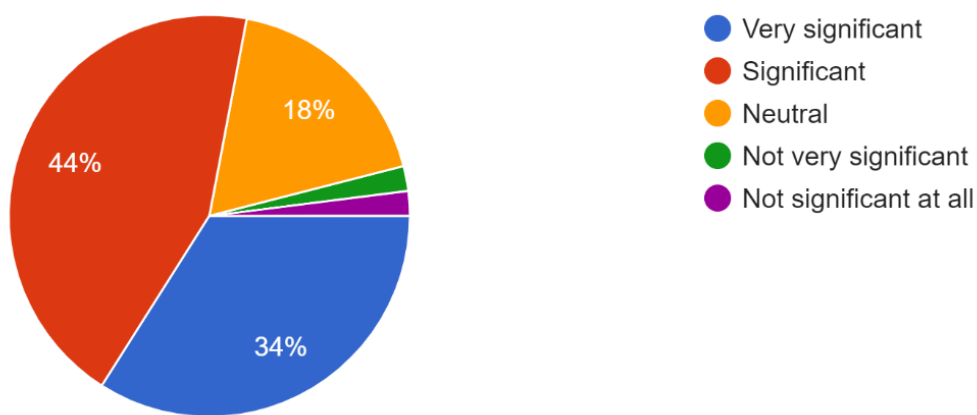
Interpretation:

Based on the data provided, it appears that 28% of the respondents share information about environmentally friendly products with friends or family "Always" or "Often." This means that a combined 56% of the respondents share this information frequently. Additionally, 30% of the respondents share this information "Sometimes," and only 14% share it "Rarely."

Overall, the data suggests that a majority of respondents are willing to share information about environmentally friendly products with their friends or family, with a significant portion doing so frequently.

19) What role do packaging materials play in your decision to choose environmentally friendly products?

Particular	Sample	Percentage
Very Significant	17	34%
Significant	22	44%
Neutral	9	18%
Not Significant	1	2%
Not very Significant	1	2%



Interoperation:

Based on the data provided, it appears that 34% of the respondents find the role of packaging materials "Very Significant" in their decision to choose environmentally friendly products, while 44% consider it "Significant." This means that a combined 78% of the respondents find packaging materials to be either very significant or significant in their decision-making process.

Additionally, 18% of the respondents are "Neutral" towards the role of packaging materials, and only 2% find them Not Significant or Not Very Significant. Overall, the data suggests that a large majority of respondents are concerned about the environmental impact of packaging materials and consider them to be an important factor in their decision-making process when choosing environmentally friendly products.

HYPOTHESIS

A hypothesis is a statement that suggests a relationship between variables. It's either the null hypothesis (no relationship) or the alternative hypothesis (a relationship exists). Researchers test hypotheses to see if evidence supports or refutes them, guiding the research process and helping make predictions.

Hypothesis 1:

(H0) Null Hypothesis: There is no correlation between gender and participation in promotional campaigns that encourage recycling or reducing environmental footprints.

(H1) Alternative Hypothesis: There is a correlation between gender and participation in promotional campaigns that encourage recycling or reducing environmental footprints.

CHI SQUARE TEST

- Category of gender participation in promotional campaigns that encourage re-cycling or reducing environmental footprints

Calculate	Table value	Level of Freedom	Level of Significance
0.888	3.841	1	0.05

Calculated value of Chi -Square is 0.888 critical value at

Critical value 3.841 at 1 degree of freedom

TABULAR VALUE > CALCULATE VALUE

Therefore, the null hypothesis is accepted and alternate hypothesis is rejected. From the above analysis, there is no correlation between the category of gender and participation in promotional campaigns that encourage recycling or reducing environmental footprints.

CHAPTER NO 5: FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

Findings are on the Basis of data analysis as following:

1. Majority of respondents (36%) are male.
2. Most of the respondents (64%) are of the age group 18-25.
3. Most of the respondents (48%) are graduates followed by post graduate.
4. Majority of respondents (42%) are students.
5. Most of the respondents are aware of Green Marketing
6. Willingness to Pay a Premium: About 58% are willing to pay more for environmentally friendly products.
7. Belief in Positive Impact of Green Marketing: 64% believe green marketing positively impacts the environment.
8. Environmental organizations and social media are most trusted.
9. Majority perceive the impact of green marketing on the economy as neutral.
10. 64% have participated in campaigns promoting environmental responsibility.
11. 72% are likely to switch brands for environmentally friendly alternatives.

SUGGESTIONS:

In today's environmentally conscious landscape, the importance of green marketing has become increasingly apparent. As businesses strive to align with sustainability goals and consumer preferences, understanding the perceptions and behaviours of consumers towards eco-friendly initiatives becomes crucial. Here, we delve into key findings regarding consumer attitudes towards green marketing, shedding light on their awareness, willingness to pay a premium, belief in its positive impact, trusted sources, economic perceptions, participation in environmental campaigns, and propensity to switch brands for environmentally friendly alternatives. These insights offer valuable guidance for businesses seeking to effectively engage with environmentally conscious consumers and drive sustainable growth.

1. The high awareness of green marketing among respondents suggests successful dissemination of eco-friendly initiatives and heightened consumer interest in sustainable practices.
2. Approximately 58% of respondents expressing a willingness to pay a premium for environmentally friendly products indicates a growing trend towards conscious consumerism prioritizing ecological considerations over cost.
3. With 64% of respondents believing in the positive impact of green marketing on the environment, there is widespread recognition of its potential efficacy in fostering environmental improvements.
4. Environmental organizations and social media emerge as the most trusted sources, underscoring the importance of credibility and authenticity in green marketing campaigns.
5. The majority perceiving the economic impact of green marketing as neutral suggests a need for further education on the economic benefits associated with sustainable practices to dispel misconceptions.
6. A significant participation rate of 64% in campaigns promoting environmental responsibility indicates a high level of consumer engagement and interest in sustainability efforts.
7. The substantial 72% likelihood of respondents to switch brands for environmentally friendly alternatives underscores the pivotal role of sustainability in shaping consumer preferences and loyalty.

CONCLUSION:

Consumers' level of awareness about green products found to be high but at the same time consumers are not aware about green initiatives undertaken by various government and non-government agencies signifying need for more efforts from organizations in this regard. Internet remains leading source of

information for most of the respondents and should be utilized more for reaching out to the consumers regarding green products and practices. Responses were on moderate positive level and we can conclude that consumers are not skeptic about green claims of the organizations and consumers are concerned about the present and future state of environment signifying need for green products and practices. Marketers can come up with new green products and communicate the benefits to the consumers. Due to increased awareness and concern consumer may prefer green products over

conventional products to protect the environment. The consumers are concerned about the state of environment and expect the organizations to employ green practices towards the protection of environment. The results have implication for durable manufacturers especially to practice green

marketing. The marketing communication regarding green practices need to focus more on the me and message. Advertising appeals using green products and practices are likely to move emotions and result in persuasion. It is important for marketers to be in top of mind recall of consumers to gain

maximum from their green brand positioning. Constant and continuous communication from the organizations' side is required to make an impact and create a distinct green positioning. Consumers have shown positive attitude towards green products at the same time they are concerned with the

availability and price of such products. This implies that Marketers should make the green products available to the consumers for their consumption as customers have shown willingness to buy green products if it is available. As consumers consider the ill effects of manufacturing and consumption on

natural environment, they may purchase the green product if marketers can make them aware about the benefits of the green products (which consumers

perceive as priced higher) as compared to that of traditional products. It was found that the percentage of people who buy only green products is very low and marketers need to take this as an opportunity to build their product portfolios and promote themselves as green. The study has implications for

marketers as well as consumers and makes a good case for start of an era of green marketing in India. The study since focused on a limited geographical area has limited generalizability but provides good insights regarding behavior of consumers towards green products. Future research could focus on psychographic segmentation of consumers in terms of assessing their green values and preferences. The study can be replicated at a larger scale to get more insights into the behaviour of consumers and understand more about green phenomenon

ANNEXURE -1 BIBLOGRAPHY

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9. [/46-Article%20Text-216-1-10-20211122.pdf](#)
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11. https://www.academia.edu/50513010/The_Impact_of_Green_Marketing_on_Green_Consumer_Behaviour_in_Jordan
12. <http://www.ijirms.com/downloads/1808202016082020-1.pdf>

BOOKS REFERRED

SR .No	Book's Name	Author's Name	Publisher's Name
1	Advanced Research Methodology	Dr. Mohit Puri	Navchetan Publishers
2	Research Methodology	C.M. Chaudhary	Srikala Publishers

ANNEXURE 2 QUESTIONAIRE

Appendix

GENERAL QUESTIONS

1. What is your name?

2. What is your age?

- ☐ 19-25
- ☐ 25-35
- ☐ 35-45
- ☐ Above 45

3. What is your gender?

- ☐ Female
- ☐ Male
- ☐ Transgender

4. What is your occupation?

- ☐ Student
- ☐ Business
- ☐ Professional
- ☐ Other

5) Education

- ☐ HSC
- ☐ Under Graduation
- ☐ Post Graduation

6) Location

- ☐ Urban
- ☐ Rural

7) How familiar are you with the concept of green marketing?

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Neutral
- ☐ Somewhat unfamiliar
- ☐ Very unfamiliar

8) Have you consciously chosen environmentally friendly products in your recent

- ☐ purchases?
- ☐ Always
- ☐ Often
- ☐ Rarely
- ☐ Never

9) What factors influence your decision to choose green products?

- ☐ Environmental impact
- ☐ Product quality
- ☐ Price
- ☐ Brand Reputation
- ☐ Other

10) Are you willing to pay a premium for products labelled as environmentally friendly?

Yes ,significantly more

- ☐ Moderately
- ☐ Neutral
- ☐ Not at All

11) To what extent does a company's commitment to sustainability influence your trust in its products?

- ☐ Significantly
- ☐ Moderately
- ☐ Slightly
- ☐ Not at all

12) How likely are you to switch brands for a more environmentally friendly alternative?

- ☐ Very Likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very Unlikely

13) Do you believe that green marketing has a positive impact on the environment?

- ☐ Agree
- ☐ Strongly Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

14) Do you believe that green marketing contributes to raising awareness about environmental issues?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

15) How would you rate the effectiveness of government regulations in ensuring accurate green marketing claims?

- ☐ Very effective
- ☐ Effective
- ☐ Neutral
- ☐ Ineffective
- ☐ Very ineffective

16) How do you perceive the impact of green marketing on the overall economy?

- ☐ Positive
- ☐ Neutral
- ☐ Negative

17) Have you ever participated in a promotional campaign that encouraged you to recycle or reduce your environmental footprint?

- ☐ Yes
- ☐ No

18) What channels do you trust the most for receiving information about environmentally friendly products?

- ☐ Company websites
- ☐ Social media
- ☐ Friends and family
- ☐ Environmental organizations
- ☐ Others

19)How often do you share information about environmentally friendly products with friends or family?

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

20) What role do packaging materials play in your decision to choose environmentally friendly products?

- ☐ Very significant
- ☐ Significant
- ☐ Neutral
- ☐ Not very significant
- ☐ Not significant at all