

Awareness of Green Marketing and its Effect on Buying Behavior in National Capital Region

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AUTHENTICATION CERTIFICATE

STUDENT CERTIFICATE

The work embodied in this dissertation entitled **Awareness of Green Marketing and its effect on Buying Behavior in National Capital Region** has been carried out by me under the supervision of Ms. Meenal Bhargava. This work is original and has not been submitted by me for the award of any degree to this or any other university.



Date: June 11, 2021

Place: Uttar Pradesh, India

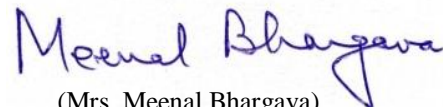
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GUIDE CERTIFICATE

I certify that the candidate Mr. Sahil Rizvi has planned and conducted the research study entitled **Awareness of Green Marketing and its effect on Buying Behavior in National Capital Region** under my guidance and supervision and the report submitted herewith is a bonafide work done by the candidate from August 2020 to June 2021.

Date: June 11, 2021

Place: Uttar Pradesh, India



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LIST OF ABBREVIATIONS

AMA – American Marketing Association

OECD - The Organisation for Economic Co-operation and Development

NGO – Non Government Organisation'

ABSTRACT

Consumer's perception towards environment is changing drastically today which motivates the producers to discover new eco-friendly methods of doing business which will result in a better tomorrow for the generations yet to be born.

This study aims at analysing the effects of green marketing practices followed by various organisations on the green values of the consumers and how it moulds the consumer behaviour. This study also tries to discover the results of environmental awareness in the consumer's mind that if they recognize their responsibility towards the sustainable environment or not. It further focuses on the consumers' point of view and the impact of green marketing communications and promotions to see how and what inclines the customer towards choosing green goods and services over the conventional ones.

This study was conducted on a sample size of 154 Respondents in National Capital Region of India. The responses were collected using digital platform of Google forms. The responses were transmitted in Graphical representations to support data analysis.

This study includes green marketing survey using a questionnaire devised on the basis of previous researches conducted in the same field. This study indicates that consumers are not exposed enough to green marketing practices and suggests various ways to improve the sales of their eco-friendly goods and services. The paper also suggests that the market of National Capital Region of India can be penetrated more with certain strategies in pro-environmental consumer groups and the unaware consumer groups as well.

CHAPTER – 1 INTRODUCTION

AWARENESS OF GREEN MARKETING AND IT'S EFFECT ON BUYING BEHAVIOR IN NATIONAL CAPITAL REGION

The objective of this introduction is to present a general background about green marketing and the reasons which encouraged us to study this topic and our research questions are also outlined.

MARKETING – It is the process of manufacturing and delivering the products and services to the consumer and building and maintaining the relationship between the consumer and the organisation.

GREEN – It is a word which is used alternatively for the eco-friendly e.g. Green Marketing refers to marketing of eco-friendly products, green gas which is renewable and eco-friendly, etc. Green is associated with good and environment friendly products and services.

When we join both these words together, we get **Green Marketing** or marketing products and services based on eco-friendly features and aspects.

A) Green Marketing

According to 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 i.e. product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to the term.

The American Marketing Association (AMA) divides the definition of green marketing in three aspects as-

Retailing Definition- “The marketing of products that are presumed to be environmentally safe”

Social Marketing definition- “The development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality”

Environmental definition- “the efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns”

According to The Organisation for Economic Co-operation and Development (OECD), in the year 2050, the global demand of energy will be 80% higher which will actually lead to rise of greenhouse gas emissions by 50%. Because of these types of adverse effects many organisations have decided to change the way they function.

B) Green Marketing Activities

Green Marketing is not just about the product or service but about the entire organisation. A large collection of Green Certifications on the packaging and the advertisements are always preferred by the company and the consumers both. Green marketing is often associated with only the promotional and advertising of products which are eco-friendly, green, recyclable, refillable, ozone friendly, environment friendly, etc. it is also said that green marketing is a wider term, and it is applicable on all types of goods or services. Green Marketing includes a variety of activities which includes product modification, packaging changes, or changing the advertising strategy from the very start like procurement of raw materials to the distribution, post sales service and disposal as well. Some of the activities included-

- Green Production process
- Least or neutral carbon footprints
- Water conservation to be followed
- Use of recycled raw material
- Renewable and recyclable raw material
- Recyclable products
- Zero waste production- optimum yield out of the raw material
- Bio Degradable Packaging
- Supporting the community by locally producing
- Labour laws followed in production

C) Emergence

In the year 1970, April 22nd was declared as the Earth day to draw more attention towards the environmental changes and their causes. The same year ENVIRONMENTAL PROTECTION AGENCY and CLEAN AIR ACT was formed. In the year 1972, CLEAN WATER ACT followed by the formation of ENDANGERED SPECIES ACT the very next year in 1973. Green

Marketing came into limelight in late 1980s and early 1990s. The American Marketing Association held its first workshop on ECOLOGICAL MARKETING in 1975, the outcome of this workshop was the first book on green marketing which was entitled “ECOLOGICAL MARKETING”.

In 1990s, the consumers were much more aware about the environmental adverse changes happening like the hole in Ozone Layer, and the adverse effects of deforestation.

Green Marketing consists of all activities focused towards the utility of human needs and wants with minimum adverse impact on the environment.

Later the organisations were bound to act upon the changing awareness of the market. Businesses became more sensitive and started changing their processes and practises. The companies wanted to become more sustainable and they started realizing their responsibility towards the impact they made on the environment and the society which is called Corporate Social Responsibility.

D) Green Products/Services and it's features

Green products and services are produced through following green manufacturing processes and policies and they are supposed to cause no or least harm to the environment are called Green Products or Services. Advertising and promoting the green products and services are important for the conservation of nature. Some of the features are-

- Products or Services made by renewable resources
- Recyclable, Reusable and Reducible
- Biodegradable
- Products with natural ingredients
- Usage of Non Harmful chemicals
- Non Polluting products, production process and raw materials
- Eco Friendly Delivery

E) Today's Scenario

It is necessary in today's world to understand phenomenon like Green Marketing. The society needs to understand the concept to contribute to it constructively. In today's business world, organisations constantly research about the trending marketing strategies in order to understand the consumer buying behaviour. If the company is able to correctly identify what the consumer wants, then they can easily align their products and services with the consumer's interests. A few years ago, the consumers were unaware about the adverse effects on the environment involved in the industrial production activities, but now the market is much more informed and aware because of the availability of internet in everyone's hands. In today's world the market is much more informed about the negative impacts they might be making on the environment by using certain goods or services. The major concern behind this knowledge in the general public is the climate change happening, global warming and increased pollution.

Companies consider Green Marketing as an opportunity to work through its business objectives both financial and social. Organisations have realized that the consumers neither want to harm the environment nor do they want to harm the humans as well. Companies following Green Marketing practices are preferred over the companies which are conventional by nature. To gain a competitive edge in the market, the companies are adopting green practices, and also fulfilling their financial objectives.

Firms believe that they have moral implications to act responsibly. Thus the companies are following and implementing Corporate Social Responsibility for building their positive image.

The competing firm's responsible behaviour can encourage other firms to become eco-friendly. With the purpose of being at par with the competitor's claims of being Green, the firms shifts their attention to adopting socially responsible practices, which has resulted in Green Marketing multiplying and spreading everywhere.

Costs involved in production process, reducing the raw material requirement and waste disposal makes it necessary for the companies to focus on going green for the purpose of cost cutting as well.

Today, the companies are responding to their responsibility really well and they started following green policies for profit maximisation, the businesses are much more aware that it is important to the consumers as well to use environment friendly products.

F) Green Marketing Goals

- Reduce and Eliminate Waste
- Redefine the Production Concept
- Costs should be aligned with environmental costs

- Make going eco-friendly financially profitable for the companies
- Product adaptation and alteration towards going green
- Changing the production process
- Making the packaging bio degradable
- Changing promotional policy

G) Advantages of Green Marketing

The users and consumers are becoming more aware about the nature and environment and are also realizing their responsibility towards the environment. Hence the consumers are demanding more and more for the least harmful goods and services for the environment. Companies in many industries decided to gain an early mover advantage because they realise that today or tomorrow they'll have to move towards becoming green. Few advantages of becoming eco-friendly are-

- Growth in the long run ensuring profitability
- The bootstrapping investment is more but helps in saving money over the time
- It helps in promoting the company's products and services as eco-friendly
- It also ensures market penetration and gaining a competitive edge
- The staff also feels proud working for an environmentally responsible organisation Companies develop improved processes to produce goods and services keeping nature in consideration.

H) Need of the study

Companies and organisations create a lot of negative impact in the various activities they perform in order to create the various goods and services they want to cater to their consumers. An eco-friendly product is supposed deplete the effects of its production and usage on the surroundings and the environment. A survey by Gallup Organisation in 2009, stated that 20% of the sample population thinks that buying Eco Friendly products can reduce the environmental problems at large (Eurobarometer, 2009).

The depletion of the environmental and natural factors encouraged the awareness among the consumers which in turn motivated the organisations as well to perform research and development and application of the eco-friendly policies in order to preserve the planet for the generations yet to be born.

The first objective which is chosen for this research is to understand the awareness of Green Marketing concept in the sample population obtained from the National Capital Region of India. the society today is much more aware about the environmental well-being than ever before because of the free hand availability of the internet, so it was necessary to understand in the population that whether they are even aware of the company's efforts towards green marketing and if they recognise these efforts or not.

Moving forward the research will try to find whether there is any effect of green marketing on the buying behaviour of the consumers consciously or subconsciously. It is stated in a survey by The Gallup Organisation that more than 20% of the sample population believed that buying eco-friendly products can reduce the harmful impact on the environment at large.

The consumers if they are aware or told about the green marketing practices, will they choose such products over the other conventional products or services or not. The study is aiming to look whether the consumers are preferring products made from green marketing practices over the conventional products or not. If the consumers prefer green products, then the factors which motivate them to do so.

The study also focuses on finding out some suggestions for the organisations to better identify the green marketing opportunities and to maximise profit out of them.

I) Objectives

- 1) To understand the awareness of Green Marketing in the sample population
- 2) To understand the effect of Green Marketing in buying behaviour of the sample population
- 3) To understand the preference between green products and any products in the sample population
- 4) To evolve suggestions for better use of Green Marketing phenomenon in the favour of business

CHAPTER – 2

REVIEW OF LITERATURE

This chapter aims at exploring detailed information on major domains of the dissertation topic by reviewing past research, books and related articles. Modern studies and past theories concerning these domains are presented.

Since the major domains of the dissertation topic is Green Marketing. The review of literature will revolve around these.

AWARENESS OF GREEN MARKETING

Ingavale & Gaikwad (2011). A Study of Awareness for Green Marketing. States that in today's world, environmental issues play a very major role in the business functions. The government of the various countries are worried and concerned about the depleting environment and nature. Organisations necessarily adopt eco-friendly practices to become environmentally sustainable. Green Marketing can be considered as a method of selling products/services by promoting their green practices. The products or services which are claimed to be green should either itself be environmentally sustainable or should be produced and delivered by following eco-friendly practices. In today's market Green is the new trend which is being followed by the consumers. Environmental Awareness is rising in the population which is making Green Marketing practices good for the company's image as well.

Maheshwari (2014). Awareness of Green Marketing and its influence on Buying Behaviour of Consumers: Special Reference to Madhya Pradesh. States that consumer behaviour is more inclined towards eco-friendly to motivate research and development for neutralizing the adverse effects on environment. The advantage of such practices will be visible and evident in the future. The paper specifically studied consumer buying behaviour towards buying and using eco-friendly goods and services. It also found the success of the Green practices followed by the organisations in making the customers aware about the environment. It also researched consumer behaviour towards green marketing promotions and communications to find out what motivates the consumer to buy eco-friendly goods and services. The researcher performed a consumer behaviour survey using a questionnaire. The paper found out that the market is not much aware of green marketing communications of eco-friendly products or services. The paper also suggested more intense utilisation of Green marketing practices to promote sales of environmentally sustainable goods and services. The paper also found that the Indian Consumer market has more potential to be exploited, there are people who are in favour of eco-friendly goods and services and they can be motivated to buy sustainable goods and services by using proper marketing communications.

Kumari & Yadav (2012). Awareness of people towards Green Marketing and its Impact on Environment Management. States that Green Marketing is a recent phenomenon and is a way of protecting environment. Green Marketing is a new phenomenon in the consumer market. Green Marketing has enabled organisations to research and develop new marketing and packaging which are already produced following eco-friendly practices. The concept of Green Marketing has dug out new marketing policies focusing on the eco-friendly characteristics of their products and services. These changing marketing trends are the outcome of the changing consumer behaviour towards environment conservation. The companies are purposely targeting a segment of consumers who are sensitive towards green initiatives. These sensitive customers always keep in environment in their minds while making purchases of goods and services of their interests. The initial objective of this research is to find out the awareness of Green marketing among consumers and if they are a believer of this phenomenon. Secondly the paper also tried finding out if this concept of green marketing works in the favour of the environment or not. The paper also predicts future green marketing practices and suggests that this phenomenon is going to trend more in both consumer demand and in applications as well. The study found that people are aware of the concept of green marketing, and they realise that it helps in conservation of the environment.

People who are aware about the concept are ready to pay extra for green products as well. People are aware about the depleting environment but still they give preference to brands and prices. Presently it is a relatively newer phenomenon but has a huge prospect of growth in future. The literates are self-motivated but general public is not much bothered about the nature and they are unsatisfied with the various government efforts towards environment conservation as well.

Banu & Meena (2019). A study on awareness of green marketing in Tiruchirappalli District. This paper suggests that green products are environmentally safe. It consists of number of actions, like product alteration, production process modification, eco-friendly packaging, and marketing policies focusing upon green characteristics of the products and services. At the same time it is said that green marketing is a complex activity, where the actions might oppose one another. This phenomenon doesn't just shift their focus, maximise or adjust the prevalent marketing practices only, but to actually apply this phenomenon in the entire organisation and give out an entirely different point of view. It is a concept which can fulfil the gap between current marketing practices and environmentally sustainable marketing policies. The paper concludes that now is the best time to practise green marketing. This change will come along prominent actions in the world of business if the governments of different countries adopt strict approach towards environment in order to conserve nature. Green marketing should be implemented much more rigorously because it has a social and moral angle attached to it. With the climate changes taking place, this should be made a mandate rather

than just being a feature of an organisation's products and services. It is very important for the generations yet to be born. Green marketing communications are not just constructively contributing to this cause but are also making the general consumers aware about it.

EFFECTS OF GREEN MARKETING ON CONSUMER BUYING BEHAVIOUR AND THEIR PREFERENCE BETWEEN ECO FRIENDLY AND CONVENTIONAL

Kumari & Yadav (2012). Awareness of people towards Green Marketing and its Impact on Environment Management. In their study found that market is aware and consumers want to support environment conservation. The literates are ready to pay a little extra because it is also a status symbol for the consumers today. Elite and aware class of consumers are self-driven but the general class is not much bothered about the environment. There is a pressure from the policy makers of the countries but the citizens are unsatisfied from the steps being taken. A large chunk of general consumers are still inclined towards better brands and better prices for their personal benefits.

Sujith (2017). Awareness of Green Marketing and its influence on buying behaviour of consumers in Kerala. The study says that Green is a global phenomenon now, the market is more aware and they understand their moral and social responsibility now. Consumers' attitude towards climate change has been a key driving factor for the businesses to mend their ways for the better. Compared to the developed countries, Indian markets are still unaware of climate changes happening. Looking at the inclination of the consumers towards the eco-friendly goods and services, the organisations are motivated towards taking green initiatives to attract consumers. The organisations have realised their implications towards contributing to this cause. The numbers of companies going green are increasing at a high pace because it helps in reducing pollution and also helps in profit maximisation for the companies by attracting the segment which is more interested in green products and services. Green marketing is an innovative phenomenon which helps in making a difference and contributes to the profits. The paper concluded that the consumers are aware and are inclined towards eco-friendly products and services. At the same time it also suggests to increase the awareness among the middle and lower classes of the public. It found out that green products are available but the consumer awareness is limited to consumables. The paper found out that price is still a factor which overlooks the green attributes of the goods and services and the consumer might prefer a conventional good or service if they are cheaper to their pockets, so the organisations should try to decrease the prices of green goods. At the same time the some consumers don't see the advantage of such practices. More than half of the respondents said that they were unaware of the features of the green marketing. It suggests that government, NGOs, Educational institutions and companies should constantly strive to educate and motivate the consumers towards green goods and services. Still the deciding factors found are prices, availability and knowledge about the green products.

Rehman, Barua, Hoque & Zahir (2017). Influence of Green Marketing on Consumer Behaviour: A realistic study on Bangladesh. The study researched about the consumer's point of view towards the eco-friendly practices carried out by the organisations and its effects on the consumer buying attitudes. This study also focuses on the eco-friendly initiatives being undertaken by the organisations as compared to the other conventional organisations. This paper also finds out the driving factors of the motivation of consumers to buy green products and services. The researcher using a questionnaire survey found out that there is a lot more potential in the Bangladesh Market by targeting the consumer segment which is inclined towards environment conservation. The study reveals that green marketing communications right now are not enough to educate the masses. This study suggests companies to intensively use of green marketing communications, and also motivate brands to advertise more about the features of green products and services to attract more prospective consumers. The paper suggests that the prices of green products should be lower to attract new consumers because the sample mostly responded that the prices of green products are much higher. The paper also suggests the organisations to be honest, spread awareness and should give others also the opportunity to contribute in the green cause. The companies are suggested to advertise the green features on the packaging and steps should be taken on a global scale to bring a real change.

Delafrooz, Taleghani & Nouri (2013). Effect of Green Marketing on Consumer Purchase Behaviour. This study states that the focus has shifted on nature today. The non-renewable resources are exhausted and are continuously being exploited which will affect the human generations yet to be born so the policy makers should seriously rethink about the policies. The research was conducted using a survey sheet in the available cluster in the Tehran city which was geographically divided in 4 areas. The survey was conducted on a sample size of 384. The research concluded that advertisements focusing on green characteristics play a more significant role than eco branding in influencing the buying behaviour of the prospective consumers.

SUGGESTIONS FOR BETTER USE OF GREEN MARKETING

Ishtkan (2019). Green Marketing: Challenges and Suggestions. This study states that marketing involves the selling and buying activity of goods and services in demand and when this selling and buying activity is done in a way to least or not impact the environment adversely then it is called Green Marketing. Synonymously it can be said that it is marketing of eco-friendly goods and services. This concept is found to have a high acceptability among the consumers and globally there are some standards being fixed to be followed to keep a control that the products or services are in line or not. Consumers are interested in this for nature's conservation although it is a relatively recent concept. The change in the consumers' attitude towards nature friendly practices is because of the evident climatic changes. The environmental depletion is getting increasingly evident with every passing day so it is the need of the hour to conserve the nature for the future generations yet to be born. Our country is although a

developing nation but is still inclined towards this cause and taking strong steps to reduce the pollution and the industrial impact on the environment. The objective of the paper was to find out the challenges in green marketing because of the lack of knowledge among the general public about this phenomenon in India. The rural population is mostly unaware and it is the responsibility of the government and its bodies to educate the general public about the climatic changes and should also motivate them to buy green products and services. The prices might be high now, but will decrease eventually over the time. The paper suggests that use of the dangerous material should be avoided, use of natural renewable resources should be encouraged, the green features should be well advertised, biodegradable packaging should be used, and recycling plants should be established. The paper also suggests better understanding the prospective consumers, spreading more knowledge about the phenomenon and its effects, changing and implementing better marketing policies keeping environment in mind, international standards should be followed for better performance, the 3 R's should be promoted (Reduce, Reuse and Recycle).

Bhatia & Jain (2013). Green Marketing: A study of Consumer Perceptions and Preferences in India. states that the consumers keep the depleting environmental conditions in mind and they expect the companies to realise the moral and social responsibility and act responsibly as well. Earlier, Green Marketing communication used to revolve around themes and messages. Advertisements consisting of Green products and practices are supposed to have a greater impact on the consumer buying behaviour. It is necessary for the company to improve the retain ability of their products and services in order to get picked up on priority and to gain maximum revenue with their green branding and positioning. Constant communication is necessary for making a difference in line with green marketing phenomenon. The organisations should ensure the availability of the green goods and services for the prospective consumers who are interested in buying them if they are available. The consumers realise their responsibility towards the environment and if the company spreads proper knowledge about the benefits of such green goods and services and they may be encouraged to buy them. There are still less number of people buying green and companies should look at it as an opportunity to gain such customers who might want to save the environment. The company should expand their green product line and use green marketing advertisements to attract such consumers.

Saini (2014). Green Marketing in India: Emerging opportunities and challenges. Environmental issues are a topic which is globally in limelight now for both the general public and industries as well. With the market focusing on climate change and deteriorating environmental conditions, the organisations are also moved towards eco-friendly practices in order to attract these customers. Organizations are fast in inculcating waste management activities and waste minimisation. Eco friendly organisations use such practices in all their activities. Green marketing is a concept which has recently come out as a moral implication in India, other developing and developed countries. It has emerged as an important aspect for nature's conservation today. Many companies follow it after looking at the other companies following it as well. It has open the new doors to co brand and rebrand the products and services for a relatively new segment of consumers. The paper suggests that it is a relatively new concept and a lot more research and discoveries are required in this field. The consumers should have more knowledge about depleting environment and the advantages of eco-friendly products. Consumer should be made aware about the effects they can make on the environment by purchasing eco-friendly products. Promotion and advertisement of such products and services can furnish the knowledge to the masses. Consumers should be encouraged to even pay a little more for these goods. The companies should make sure to deliver the feeling of making a difference on nature among their consumers. There should be transparency and honesty in the claims of the organisations in order to maintain long term relationships. Consumers should also be assured of the product quality. The paper also suggests that the Government plays a very major role in application of these green initiatives. Unless the government and its bodies forms strict laws and are firm about their implementation, proper application of this concept cannot be ensured. If all the three consumers, government and the industry works together, then only they can actually make a difference on the environmental issues and can ensure to deliver a better world to the future generation. The consumer expectations have drastically shifted over time; they not only want eco-friendly products but also expect these products to be cheap or competitively priced. Organisations should deliver the consumers aspiration of making the least dent on nature. It is a concept which is still lower on the priority list of the companies and is still not considered as a unique selling proposition by many companies which should not be the case.

CHAPTER – 3

RESEARCH METHODOLOGY

In order to find efficiently towards the objectives of the research, primary data from the sample population has been collected and analysed. Initially an extensive search for research articles, papers, review paper, and information from trustworthy sources regarding Green Marketing. This information was gathered, studied and analysed. The analysis of these secondary information provided a base for formulating a survey sheet, then the collected primary data is analysed and interpreted.

3.1) Classification-

Descriptive Research

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data. The primary objective of using descriptive research is to provide the understanding of advertisement campaign, their role on building the perception and attitude change in customers.

The data collection method can be broadly categorized in two ways i.e. primary data and secondary data. The secondary data provides background to the research whereas the primary data is collected by the researcher for the problem at hand. The primary data for the research was collected in March 2021 using an online survey. The secondary data has been collected from various online resources.

3.2) Locale-

The locale for the study is Delhi and the National Capital Region of India, the sample selected is either temporarily or permanently residing in the locale.

3.3) Sampling Design-

In sampling survey-selected sample are identified and surveyed for collection of relevant data for which sampling method has been employed. Sampling consists of studying only a subset of the population to save cost & time, to get accurate & reliable results and also in case when the testing or study requires destruction of tests units. Convenience sample was used by mailing the questionnaire to the mailing list of the researcher. The sample size was selected across various gender, age groups, education levels and income levels.

The sample selected is at least graduate in terms of education. The age group selected is at least 18 years of age or above in order to ensure that the respondents are the decision makers while making a purchase of goods or services. The targeted sample was focused in National Capital Region.

The total number of people contacted for the research was 239

The total number of people who responded- 154

Response percentage in the total number of people contacted was-

$$= (154/239)*100$$

$$= 64.44\%$$

3.4) Tools & Techniques-

A survey instrument i.e., a questionnaire was designed to gain insight related to objectives of the study along with their relevant personal details. The initial part of the questionnaire consisted of questions pertaining to the demographic profile of the respondent viz. age, gender, professional status, educational qualification, household income, place of residence. The questionnaire had a mix of dichotomous questions, multiple choice questions and Likert scale as well. In total, the questionnaire consisted of 30 questions, 24 are related to general objectives while 6 are for demographics. Most of the questions in the survey have 5-point agreement scale.

3.5) Data Analysis Technique-

Microsoft Excel and Google Forms have been used to analyse and interpret the data collected. Using abovementioned tools, a critical analysis has been done to fulfil the objectives of the research and find out some specific conclusion out of the data collected.

CHAPTER – 4 RESULTS AND DISCUSSION

The responses are analysed and interpreted using frequency tables, pie charts and graphs wherever these are required for the achievement of research objective. The survey was conducted online using Google forms. The survey was majorly divided in four sections. The first part had 6 questions which were trying to discover the demography of the respondents. The second part tried measuring the attitude and awareness towards the Green Marketing in the sample by asking 8 questions. The third part took into account the perception of the consumers towards green marketing and had a table of 8 questions. The fourth and the last part of the survey questionnaire asked 8 questions focused on consumer decision and their intentions. The analysis of the entire survey has been discussed below, starting up with the demographic details of the respondents.

4.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Table 4.1: Demographic Profile of Respondents

Parameters	Categories	Frequency (n)	Percentage
Gender	Male	112	72.7%
	Female	42	27.3%
	Total	154	100%
Age	18 to Less than 25	100	64.9%
	25 to Less than 35	43	27.9%
	35 to Less than 45	9	5.8%
	45 to Less than 55	1	0.6%
	55 and Above	1	0.6%
	Total	154	100%
City	Delhi	115	74.7%
	Noida	11	7.1%
	Ghaziabad	7	4.5%
	Gurugram	9	5.8%
	Faridabad	4	2.6%
	Other	8	5.19%
	Total	154	100%
Employment Status	Up to High School	0	0
	Diploma/Professional degree	9	5.8%
	Bachelor’s Degree	82	53.2%
	Master’s Degree	62	40.3%
	Doctorate	1	0.6%
	Total	154	100%
Household Income	Less than 20,000	20	13%
	20,001 to 40,000	35	22.7%
	40,001 to 60,000	26	16.9%
	60,001 to 1,00,000	28	18.2%
	More than 1,00,000	45	29.2%
	Total	154	100%

4.1.1) GENDER

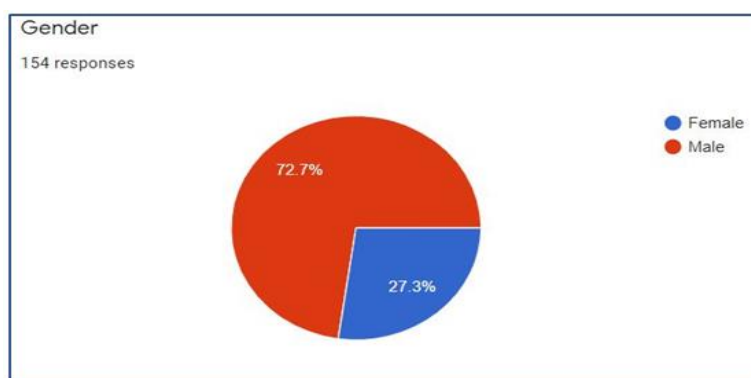


Figure 4.1 - Gender

Out of 154 Respondents-
 112 (72.7%) are Males
 42 (27.3%) are Females

This shows that almost 2/3rd of the respondents in the research are male and 27.3% respondents are female.

4.1.2) AGE

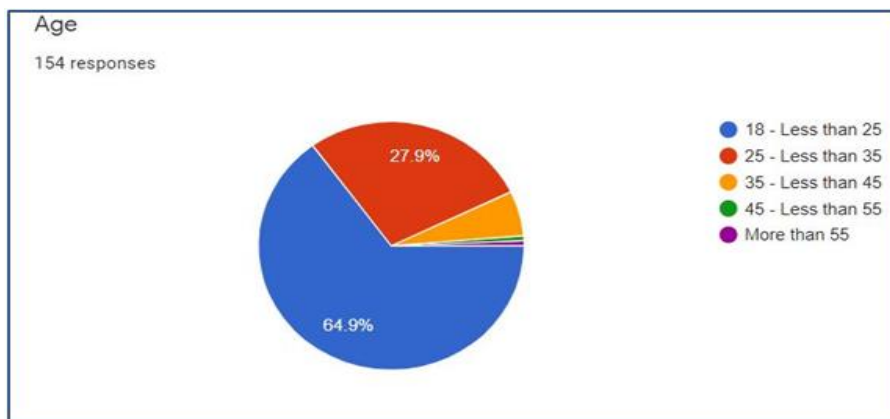


Figure 4.2 - Age

Out of 154 Respondents-
 64.9% are from the age of 18 years to less than 25 years (100 Respondents)
 27.9% are from the age of 25 years to less than 35 years (43 Respondents)
 5.8% are from the age of 35 years to less than 45 years (9 Respondents)
 0.6% is from the age of 45 years to less than 55 years (1 Respondent)
 0.6% is more than 55 years (1 Respondent)

These results show that the majority of the respondents are from the age group of 18 years to less than 25 years age group and there were only two respondents who were more than 45 years old.

4.1.3) CITY

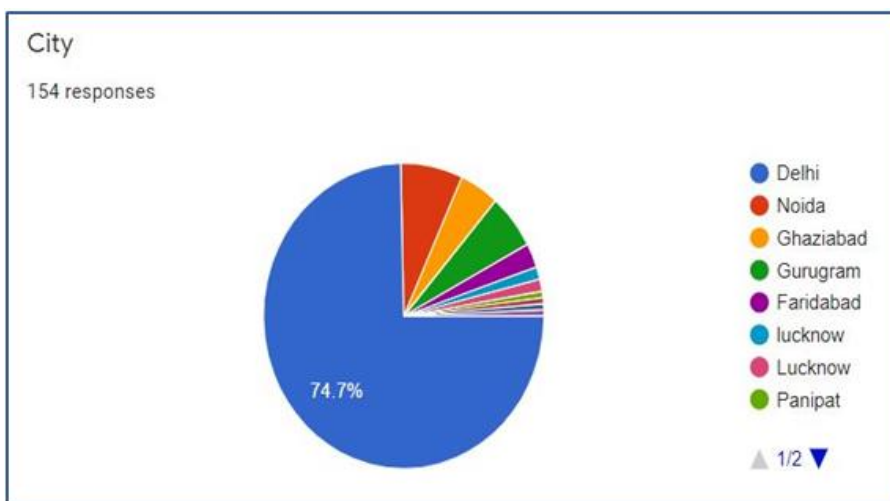


Figure 4.3 - City

Out of 154 Respondents-
 74.7% are from Delhi – 115 Respondents
 7.1% are from Noida – 11 Respondents
 4.5% are from Ghaziabad – 7 Respondents
 5.8% are from Gurugram – 9 Respondents
 2.6% are from Faridabad – 4 Respondents
 5.19% are from other places – 8 Respondents

Majority of the respondents which is almost 75% reside in Delhi region itself and there are 8 respondents who were not residing in Delhi and National Capital Region which are considered under the head others.

4.1.4) EMPLOYMENT STATUS

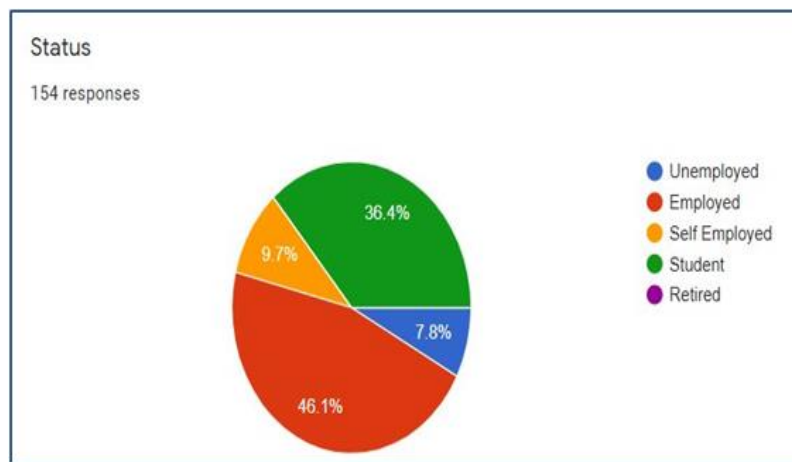


Figure 4.4 - Status

Out of 154 Respondents-
 46.1% are Employed – 71 Respondents
 36.4% are Students – 56 Respondents
 9.7% are Self Employed – 15 Respondents
 7.8% are Unemployed – 12 Respondents
 There were no retired respondents

The majority of the respondents are employed and the second highest numbers of respondents are students. The results show that there are no retired respondents to this research.

4.1.5) EDUCATIONAL QUALIFICATION

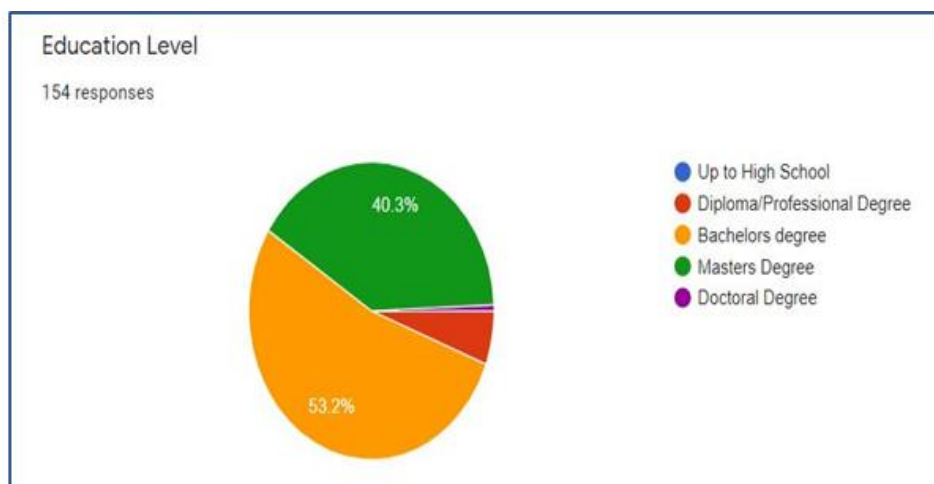


Figure 4.5 – Educational Level

Out of 154 Respondents-
 53.2% are Bachelor Degree holders – 82 Respondents
 40.3% are Master Degree holders – 62 Respondents
 5.8% are Diploma or Professional Degree holders – 9 Respondents
 0.6% is Doctorate degree holder – 1 Respondents

The results show that all of the respondents were at least graduates. The maximum were bachelor degree holders and the second highest numbers of respondents are Master Degree holders. There is only one Doctorate respondent in the research.

4.1.6) HOUSEHOLD INCOME RANGE

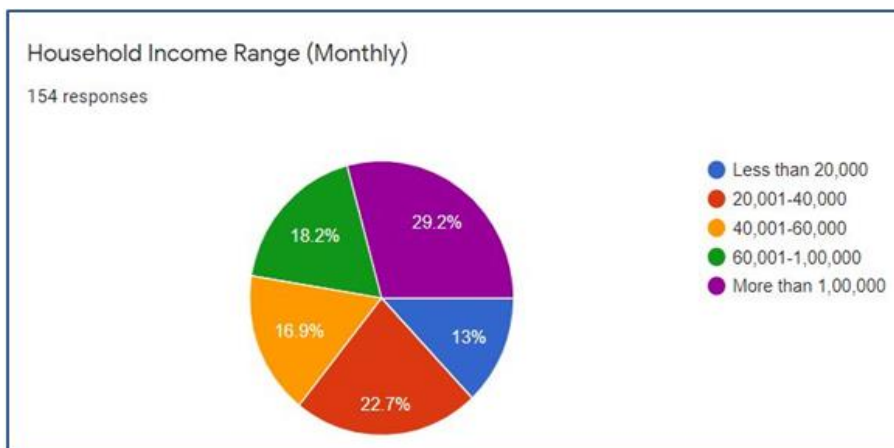


Figure 4.6 – Household Income Range (Monthly)

Out of 154 Respondents-

- 29.2% have more than Rs. 1,00,000 household income – 45 Respondents
- 22.7% have household income from Rs. 20,001 upto Rs. 40,000 – 35 Respondents
- 18.2% have household income from Rs. 60,001 upto Rs. 1,00,000 – 28 Respondents
- 16.9% have household income from Rs. 40,001 upto Rs. 60,000 – 26 Respondents
- 13% have household income less than Rs. 20,000 – 20 Respondents

These results show that the income level of respondents is distributed very closely but the majority of the households had an income of more than Rs. 100000 per month. 22.7% respondents have income of Rs. 20001 to Rs. 40000 and 18.2% respondents are in the bracket of Rs. 60001 to Rs. 100000. 16.9% respondents said that they have an income between Rs. 40001 to Rs. 60000 and the least 13% respondents earned less than Rs. 20000.

4.2) PART 2: AWARENESS AND ATTITUDE

To what extent do you agree or disagree with the following statements about the Green Marketing practices.

4.2.1) Understanding of the information related to Green Marketing Practices

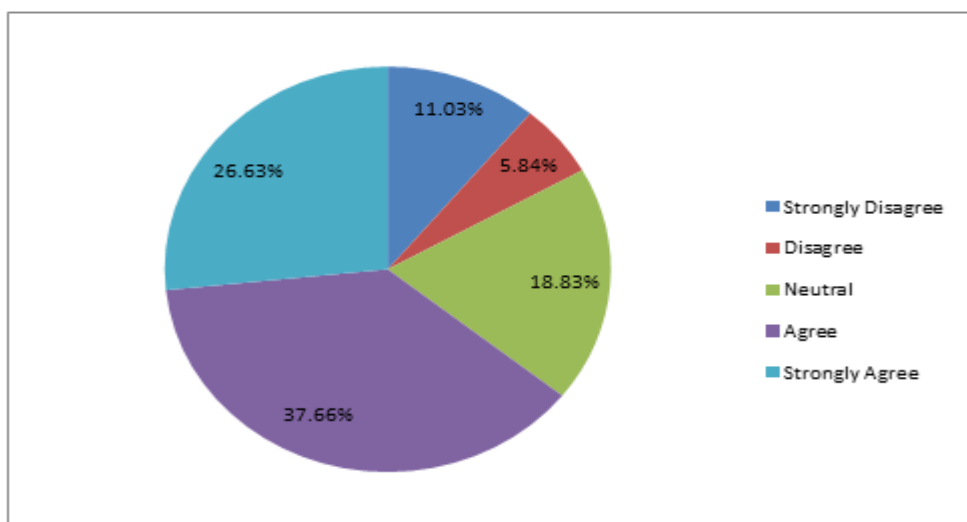


Figure 4.7 - Understanding of Green Marketing

- Percentage of respondents who –
- Strongly Agree – 26.63% - 41 Respondents
- Agree – 37.66% - 58 Respondents
- Neutral – 18.83% - 29 Respondents
- Disagree – 5.84% - 9 Respondents
- Strongly Disagree – 11.03% - 17 Respondents

Approximately 65% respondents strongly agreed or agreed that they understand the information regarding Green Marketing practices. Almost 1 out of every 5 people felt neutral, which means they don't realise whether they understand the information on green marketing practices or they don't. 16.87% of the total respondents accepted that they don't understand the information on green marketing practices.

4.2.2) I trust the information given about Green Marketing Practices in advertisements of products and services

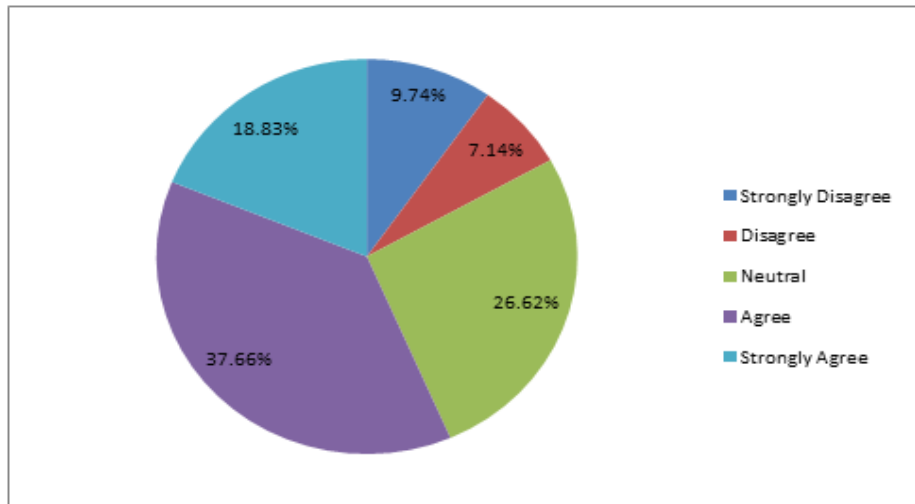


Figure 4.8 - Trust the Information given about Green Marketing

Percentage of respondents who –
 Strongly Agree – 18.83% - 29 Respondents
 Agree – 37.66% - 58 Respondents
 Neutral – 26.62% - 41 Respondents
 Disagree – 7.14% - 11 Respondents
 Strongly Disagree – 9.74% - 15 Respondents

More than 56% people strongly agree or agree that they trust the information given about the company's green marketing practices in the advertisements of their goods and services. Approximately 1 out of every 4 respondents said that they feel neutral about the information given. They don't realise if they trust it or not. 16.88% of the total respondents said that they don't trust such information

4.2.3) I appreciate the recognition/feeling of using eco-friendly services and products

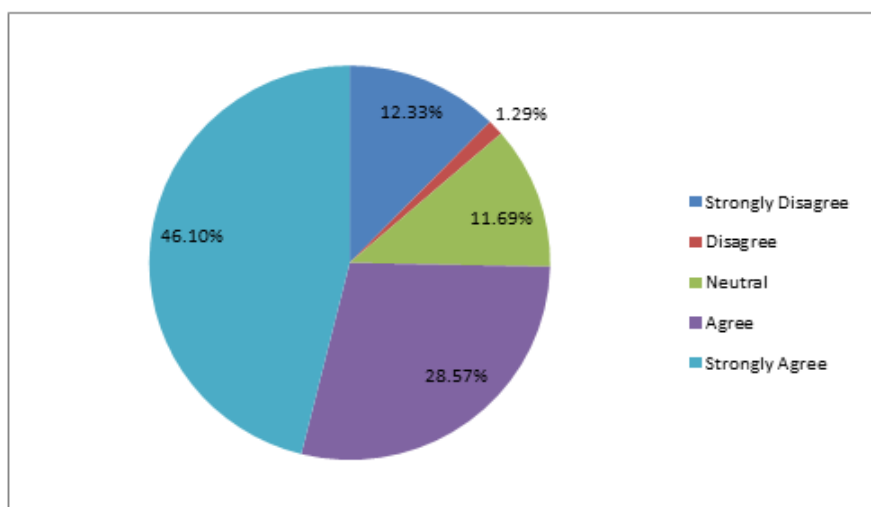


Figure 4.9 - Appreciate the recognition/feeling of using eco-friendly

Percentage of respondents who –
 Strongly Agree – 46.10% - 71 Respondents

Agree – 28.57% - 44 Respondents
 Neutral – 11.69% - 18 Respondents
 Disagree – 1.29% - 2 Respondents
 Strongly Disagree – 12.33% - 19 Respondents

Approximately 75% of the total respondents strongly agreed or agreed that they appreciate the feeling/recognition of using eco-friendly goods and services. 11.69% of the total respondents feel neutral about this recognition/feeling of using eco-friendly goods and services. 13.62% of the total respondents strongly disagreed or disagreed that they don't appreciate this feeling/recognition.

These results show that the majority of people agreed that they appreciate the feeling or recognition attached to using an eco-friendly good or service.

4.2.4) Willingness to pay a premium price (10% extra) for products or services following green marketing practices

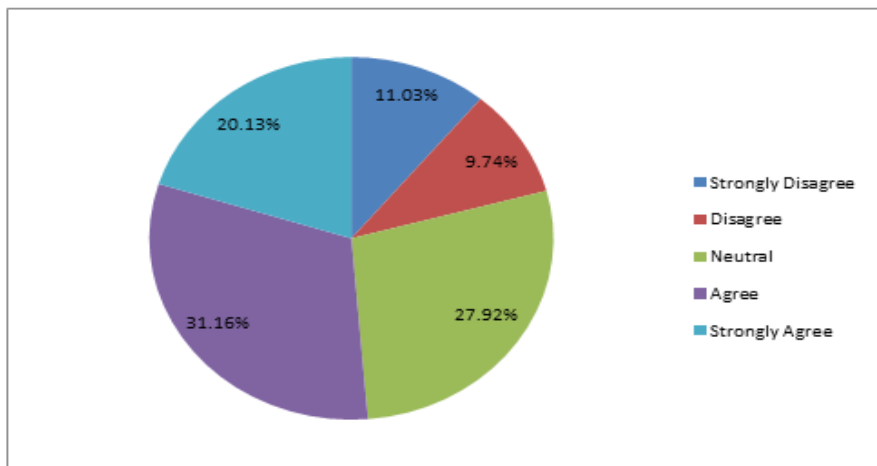


Figure 4.10 - Willing to pay extra for eco-friendly goods and services

Percentage of respondents who –
 Strongly Agree – 20.13% - 31 Respondents
 Agree – 31.16% - 48 Respondents
 Neutral – 27.92% - 43 Respondents
 Disagree – 9.74% - 15 Respondents
 Strongly Disagree – 11.03% - 17 Respondents

More than half of the respondents said that they are willing to pay 10% extra price for eco-friendly goods and services. More than 1 out of 4 every four respondents said that they don't know if they are willing to pay extra or not. Approximately 20% of the total respondents said that they won't be willing to pay extra for eco-friendly goods and services.

4.2.5) I pay attention to Green Marketing Practices and its promotions

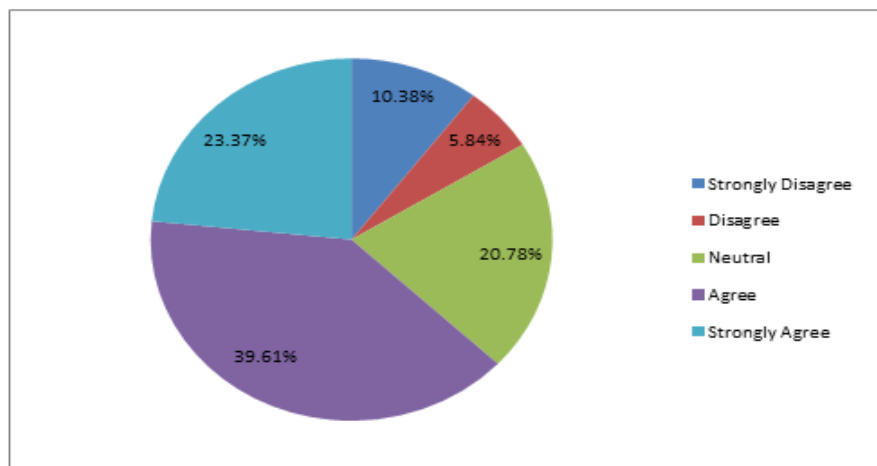


Figure 4.11 – Pay Attention to Green Marketing practices

Percentage of respondents who –
 Strongly Agree – 23.37% - 36 Respondents
 Agree – 39.61% - 61 Respondents
 Neutral – 20.78% - 32 Respondents
 Disagree – 5.84% - 16 Respondents
 Strongly Disagree – 10.38% - 9 Respondents

Approximately 63% of the total respondents agreed that they pay attention to the Green marketing practices done by the organisations. 1 out of every 5 respondents feel neutral about paying attention to any green marketing practices. 16.22% respondents refused that they don't pay attention to the green marketing practices at all.

4.2.6) I know where to find products and services which follow green marketing practices

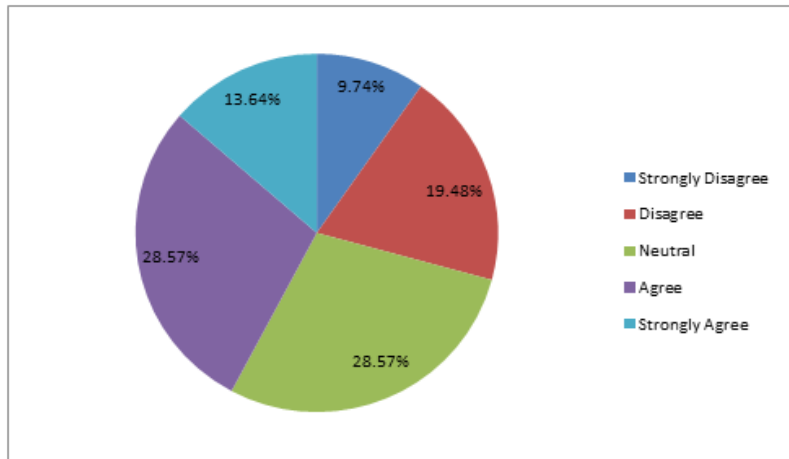


Figure 4.12 – Knowledge about where to find green products & services

Percentage of respondents who –
 Strongly Agree – 13.64% - 21 Respondents
 Agree – 28.57% - 44 Respondents
 Neutral – 28.57% - 44 Respondents
 Disagree – 19.48% - 30 Respondents
 Strongly Disagree – 9.74% - 15 Respondents

42.21% respondents said that they know where to find products and services which follow green marketing practices. A very major 28.57% people said that they felt neutral about where to find eco-friendly goods and services. Approximately 30% respondents felt that they don't know where to find such goods and services.

4.2.7) Consideration of friends' and family's opinion regarding eco-friendly goods and services

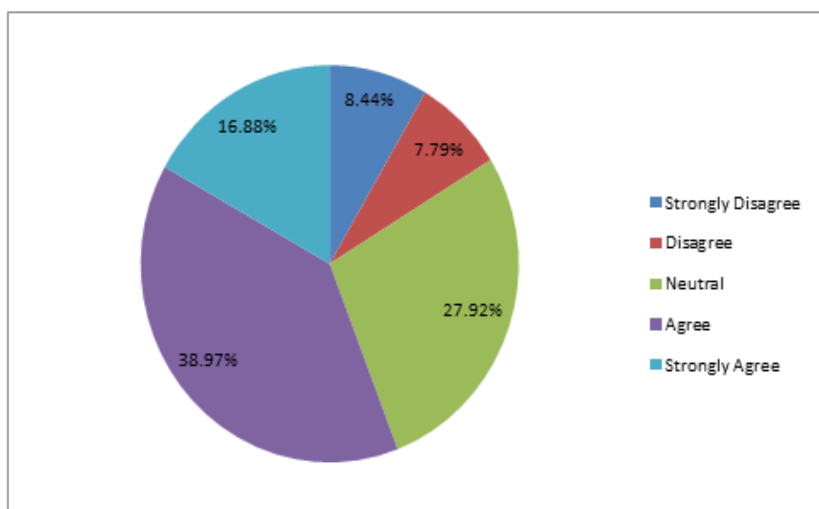


Figure 4.13 – Consideration of friends' and family's opinion

Percentage of respondents who –
 Strongly Agree – 16.88% - 26 Respondents
 Agree – 38.97% - 60 Respondents
 Neutral – 27.92% - 43 Respondents
 Disagree – 7.79% - 12 Respondents
 Strongly Disagree – 8.44% - 13 Respondents

55.85% of total respondents agreed that they consider their friends’ and family’s opinion about eco-friendly goods and services. 27.92% of total respondents said that they felt neutral about their family’s and friends’ opinion about such products and services. 16.23% of total respondents completely waived off any consideration of their families and friends opinion about eco-friendly goods and services.

4.2.8) Recommend products and services which follow green marketing practices to my friends and family

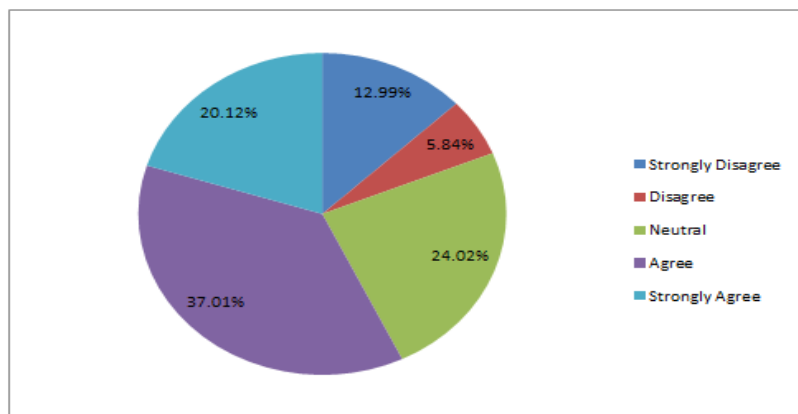


Figure 4.14 - Recommending eco-friendly goods and services to my family and friends

Percentage of respondents who –
 Strongly Agree – 20.12% - 31 Respondents
 Agree – 37.01% - 57 Respondents
 Neutral – 24.02% - 37 Respondents
 Disagree – 5.84% - 9 Respondents
 Strongly Disagree – 12.99% - 20 Respondents

57.13% of total respondents agreed that they recommend green products and services to their family and friends. Approximately 1 out of every 4 respondents felt neutral about any such recommendations. 18.83% people refused to recommend green practices and services to their families and friends.

4.3) PART 3: PERCEPTION MEASUREMENT

Products and services offered by companies following Green Marketing practices

4.3.1) Green Products and Services are good for environment

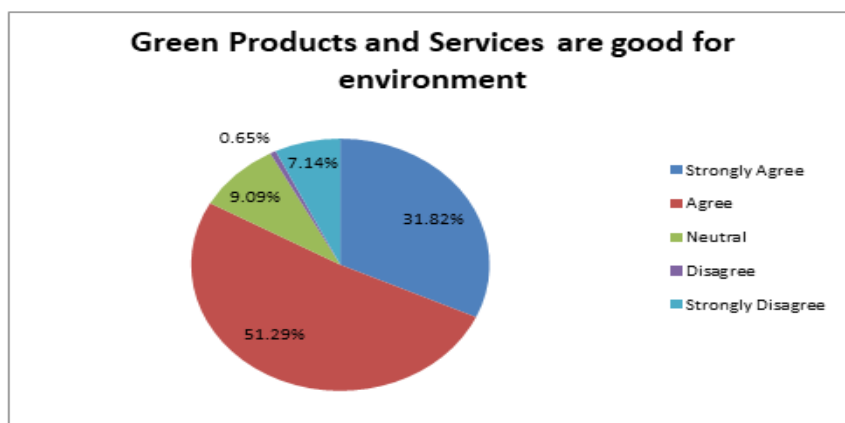


Figure 4.15 – Green Products / Services are good for environment

Percentage of respondents who –
 Strongly Agree – 31.82% - 49 Respondents
 Agree – 51.29% - 79 Respondents
 Neutral – 9.09% - 14 Respondents
 Disagree – 0.65% - 1 Respondent
 Strongly Disagree – 7.14% - 11 Respondents

More than 83% of respondents agreed that products and services offered by companies following green marketing practices are good for the environment. 9.09% of total respondents felt neutral about the same. 7.79% of total respondents said that they don't think that goods and services offered by companies following green marketing practices are good for environment.

4.3.2) Green Products and Services are good for our health

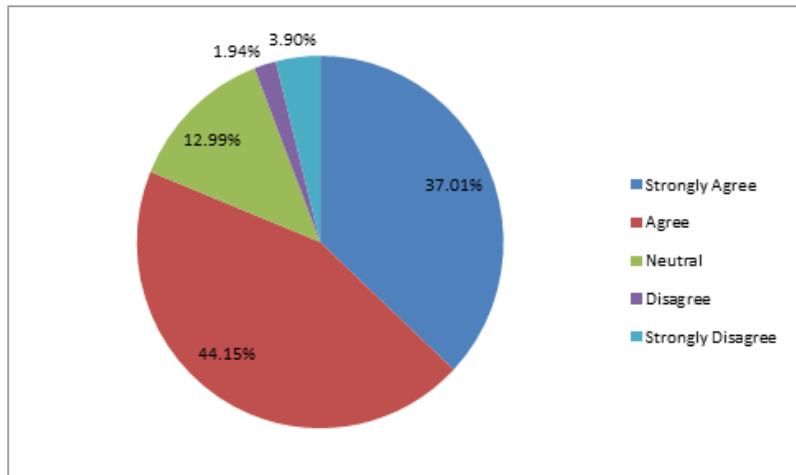


Figure 4.16 - Green Products and Services are good for their own health

Percentage of respondents who –
 Strongly Agree – 37.01% - 57 Respondents
 Agree – 44.15% - 68 Respondents
 Neutral – 12.99% - 20 Respondents
 Disagree – 1.94% - 3 Respondents
 Strongly Disagree – 3.90% - 6 Respondents

More than 81% respondents agree that products and services offered by companies following green marketing practices are good for their own health. Approximately 13% of the total respondents felt neutral that they don't know if green products and services are good for their own health. Only approximately 6% respondents said that they don't feel that products and services offered by companies following green marketing practices are good for their own health.

4.3.3) Green Products and Services are of good quality

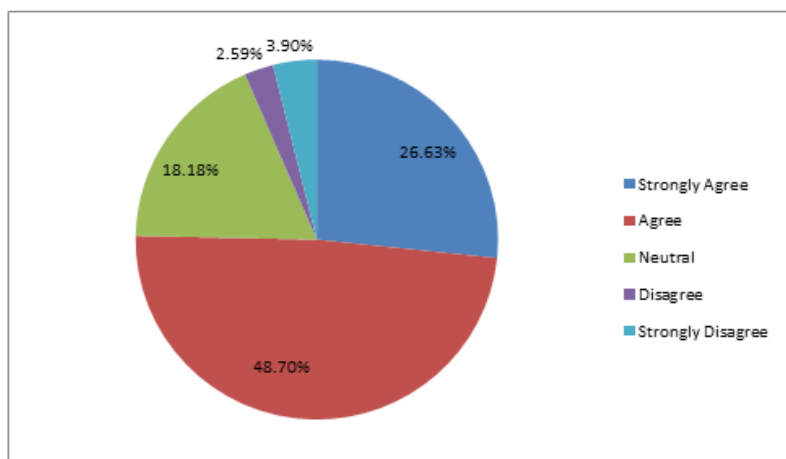


Figure 4.17 - Green Products and Services are of good quality

Percentage of respondents who –
 Strongly Agree – 26.63% - 41 Respondents
 Agree – 48.70% - 75 Respondents
 Neutral – 18.18% - 28 Respondents
 Disagree – 2.59% - 4 Respondents
 Strongly Disagree – 3.90% - 6 Respondents

Approximately 3 out of every 4 respondents agreed that they feel that green products and services are of good quality. 18.18% of the total respondents have a neutral perception. Only approximately 6.5% of the total respondents disagreed to the statement and feel that green products and services are not of good quality.

4.3.4) Green Products and Services are having better performance than products and services made from conventional practices

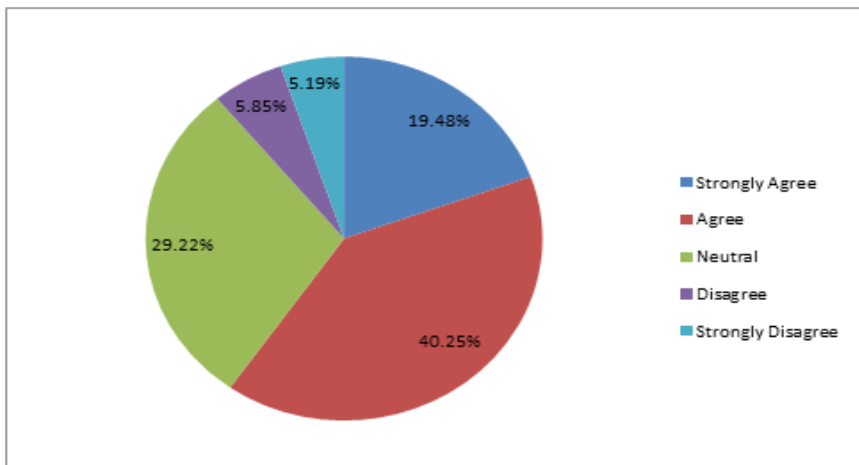


Figure 4.18 - Green Products and Services have a better performance

Percentage of respondents who –
 Strongly Agree – 19.48% - 30 Respondents
 Agree – 40.25% - 62 Respondents
 Neutral – 29.22% - 45 Respondents
 Disagree – 5.85% - 9 Respondents
 Strongly Disagree – 5.19% - 8 Respondents

Approximately 60% of the respondents agreed that products and services offered by the companies following green marketing practices are better than the products and services made from conventional practices. Almost 30% of the respondents neither agree nor disagree with this statement. 11.04% respondents disagree that green products and services do not perform better than the conventional goods and services.

4.3.5) Green Products and Services provide more satisfaction to a user

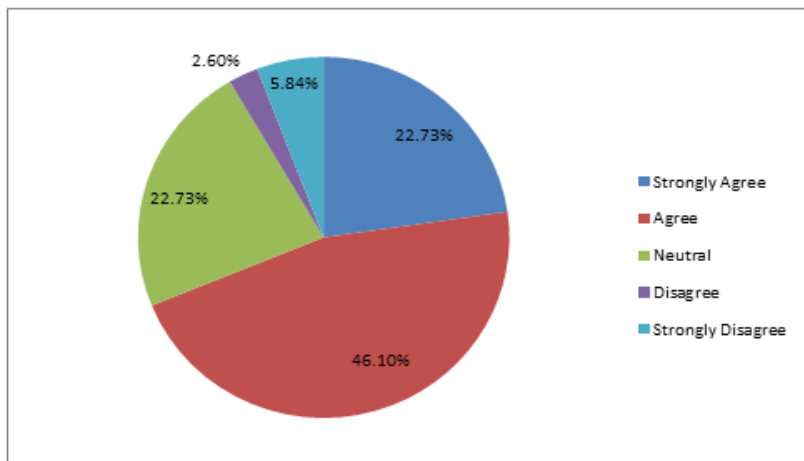


Figure 4.19 - Green Products and services are more satisfactory

Percentage of respondents who –
 Strongly Agree – 22.73% - 35 Respondents
 Agree – 46.10% - 71 Respondents
 Neutral – 22.73% - 35 Respondents
 Disagree – 2.60% - 4 Respondents
 Strongly Disagree – 5.84% - 9 Respondents

68.83% of total 154 respondents agreed that they derive more satisfaction by using green products and services. 22.73% respondents feel neutral about this post purchase feeling. 8.44% respondents disagreed that they don't derive extra satisfaction post purchasing green products and services.

4.3.6) Green Products and Services are reasonably priced

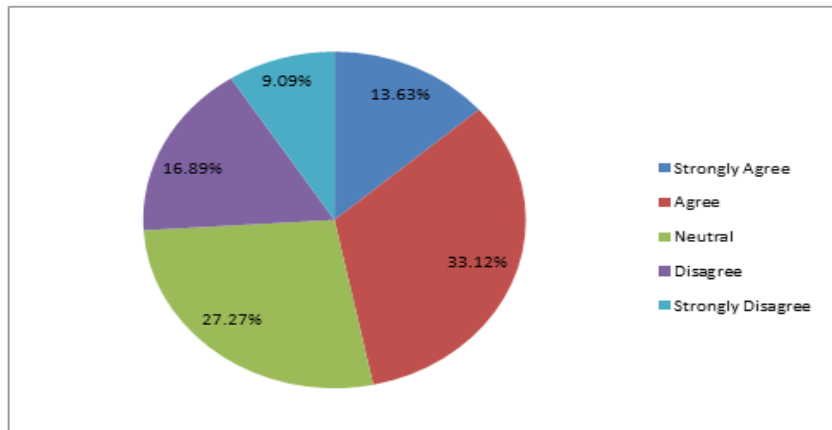


Figure 4.20 - Green Products and services are reasonably priced

Percentage of respondents who –
 Strongly Agree – 13.63% - 21 Respondents
 Agree – 33.12% - 51 Respondents
 Neutral – 27.27% - 42 Respondents
 Disagree – 16.89% - 26 Respondents
 Strongly Disagree – 9.09% - 14 Respondents

46.75% respondents agreed that goods and services produced by following green marketing practices are reasonably priced. More than 1 out of every 4 respondents feel neutral about the pricing of green products and services. Approximately 26% respondents feel that the pricing of green products and services are not reasonable.

4.3.7) Green Products and Services are well promoted

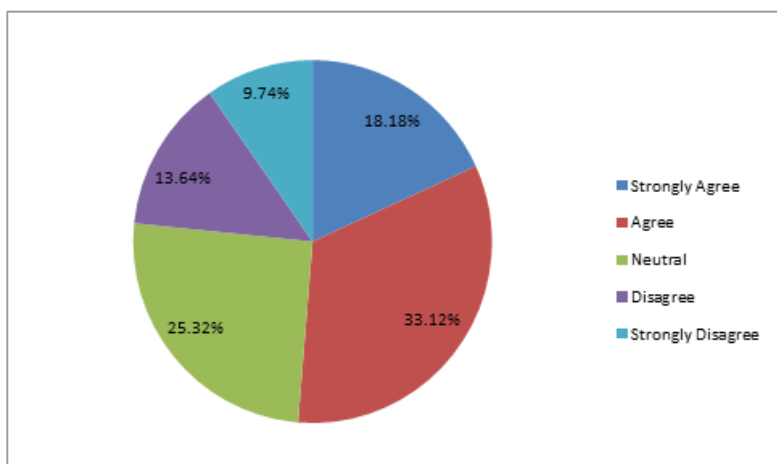


Figure 4.21 - Green Products and services are promoted well

Percentage of respondents who –
 Strongly Agree – 18.18% - 28 Respondents
 Agree – 33.12% - 51 Respondents
 Neutral – 25.32% - 39 Respondents
 Disagree – 13.64% - 21 Respondents
 Strongly Disagree – 9.74% - 15 Respondents

51.3% respondents agreed that products and services produced using green marketing practices are promoted well. 1 out of every 4 respondents felt neutral about the promotional aspect of green products and services. More than 1 out of every 4 respondents disagreed to the promotion being apt.

4.3.8) Green Products and Services are available in the market nowadays

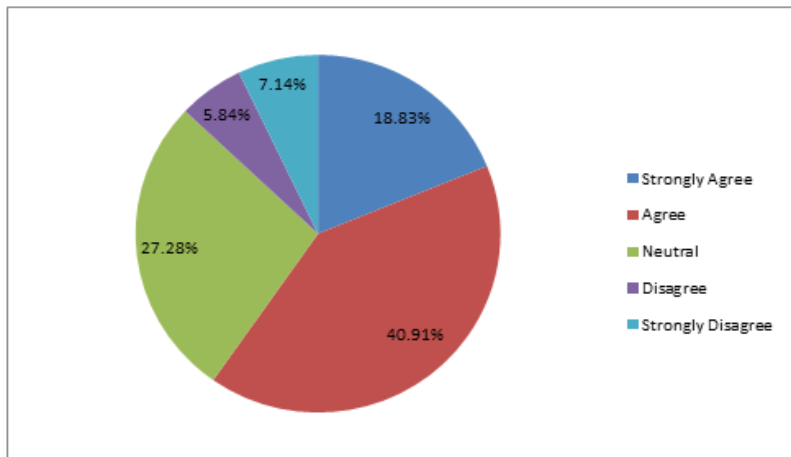


Figure 4.22 - Green Products and services are available in the market

Percentage of respondents who –
 Strongly Agree – 18.83% - 29 Respondents
 Agree – 40.91% - 63 Respondents
 Neutral – 27.28% - 42 Respondents
 Disagree – 5.84% - 9 Respondents
 Strongly Disagree – 7.14% - 11 Respondents

Approximately 60% of the respondents agreed that goods and products produced using green marketing practices are available in the market. 27.28% people felt neutral about the availability of eco-friendly goods and products. Approximately 13% of the total respondents disagreed to the statement and say that green products and services are not available in the market.

4.4) PART 4: CONSUMER INTENTIONS

Willingness to choose a service or a product following Green Marketing Practices over a Conventional one the next time you are buying one

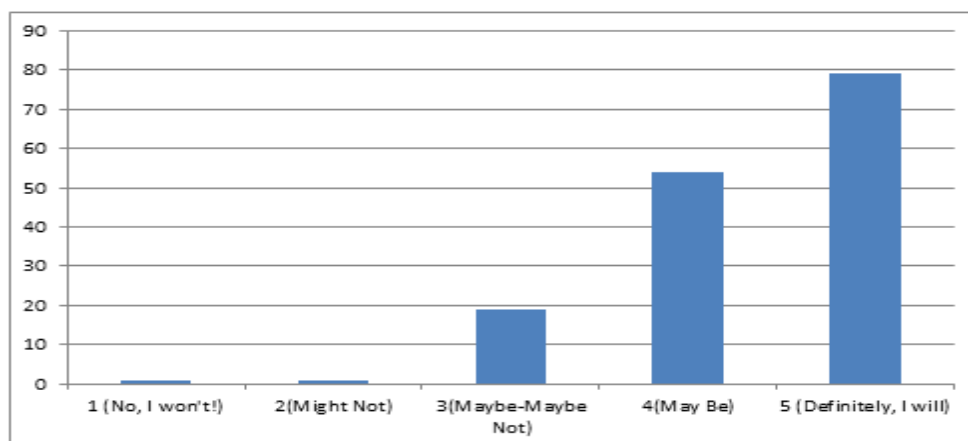


Figure 4.23 - Willingness to buy Eco-Friendly over conventional

Percentage of respondents who said –
 No, I won't! – 0.65% - 1 Respondent
 May not buy – 0.65% - 1 Respondent
 Not decided – 12.33% - 19 Respondents
 May Buy – 35.06% - 54 Respondents
 Definitely, I will! – 51.29% - 79 Respondents

Majority of 86.35% respondents said that they are inclined towards choosing a product or service following green marketing practices over a conventional one the next time they are buying something. 12.33% respondents said that they have still not decided. Only 2 respondents were not willing to buy eco-friendly the next time they are buying something.

Reasons to choose products/services produced by organizations following Green Marketing Practices

4.5.1) Choosing Green Products / Services because they give a positive image of the buyer

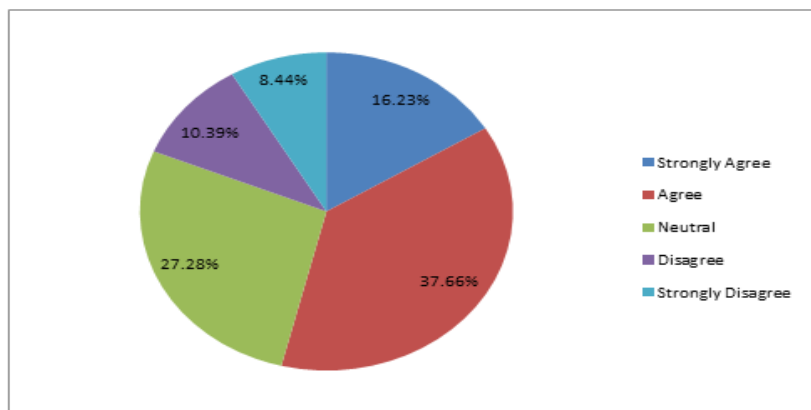


Figure 4.24 – Positive Image

Percentage of respondents who –
 Strongly Agree – 16.23% - 25 Respondents
 Agree – 37.66% - 58 Respondents
 Neutral – 27.28% - 42 Respondents
 Disagree – 10.39% - 16 Respondents
 Strongly Disagree – 8.44% - 13 Respondents

Approximately 54% people agreed that they would choose green products/services over conventional ones because it gives out a better image of them. 27.28 people felt neutral about the image building aspect of green products and services. 18.83% respondents said that they won't choose green products and services over conventional ones just because they give out a positive image of them.

4.5.2) Choosing Green Products / Services because they want to preserve the earth

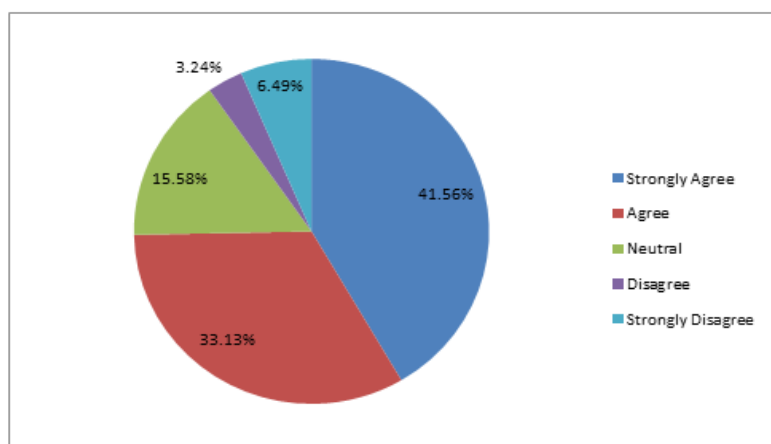


Figure 4.25 – Preservation of the Earth

Percentage of respondents who –
 Strongly Agree – 41.56% - 64 Respondents
 Agree – 33.13% - 51 Respondents
 Neutral – 15.58% - 24 Respondents
 Disagree – 3.24% - 5 Respondents
 Strongly Disagree – 6.49% - 10 Respondents

Approximately 75% respondents agreed that they will choose products and services produced using green practices over conventional ones because they want to preserve the earth. 15.58% respondents said that they felt neutral about choice and the cause behind it. 9.73% respondents disagreed that they won't choose green products and services over conventional ones just because they want to preserve the earth.

4.5.3) Choosing green products / services because it makes them feel trendy/fashionable

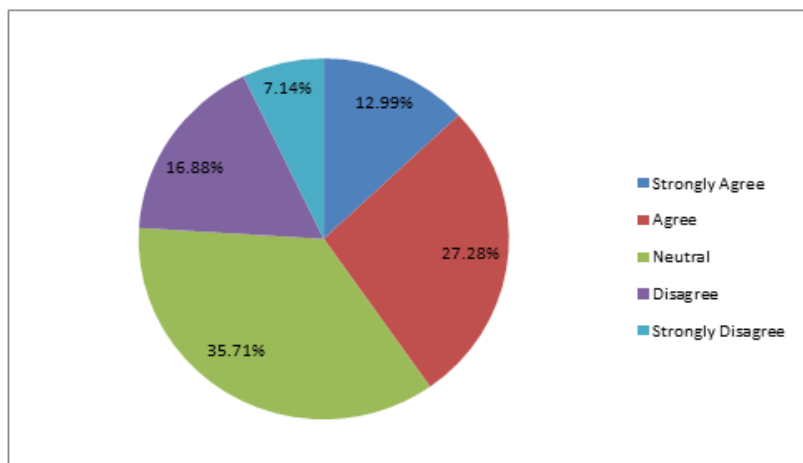


Figure 4.26 – Feeling Trendy / Fashionable

Percentage of respondents who –
 Strongly Agree – 12.99% - 20 Respondents
 Agree – 27.28% - 42 Respondents
 Neutral – 35.71% - 55 Respondents
 Disagree – 16.88% - 26 Respondents
 Strongly Disagree – 7.14% - 11 Respondents

40.27% of total respondents agreed to this reason for choosing products and services manufactured by following green marketing practices over the conventional ones. 35.71% of total respondents which is a huge number said that they felt neutral about this reason for choosing green products or services. 24.02% of total respondents ruled out this reason for purchasing green products or services.

4.5.4) Choosing green products / services because it makes them feel proud / responsible.

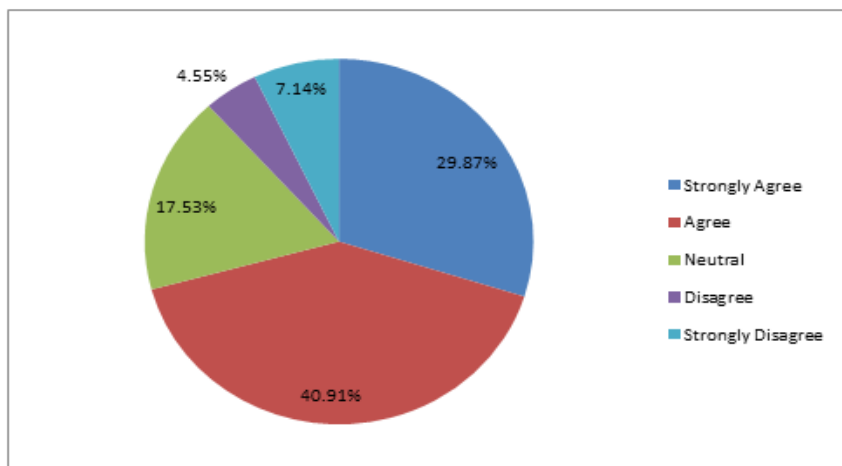


Figure 4.27 – Feeling proud / responsible

Percentage of respondents who –
 Strongly Agree – 29.87% - 63 Respondents
 Agree – 40.91% - 46 Respondents
 Neutral – 17.53% - 27 Respondents
 Disagree – 4.55% - 7 Respondents
 Strongly Disagree – 7.14% - 11 Respondents

More than 70% of the total respondents choose green products and services over the conventional ones because they feel proud / responsible. 17.53% felt neutral about this reason for buying green products and services. 11.69% of respondents ruled out this reason for choosing green products and services over the conventional ones.

4.5.5) Choosing green products / services because people might judge for using conventional products /services,

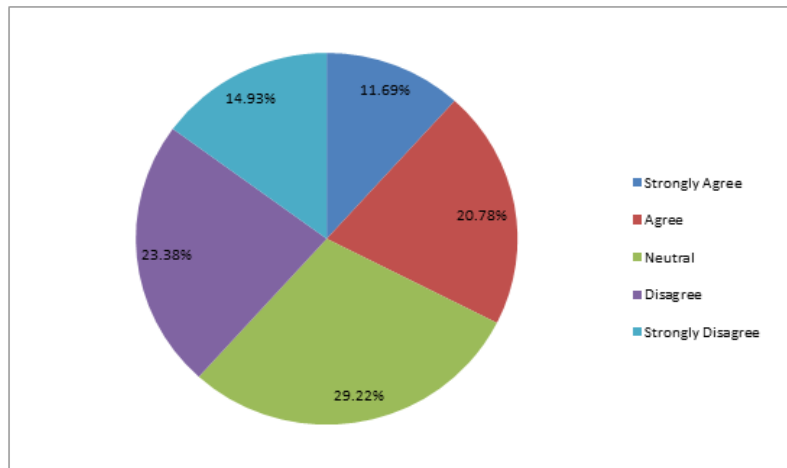


Figure 4.28 – Fear of being judged

Percentage of respondents who –
 Strongly Agree – 11.69% - 18 Respondents
 Agree – 20.78% - 32 Respondents
 Neutral – 29.22% - 45 Respondents
 Disagree – 23.38% - 36 Respondents
 Strongly Disagree – 14.93% - 23 Respondents

32.47% of total respondents agreed that they choose green products and services over the conventional ones because of fear of being judged. Approximately 30% of the total respondents felt neutral about this reason, which is a large number. 38.31% of total respondents disagreed to this reason for buying green products / services.

4.5.6) Choosing products / services with green marketing practices even unintentionally

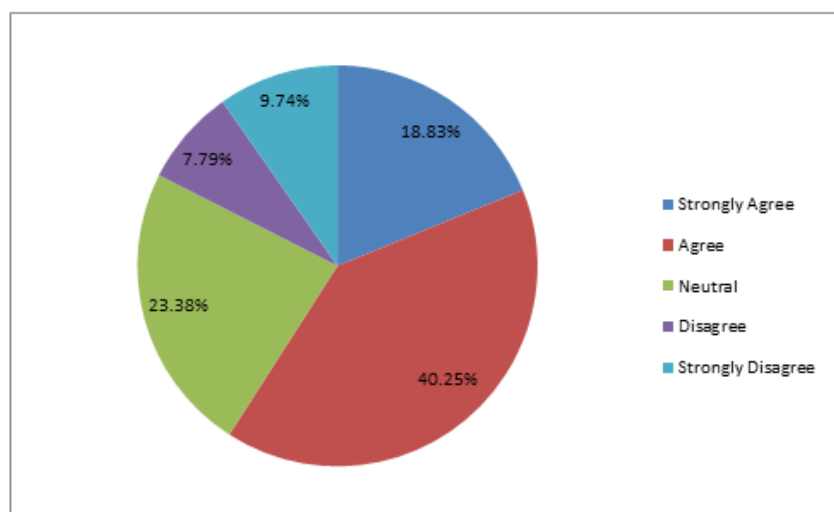


Figure 4.29 – Choosing green products / services even unintentionally

Percentage of respondents who –
 Strongly Agree – 18.83% - 29 Respondents
 Agree – 40.25% - 62 Respondents
 Neutral – 23.38% - 36 Respondents
 Disagree – 7.79% - 12 Respondents
 Strongly Disagree – 9.74% - 15 Respondents

59.08% of total respondents agreed that they choose products / services which follow green marketing practices even unintentionally. 23.38% respondents felt neutral about buying green products and services unintentionally. 17.53% of total respondents didn't agree that they they buy green products/services even unintentionally

4.5.7) Choosing green products / services because of satisfaction with most of the green marketing practices followed by companies

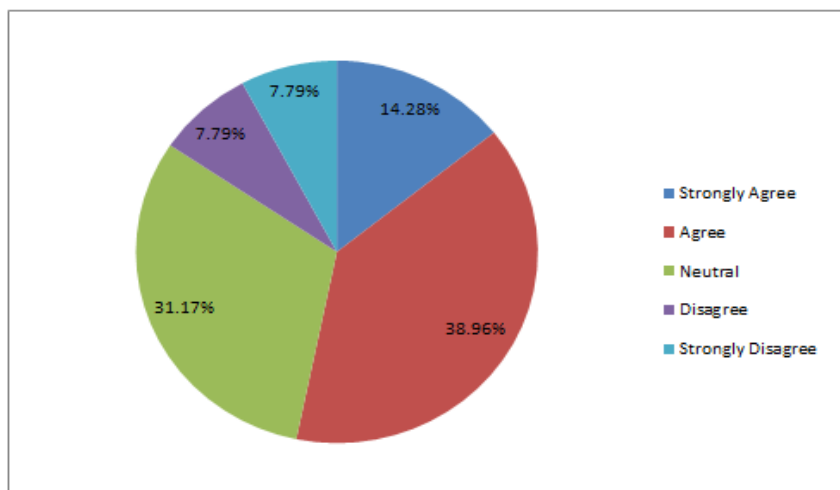


Figure 4.30 - Satisfaction with most of the green marketing practices followed

Percentage of respondents who –
 Strongly Agree – 14.28% - 22 Respondents
 Agree – 38.96% - 60 Respondents
 Neutral – 31.17% - 48 Respondents
 Disagree – 7.79% - 12 Respondents
 Strongly Disagree – 7.79% - 12 Respondents

53.25% respondents agreed that they choose eco-friendly products/services because they feel satisfied with the green marketing practices followed by the company. 31.17% respondents feel neutral about this statement. 15.59% of total respondents disagreed that they don't choose green products/services because of the green marketing practices being followed by the producing companies.

CHAPTER – 5

SUMMARY & CONCLUSION

The following is a summary of the conclusions

This chapter gives a positive ending to the study by drawing conclusions based on interpretations and accordingly putting forward the recommendations. The chapter ends with limitations occurred while conducting research.

- The majority of the respondents agreed that they understand the information related to green marketing practices, but still a huge chunk of respondents either feel neutral about this or accepted that they do not understand the green marketing practices.
- More than half of the respondents agreed that they trust the information about the green marketing practices given by the companies in their advertisements but there is still a huge scope of improvement in terms of trust building as almost 25% respondents felt neutral about it and 16.88% respondents didn't trust the advertisements.
- It was found that a huge majority of respondents appreciate the recognition / feeling of using eco-friendly services and products.
- It was found that more than half of the respondents agreed to pay a 10% premium price for the products which shows that people are conscious and inclined towards this cause of environmental conservation but it is also evident that 1 out of every 4 respondents said that they feel neutral about paying a higher price and 1 out of every 5 respondents disagreed that they won't pay a higher price just for the reason of eco friendliness which clearly shows that the companies should aim towards keeping the prices to be competitive to stay in the market and penetrate deeper in the target segments because price sensitivity is a deciding factor.
- The majority of the respondents said that they pay attention to the green marketing practices followed by the companies and its promotion.
- It was found in the course of research that 42.21% respondents said that they knew where to find eco-friendly goods and services but almost 59% respondents either felt neutral or disagreed that they didn't know where to find such products which emphasizes on two improvements i.e. the companies should focus on point of sale advertisements and promotional practices and at the same time this eco-friendly characteristic should be clearly stated on promotional materials and packaging.
- The majority of respondents agreed that their friends' and family's opinion was also a deciding factor while considering eco-friendly goods and services and almost the same percentage of respondents are also recommending eco-friendly goods and services to their acquaintances.
- A majority of 83% respondents agreed that the green products and services are good for the environment and 81% agreed that these are good for their own health as well which shows a positive perception among the respondents.
- The majority of respondents agreed that green products and services are of good quality.
- Almost 60% respondents agreed that they feel that green products and services perform better than the conventional ones which have a scope of improvement. The companies can add up certifications and accreditations of their performance to build trust among the prospects.
- Majority of respondents agreed that the green products and services provide more satisfaction to a user but still huge 22% respondents felt neutral about it so the companies can run some recognition schemes or can run a thanking message or mail to the users to appreciate their contribution to the cause and make them feel more satisfied.
- Although the majority of respondents agreed that the green products and services are reasonably priced but still a huge chunk of respondents either felt neutral about this or disagreed about the reasonable pricing which suggest that the company should try to price these products and services competitively.
- Only almost half of the total respondents agreed that green products and services are well promoted which shows that there is a scope of improvement in their promotional campaigns.
- Approximately 60% respondents agreed that eco-friendly goods and services are available in the market nowadays which shows a possibility of improvement in the supply chain as well because the companies might be losing business because of unavailability.
- Majority of respondents show interest in choosing an eco-friendly goods or services the next time they are buying one.
- The strongest reasons found behind choosing green marketing products and services are that the consumers want to preserve the planet and they feel proud / responsible after buying eco-friendly.
- The reason which drove the least number of respondents to choose eco-friendly are that the consumers feel fashionable / trendy and the least number of respondents choose such products and services out of the fear of being judged.

CHAPTER – 6

RECOMMENDATIONS AND LIMITATIONS

Recommendation

It can be said today, that global implementation of green marketing phenomenon is the need of the hour in order to save the environment.

Green marketing should not be considered as just another practise in the marketing world by the companies because of the changed motivation behind choosing this practice. The focus is on social and environmental dimension. Looking at the environmental changes occurring globally, green marketing should become a mandate rather than being just another feature.

Marketers and the government have the responsibility to make the consumers aware about the need and benefits of green products and services as compared to conventional ones. In green marketing, majority of consumers are willing to pay more to maintain a healthier environment but there is still a factor of price sensitivity among the consumers. Finally, Green marketing assumes even more importance and relevance in developing countries like India.

Limitations

1. The sample size is small and therefore it can't be used for generalization.
2. Statistical tools and Hypothesis testing was not done in this paper.
3. The survey is done on virtual platform only.
4. Time Constraint: There was time constraint
5. Education: Due to illiteracy and lack of awareness, people are not aware about Green Marketing.

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APPENDIX – 1

6/15/2021

A survey on Green Marketing

A survey on Green Marketing

As a part of my M.Sc Programme from IHM Pusa, I am conducting a survey to study the Awareness of Green Marketing and it's affect on Buying Behavior.

Please read all the questions and fill the questionnaire carefully.
All the responses will be anonymous and only used for the purpose of my thesis.

Thank you for your time and cooperation. I greatly appreciate your help in furthering this research endeavor.

Regards,
Sahil Rizvi
M.Sc (Hospitality Administration)
IHM Pusa

*Required

1. Gender *

Mark only one oval.

- Female
- Male
- Other: _____

2. Age *

Mark only one oval.

- 18 - Less than 25
- 25 - Less than 35
- 35 - Less than 45
- 45 - Less than 55
- More than 55

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A survey on Green Marketing

3. City *

Mark only one oval.

- Delhi
- Noida
- Ghaziabad
- Gurugram
- Faridabad
- Other: _____

4. Status *

Mark only one oval.

- Unemployed
- Employed
- Self Employed
- Student
- Retired

5. Education Level *

Mark only one oval.

- Up to High School
- Diploma/Professional Degree
- Bachelors degree
- Masters Degree
- Doctoral Degree
- Other: _____

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A survey on Green Marketing

6. Household Income Range (Monthly) *

Mark only one oval.

- Less than 20,000
- 20,001-40,000
- 40,001-60,000
- 60,001-1,00,000
- More than 1,00,000

Attitude Measures

Green marketing is the marketing of products that are presumed to be environmentally safe.

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A survey on Green Marketing

7. To what extent do you agree or disagree with the following statements about the Green Marketing practices. *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I understand the information related to Green Marketing Practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information given about Green Marketing Practices in advertisements of products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I appreciate the recognition/feeling of using eco friendly services and products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to pay a premium price (10% extra) for products or services following green marketing practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I pay attention to Green Marketing Practices and its promotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know where to find products and services which follow Green Marketing practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider my friends' and family's opinion regarding eco friendly products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I usually recommend products and services which follow Green Marketing practices to my friends and family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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A survey on Green Marketing

Perception Measurement

These questions are regarding the usage of services or products offered by companies which follow green marketing practices (which least or do not hamper the environment adversely).

By conventional practices, we mean the companies which do not follow any such green marketing/eco friendly practices.

To what extent do you agree or disagree with the following statements about green marketing practices. The measurement scale is from 1 to 5, 5 being "STRONGLY AGREE" and 1 being "STRONGLY DISAGREE".

8. Products and services offered by companies following Green Marketing practices :- *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
are good for environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
are good for our Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
are of Good Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
are having better performance than products and services made from conventional practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
provide more Satisfaction to a user	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
are reasonably priced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
are well promoted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
are available in the market nowadays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer Intentions

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A survey on Green Marketing

9. Will you choose a service or a product following Green Marketing Practices over a Conventional one the next time you are buying one? *

Mark only one oval.

	1	2	3	4	5	
No. I won't!	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely, I will!

10. Why would you choose products/services produced by organizations following Green Marketing Practices? *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
They give a positive image of me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to preserve the earth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel trendy/fashionable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel proud/responsible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I use conventional products/services, People might judge me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose products/services with Green Marketing practices even unintentionally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with most of the Green Marketing practices being followed by companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

THANK YOU!

This content is neither created nor endorsed by Google.

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Raw Data

Please click on the link below to view the raw data-

https://drive.google.com/file/d/1pTISwyX6_KDYYgRPAjtcSFe16cL7hVx/view?usp=sharing