GREEN MARKETING AND ITS INFLUENCE ON CONSUMER ATTITUDES

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ABSTRACT

In recent years, growing environmental awareness and concern for sustainable development have significantly influenced consumer behaviour and business practices. Green marketing, also known as environmental marketing or sustainable marketing, emphasizes the promotion of products and services based on their environmental benefits. The main objectives of the study analyse consumer awareness regarding green products and eco-friendly marketing practices. To consumer attitudes and perceptions towards green marketing initiatives adopted by companies. This study adopts a descriptive and analytical in nature. The research will be conducted in Chennai city. The study will cover different area of Chennai. A sample size is 200 consumers selected for this study. The convenience sampling will be used to select consumers, focusing on individuals who are purchasing behaviour. The study concludes that effective green marketing strategies not only enhance brand image but also contribute to long-term customer loyalty and sustainable consumption patterns. Recommendations are provided for businesses to integrate genuine and transparent green practices in their marketing mix to foster a more sustainable market environment.

Keywords: M31, M14, Q56, Q01, D12, Q53

1. INTRODUCTION

In recent years, the growing awareness of environmental issues such as climate change, resource depletion, and pollution has transformed the way businesses operate and consumers behave. This global shift towards sustainability has given rise to green marketing, a strategy that emphasizes environmentally responsible products, practices, and communication. Green marketing involves promoting products and services based on their environmental benefits — such as energy efficiency, recyclability, or use of organic materials — with the objective of reducing negative ecological impacts while meeting consumer needs.

As environmental consciousness among consumers increases, their attitudes and purchasing behaviors are also evolving. Modern consumers are not only concerned about price and quality but also about the environmental footprint of their consumption choices. Consequently, businesses have begun to integrate green principles into their marketing mix, aiming to attract and retain environmentally aware customers. The influence of green marketing on consumer attitudes is therefore significant, as it shapes perceptions of brand trust, corporate image, and product preference.

Understanding how consumers respond to green marketing initiatives helps marketers develop effective strategies to promote sustainable consumption and strengthen brand loyalty. Thus, studying the relationship between green marketing practices and consumer attitudes provides valuable insights into how businesses can achieve both economic success and environmental stewardship in today's competitive marketplace.

Green marketing refers to the promotion of products and services that are environmentally friendly and sustainable. With rising concerns about pollution, climate change, and resource conservation, consumers are becoming more aware of the impact of their purchasing decisions on the environment. As a result, businesses are adopting green marketing strategies to meet this growing demand for eco-friendly products. The influence of green marketing on consumer attitudes is significant, as it shapes how consumers perceive brands, develop trust, and make purchasing decisions. When companies demonstrate genuine environmental responsibility, consumers are more likely to support them, leading to stronger brand loyalty and positive market outcomes.

2. REVIEW OF LITERATURE

The interesting inferences regarding eco-labelling (EL), green packaging and branding (GPB), green products, premium, and pricing (GPPP), and the environmental concerns and beliefs (ECB) of consumers that affect their perceptions of the environment. **(Shabbir, M. S., et., al 2000)** Increasing awareness on the various

environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. **(Jacob Cherian et., al 2012)** Green Marketing can be viewed both as a type of marketing and a marketing philosophy. As a type of marketing, it is like industrial or service marketing, and is concerned with marketing of a specialized kind of product, i.e. **(Khandelwal, P. K. 2008)** The green purchasing by using the signalling theory approach to green marketing. **(Ying-Kai Liao et., al 2020)** Customers' perceptions on environmental concerns and green products. Consumers have expressed a great interest in the protection of the environment and they are strongly concerned about the environment and its degradation. **(Thanika Devi Juwaheer et., al 2012).** Green marketing is going to be proactive topic with it steps into the world of the consumers where consumers are not only aware for the multiple brands and their perceived quality but also, they have started to pay more attention to the environment and thereby becoming more eco-friendly. Therefore, the companies are also exploring the various ways for communicating with the customers so that customers can be retained as loyal for long by adopting green management. **(Saini, B. 2013).** Marketing is grounded on the premise that a business's communications can influence public perceptions about the business and its offerings. By extension, both perceptions and attitudes are key antecedents for purchase intention and buying evaluation. **(Nguyen Phong Nguyen et., al 2022).**

3. STATEMENT OF THE PROBLEM

In today's competitive marketplace, businesses are increasingly adopting green marketing strategies to appeal to environmentally conscious consumers. However, despite the growing emphasis on sustainability, there remains uncertainty about how effectively these green marketing efforts influence consumer attitudes and behaviours. Many consumers express concern for the environment but do not always translate their awareness into actual green purchasing decisions. This gap between environmental awareness and buying behavior raises important questions about the credibility of green marketing practices, the level of consumer trust, and the real impact of such strategies on consumer attitudes. Therefore, it becomes essential to examine how green marketing initiatives affect consumer perceptions, preferences, and purchasing intentions toward eco-friendly products.

4. OBJECTIVES OF THE STUDY

- To understand the concept and importance of green marketing
- To analyse consumer awareness regarding green products and eco-friendly marketing practices.
- To examine consumer attitudes and perceptions towards green marketing initiatives adopted by companies.

5. METHODOLOGY

The methodology section outlines the research design, data collection methods, sampling techniques, and data analysis.

Research Design:

This study adopts a descriptive and analytical in nature. The research will be conducted in Chennai city. The study will cover different area of Chennai.

Sample Size and Sampling Technique:

- **Sample Size:** A sample size is 200 consumers selected for this study.

- **Sampling Technique:** Convenience sampling will be used to select consumers, focusing on individuals who are purchasing behaviour.

Data Collection Methods:

To achieve the objectives of the study, both quantitative and qualitative data will be collected using the following instruments: Questionnaire Surveys structured questionnaire will be used to assess consumer attitudes and preference, consumer awareness, Demographic information.

6. DISCUSSION AND INTERPRETATION

The researcher has been made to analyse the demographic factors of the respondents such as age, educational education, monthly income and family type and research instrument of the qualities of the measure effectiveness.

Table.1. Demographical Profile of the Respondents in Consumers

S. No	Characteristic	Distribution	Frequency	Percentage
1.	**Age**	Below 20	23	11.5%
		21-30	83	41.5%
		31-40	61	30.5%
		Above 40	33	16.5%
		Total	**200**	**100%**
2.	**Educational qualification**	Up-to 10th	26	13%
		12th Std	64	32%
		UG	43	21.5%
		PG	57	28%

		Other	10	5.5%
3.	**Monthly Income**	Less than Rs.20000	11	5.5%
		20001-40000	65	32.5%
		40001-60000	59	29.5%
		Above 60001	65	32.5%
		Total	**200**	**100%**
4.	**Family Type**	Joint Family	120	60%
		Nuclear	80	40%
		Total	**200**	**100%**
5.	**Marital Status**	Married	120	60%
		Unmarried	80	40%
		Total	**200**	**100%**

From the table 1, it is inferred that Age of the respondents furnishes that 41.5% respondents are falls 21-30 years. Educational qualification of the respondents shows that majority (32%) are 12th std. Monthly income of the respondents has been checked, it evidences 32.5% respondent's earnings falls under 20001-40001 and family type of the respondents in joint family (60%) respondents, Finally Marital status of the respondents (60%) married people.

Table .2 Consumer's Preference and Attitudes

S. No	Reasons	Mean Rank	Rank
1.	Green product design	**6.85**	**I**
2.	Green pricing	**6.14**	**VII**
3.	Green promotion	**6.67**	**II**
4.	Green distribution	**6.17**	**VI**
5.	Corporate environmental responsibility	**6.59**	**III**
6.	Environmental concern and awareness	**6.45**	**V**
7.	Brand perception and trust	**6.48**	**IV**

Source: *Primary Data*

From the table 2 shows that out of 200 respondents, explain the made choose attitudes and preference. They give foremost rank given to a green product design.

Chi-Square Test:

The Chi-square test is an important statistic used for testing the statistical significance of the cross-tabulation table. Chi-square tests determine whether the two variables are independent. If the variables are independent (have no relationship), then the results of the statistical test will be "non-significant" and are not able to reject the Null hypothesis, conclude that there is no relationship between the variables. If the variables are related, then the results of the statistical test will be "statistically significant" and are able to reject the null hypothesis, and conclude that the researcher can state that there is some relationship between the variables.

$$\text{Chi Square Test} = (O - E)^2 / E$$

Whereas, O - Observed variable, E - Expected variable

Table .3. Age of the respondents and Consumer's Attitudes

Particulars	F-value	Df	Significance
Pearson Chi-Square	18.856 a	4	**.001**
Likelihood Ratio	18.499	4	.034
No of Valid Cases	200		

Source: *Primary Data*

From the table.3 reported tests were applied to find whether there is no significant relationship between the age and consumers attitudes. The $p<0.05$, the Null hypotheses have been rejected that there is a significant relationship between the age and consumers attitudes.

Table .4. Educational Qualification of the respondents and Consumer's Attitudes

Particulars	F-value	Df	Significance
Pearson Chi-Square	77.969 a	16	**.000**
Likelihood Ratio	70.465	16	.025
No of Valid Cases	200		

Source: *Primary Data*

From the table.4 reported tests were applied to find relationship between the educational qualification and development of Women Entrepreneur. The $p<0.05$, the Null hypotheses have been rejected that there is a significant relationship between the educational qualification and consumers attitudes.

7. FINDINGS OF THE STUDY

- Most respondents (41.5%) belong to the 21–30 years age group, followed by 31–40 years (30.5%). This shows that a large portion of the respondents are young adults who are more active in purchasing decisions and are likely to be influenced by marketing strategies.

- Most respondents have completed 12th Standard (32%), followed by Postgraduates (28%) and Undergraduates (21.5%). This indicates that the respondents are fairly well-educated and capable of understanding the importance of environmental protection and green marketing messages.

- Respondents are almost equally distributed among the middle- and higher-income groups — 32.5% each fall under the income brackets of ₹20,001–₹40,000 and above ₹60,001. This suggests that the sample includes a mix of individuals with moderate to high purchasing power, who may be able to afford green or eco-friendly products even at a premium price.

- A majority (60%) of respondents belong to joint families, while 40% are from nuclear families. This may indicate that family values and collective decision-making play a role in shaping attitudes toward sustainable consumption.

- Most respondents (60%) are married, which may influence their purchasing patterns toward more responsible and family-oriented consumption, including environmentally friendly products.

8. SUGGESTION OF THE STUDY

- As a large portion of respondents fall within the 21–30 age group, marketers should design green marketing campaigns that appeal to young adults through digital platforms and social media.

- Although respondents are well-educated, companies should continue promoting environmental education and awareness programs to strengthen positive consumer attitudes toward eco-friendly products.

- Since many respondents fall into middle-income categories, businesses should focus on cost-effective green products to increase their accessibility and market share.

- Considering the dominance of joint families, marketers can highlight the collective benefits of sustainable products for family health and the environment.

- To strengthen consumer preferences, companies should ensure transparency and credibility in their green marketing claims, avoiding "greenwashing" and maintaining consistent eco-friendly practices.

8. CONCLUSION

The study reveals that consumers, particularly young and educated individuals, are increasingly aware of environmental issues and are showing a positive attitude toward green marketing practices. The findings suggest that consumers are willing to support businesses that demonstrate genuine environmental responsibility, if products are affordable and trustworthy. Moreover, the study emphasizes that green marketing significantly influences consumer attitudes and preferences by enhancing brand image, creating trust, and encouraging eco-friendly purchasing behaviour. However, companies must ensure that their green initiatives are authentic, transparent, and effectively communicated to bridge the gap between consumer awareness and actual buying behaviour. Promoting environmental education, affordability, and credibility can further strengthen consumers' inclination toward sustainable products and contribute to long-term environmental protection.

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