An Empirical Study on Green Marketing from the Indian Consumer Perspective with Special Reference to Bengaluru

[1]Prof. Angel Chakraborty, [2]Prof. Sneha Singh, [3]Dr. M. Gurusamy, [4]Dr. Mahammad Rafee

[1,2,3,4]Assistant Professor, PG department of Commerce & Management Studies, Brindavan College, Bangalore

Abstract

Penetration of digital services and ever increasing awareness of environmental issues has changed consumer behavior and way of go about their life in India. Hence, the conception of Green marketing is in its initial stage and the people are putting sincere efforts to reduce their sway on environmental condition. On the other hand the business and organization in globalised era are looking to tap the benefits of digital revolution. Green marketing alludes to the way toward selling items or potentially services dependent on their natural advantages and environment friendly practices, maintainable and socially responsible conduct. In this research study, the emphasis made on evolution of concept, significance of green marketing and its applicability and components of marketing mix. The study is based on both primary and secondary data. The study concludes that environmental belief shows significant impact on the purchase intention of the consumers. The package and design adds a new facet in the marketing of green products which finds a significant impact on consumer behavior and purchase intention. Individuals are environmentally responsible and making sincere efforts to reduce the usage of plastic. The study also explored the challenges in embracing of green marketing and its better practices in India.

I. INTRODUCTION

Green marketing is said to be practice of promoting goods or services dependent on their ecological settlement. Such an item or administration might be ecologically agreeable or delivered in an environmentally benevolent way. This can incorporate items produced in a financial well disposed style and not containing noxious materials or ozone-exhausting substance. Green Products are pushed off materials as well as ready to be reused and made out of inexhaustible materials, (for example, bamboo, and so on.). An ever increasing number of elements in the business are putting forth an attempt to execute supportable strategic approaches as they perceive that they can make their items progressively alluring to purchasers and furthermore lessen costs in packaging, transportation, vitality and water use, and the sky is the limit from there. Moreover, organizations are progressively finding that exhibiting an elevated level of social duty can build brand dependability among socially cognizant purchasers. The key obstruction to maintainable strategic approaches, for example, green acquirement is the transient expense. Practicing environmental safety will commonly cost you more up front, yet create extraordinary awards over the long haul.

The suspicion on green marketing is that potential customers will see an item or administrations "greenness" as an advantage and base their purchasing choice as needs be. They will have a delicate corner towards green items. The Nielson Survey calls attention to 48% of U.S. customers are prepared to change utilization propensities to diminish ecological effect. Items with manageable

qualities have been consistently taking more portions of store deals, from 19.7% in 2014 to 22.3% in 2017, to a foreseen $25% in 2021. 90% of millennia's, the age bunch driving the manageability charge, say they are eager to pay more for items that contain economical or naturally agreeable fixings. Henceforth green marketing is taking force and it very well may be risky, open will in general be incredulous of green professes in any case, and organizations can genuinely harm their brands and their deals if a green case is found to be bogus or negated by an organization's different items or practices. Introducing an item or service as green when it's not is called green washing. There are as many companies following the Process of Green marketing few to mention:

• Merchants that promote natural produce discovered deals have dramatically increased from 2010 as customers are leaned more towards non-genetically enhanced groceries.

• Restaurants that advance "privately sourced" meats, vegetables, fish, wines, and the sky is the limit from there. Neighborhood sourcing is appealing to shoppers as it anticipates a picture of manageability and eagerness to put resources into the network.

• Ecological marketing fulfills human needs with insignificant damaging on the national condition. Green showcasing incorporates purchaser merchandise and modern products as well as the services area. During the time spent circulation of merchandise and ventures, both the assembling and the administrations balance contribute towards the environmental lopsidedness and loss of the ozone layer.

The job of the production segment is critical and the way toward assembling is selling products and services with minimal risk to the eco-system are a major issue before the business houses. Green showcasing requires mindfulness from the shoppers as well as from the makers of such products. Thus, green advertising and promotion requires additional expense however the partners ought to be prepared to tolerate that cost. Business firms have additionally begun reacting to natural difficulties by receiving and rehearsing green advertising methodologies.

PepsiCo is the world's biggest nourishment and drink makers with yearly incomes of more than $64 billion and its product portfolio blends to incorporate brands like Quaker, Gatorade, Pepsi-Cola, and Frito-Lay. In the course of the most recent decade, PepsiCo has become a pioneer among companies in water protection and vitality use. In 2012, PepsiCo regarded with Stockholm Industry Water Award in affirmation of its endeavors to lessen water and vitality use over the entirety of its business activities, from supply chains to processing plants.

1.1. The Challenges Of Green Marketing

Green Marketing strategy provides more advantages to consumers as well the society. It also helps to create green environment by adopting eco – friendly marketing practices. Even though getting more benefits from green marketing, there is lot of challenges for its development. Green products entail renewable and ecological material, which is costly, involves huge cost in Research and Development.

1.2. Problems In Green Marketing

Guaranteeing that marketing exercises are not misdirecting to end users or industry and don't damage any of the concurred guidelines is the principle issue in green marketing. Cases of green advertising must.

a) Plainly state ecological advantages.

b) Explain how ecological advantages are achieved.

c) Validate proportional differences

d) Employ only significant conditions and scenarios.

The first part of the study gives the introduction to Green Marketing and its importance and world best

practices by MNC's, challenges and problems in Green Marketing. Second part is dedicated to analyse the literature review and objectives and limitations, methodology of the study. Third part of the examination is consisting of Data investigation and understanding. Forth part of the examination gives findings and conclusion of the study.

II. LITERATURE REVIEW

A Muthukumaran (2015)studied the rising approaches of green advertising and promotions in India. The objective of the study was to investigate the development of green advertising and promotions throughout the world and with orientation to India. Also, he intended to identify the causes why green advertising and promotion is vital in present trade and commerce scenarios of the world and to comprehend the advantages of having green approaches of both corporation and clients. The study adopted exploratory research on the premise of past literature and the investigation presumes that Green consumerism includes mainly "3R" like Reduce, Reuse and Recycle. Green advertising and promotion is an instrument for caring the environment for the potential generation. It positively affects ecological security. In light of the developing worry of ecological assurance, there is a rise of another market which is called as green market.

Jaya Tiwari(2016) studied the phenomenon green marketing in India and says changing consumer behavior on green products and their awareness will be significant to reduce damage to the environment, which has given the organizations ample reasons to capitalize on various business opportunities and promote green products. Thus, the goal of the examination is to adapt the idea of Green marketing, its importance and challenges. The study adopted exploratory research approach using secondary data and literature review. The study presumes that the conception of green marketing is in early stage and public are prepared to pay premium price for eco-friendly goods on the presumption that they are less

affecting the environment. Consequently there is a requirement for green marketing and a requirement for a move in the purchaser's conduct and disposition towards greater condition benevolent ways of life.

R.Balaji (2014) analyzed the enhancement of global environment through green marketing using its opportunities and challenges. Have been discussed the concepts like consumer ignorance, Eco-labels and lack of standardization, discussed few case studies on green marketing. He concludes that the view of the consumer is significant to understand the concept and not in illusion consumers are conscious and sensitive towards green products.

MamtaGoyal (2015) had observed the chances and dificulties in green marketing in the Indian perspective. The goalof his work was to examine the opportunities and challenges, measures taken by the government in this regard and the study concludes that there will be radical transformations in trade and commerce across the world, if it is implemented strictly.Green marketing presumes that end users "Think Green, Think Eco-friendly" i.e. they need a cleaner situation and are eager to "Pay" for it, conceivably through more costly merchandise, altered individual ways of life, or even Government mediation.

MihaelaKardos et.al (2019) studied the role of Green Marketing's & Sustainability and Ecopreneurship.The investigation gave an integrative vision on green marketing roles in illuminating, strengthening, teaching, and changing purchaser's conduct towards practicality and to include the eventual outcomes of research as for Plant Bottle green packaging's impact on the normal commitment of energetic clients. The exploration of the subject was directed based on a study, and information was prepared with measurable techniques. Significant discoveries that were watched are shoppers' absence of data prompting natural obligation; the effect of ecological data and mindfulness on green capable conduct; and the need

to increase endeavors towards natural duty. Additionally, plots that the upsides of natural bundling ought to be conveyed to alter the outlook and conduct of the purchaser with respect to manageability, considering the long stretch influence that non environmental packaging has on the earth and human prosperity. ShaheedSukhdev (2014) recognized three specific fragments of green purchasers and investigates the difficulties and openings organizations have with green advertising and promotions.The paper reviews the present examples of green marketing in India and delineates the inspiration driving why associations are grasping it and possible destiny of green promoting. The paper depended on reasonable investigation of cases identified with worldwide patterns of green promoting across different nations. Critical revelations joins green publicizing is basic to save world from pollution, how customers can be locked in with exhibiting. It ought not to be considered as a solitary measurement rather it has an environmental and societal dimension to it. Reusing of paper, metals, plastics, etc in a safe and biologically innocuous way should end up being considerably more systematized and comprehensive. It needs to transform into the general standard to use energy proficient lights and other electrical product. Promoters similarly have the commitment to make the clients fathom the prerequisite for and points of interest of green things when stood out from non green ones. Besides, how purchasers are anxious to pay more to keep up a cleaner and greener condition.

Polonsky et.al (1994) studied the degree and significance of the connection among business and the earth, and a review of the traps and misuses. This paper attempted to present the provisions and ideas of ecological advertising and to see how it is becoming environmentally viable. It has analyzed a section of the explanation that links are getting a eco friendly reasoning. The learning was based on both primary and secondary data along with case studies to recognize the significance, effect of green

marketing and sources of problems. Significant discoveries of this investigation was that it creates the intuition that purchasers are not greatly committed to improving their condition and may be planning to lay a great deal of obligation on business and administration. An environmental submitted affiliation may not simply make items that have lessened their ruining impact on the earth; they may similarly have the choice to force their suppliers to carry on in an even more normally "careful" plan. Last buyers and mechanical buyers moreover can oblige relationship to fuse the earth into their corporate culture and right now all affiliations limit the thwarting natural impact of their activities.

Pavan Kumar P S (2017) examined what Green exhibiting supports a wide extent of activities, including item modification, changes to the creation technique, bundling changes, and modifying publicizing. This paper focuses to investigate the level of cognizance of Indian purchasers about green things and practices, also quantifies the green estimations of the clients to recognize the brands, shopper partner with green showcasing rehearses. The study explores the inclinations of Indian buyers about green items to distinguish the components that impacts the client influence to purchase green items and to comprehend the issues and difficulties of green advertising rehearses. It was a survey based research where convenience examining was utilized to accumulate the primary data alongside secondary data from other journals, articles etc. Noteworthy Findings consolidate respondents reviewed thought about the green things and practices. At any rate most of the respondents didn't think about the exercises taken for propelling green advancing practices by central/state government, NGOs and business houses in India suggesting prerequisite for better publicizing correspondence from these substances and need to unequivocally give to the customers about their green exercises. News Paper and Television were viewed as the most known wellsprings of information as for green things to the purchasers. The investigation infers that Green

marketing should not to be considered as just a single additional approach to manage promoting, rather should be looked for after with increasingly critical importance as it has social and regular estimations. Finally, purchasers, present day buyers and suppliers need to fortify the undertakings to restrict the negative effects of nature welcoming advertising with respect to green advancing expecting impressively more centrality and relevance in making countries like India. This assessment wraps up with a call to various parts other than vehicle division moreover to look for eco-friendly heartfelt exercises to support long stretch improvement in the economy.

Mary WanjiruKinoti (2011) studied and represented green advertising intercession procedures and reasonable advancement with an accentuation on green displaying mediation approaches to characteristic issues standing up to the present reality. Furthermore, individuals and affiliations can benefit by green exhibiting methods and at the same time guarantee the earth to achieve sensible improvement. The motivation behind this paper was to survey advertising reactions to ecological concerns confronting the present reality through green promoting mediation systems to accomplish manageable advancement. The examination infers that green promoting has a task to carry out in searching for answers for these ecological issues. The paper further recommends that showcasing through green promoting and explicitly green advertising methodologies is tending to the test with positive results of improved organization execution, better physical condition which will prompt practical advancement.

Dr. Shruti P Maheshwar (2014*)* examined the purchaser convictions and mentality on situation indemnity and their purchasing manner of recyclable and reusable items. Additionally welcomed the spotlights on the achievement of attempts put by promoters in bringing green brands care in customer's mind. Moreover, recommends that the Indian market for greener things could be abused

increasingly inside purchaser packs that have ace biological characteristics. This paper analyzed how buyers' qualities/convictions and mentalities, just as their presentation to impacts and data, shape their conduct and impression of item execution, with a specific spotlight on the persuasive job of promoting. The target of the examination was to dissect Consumer convictions and mentalities on green items and Consumer mindfulness on the accessibility of ecologically cordial items and to see the impact of showcasing endeavors put by advertisers. Both auxiliary and essential information have been gathered and dissected. The exploration was a dependent on survey and convenience examining configuration was followed. The examination presumes that there exists a natural worth activity hole i.e, a hole between customers' convictions and practices over being green and eco cordial. The present low degrees of shopper mindfulness about a dangerous atmospheric deviation are a worry. India's brands need to help raise customer cognizance and there is more noteworthy utilization of showcasing brands to sell green items that are truly naturally cordial.

MS Jeevandas et.al (2019) examined on how green advertising prompts buying desires of the items and afterward towards maintainable advancement. Objective was to decide how green promoting instruments improves buying aims of the clients, trust of clients towards eco labeling and furthermore to see how green advertising is interrelated to continuous development. With the time, the need of clients will likewise increment. What's more, this makes firms, entrepreneurs, organizations center around green advertising more to withstand the opposition. The author likewise pointed 4Ps of marketing can be very much characterized in green viewpoints. Both primary and secondary data have been collected and a sample of 200 was collected and analyzed using average percentages, correlation and chi-square tests. The examination reasons that Sustainable advancement is the duty of each person and they need to step forward for the earth, Green

advertising is one of them. Utilizing green items brings advantage for the nature as well as for us. So, it's up to the government to frame green policies that should be accepted and implemented by the organizations and involves customers active participation.

Devakumar G et.al (2016) explored the green marketing strategy for accomplishing upper hand in business condition. Experimental examination is led on green advertising procedures for natural products. The objective was to discover the connection between different promoting blend methodologies and their effect on showcasing supportability. Information were utilized to find outcomes, where it shows that there ought to be included on the web and online networking advancement to build mindfulness and formation of pull in the market place, which is the need of great importance for making mass mindfulness on the utilization of green items. The key discoveries of the examination reflects buyers have a solid uplifting disposition towards Green Marketing, Consumers are progressively mindful of natural issues, Consumers concurred that in future more purchasers would favor natural items and Majority of buyers communicated that distinguishing natural items on the racks of the store is marginally troublesome.

AjeetVerma (2015) demonstrated the World-wide proof how individuals are getting worried about the earth and are changing their conduct as needs be. Subsequently, there is a developing business sector for feasible and socially capable items and administrations. The goal of this paper was to present the terms and ideas of green advertising and to discover reasons why associations are embracing a green promoting theory and its issues. The study was based on secondary data and case studies. An empirical study is conducted wherein the components of green marketing mix is studied as per Indian consumer perspectives, to identify and differentiate the aspects of green washing using pilot study, self-administered questionnaire and observation methods for collecting the primary data

and perform analysis using statistical tools like SPSS. The secondary data is collected through other journals, articles, case studies, newspapers and internet sources. Few Indian advertisements were observed and interpreted by random participants to study green marketing mix. Likert scale technique is used in questionnaire and through convenience sampling the questionnaire was filled. Percentage analysis, F- test and ANNOVA test were done to study the green marketing mix and its relationship with Indian consumers. The major findings suggested green marketing is about fundamental change in the public arena that incorporates shoppers, makers and the general business structure inside which they arrange. It will lead to economic boom for all the relevant actors of market. Based on the analysis suggestions and conclusions were provided for future research.

2.1. Objectives Of The Study

- To analyze the behavior of consumers towards Green Marketing and its products.
- To understand the level of awareness about green products and consumer's willingness to pay extra.
- To find the influencing elements of green products.

2.2. Limitations

- The study confined only to analyze the behavior pattern of consumer's in Bangalore and selected section of individuals using convenience sampling as per the methodology.
- The analysis is partial as it is based on sample survey.

2.3. Research Methodology

An empirical study is conducted using both primary data, secondary sources of scholarly articles wherein the components of green marketing mix is studied as per Indian consumer perspectives with reference to Bangalore. The learning is intended to differentiate the aspects of green marketing practices, purchase behavior and purchase intention of consumers using

pilot study. As per the methodology 381 sample respondents data has been collected and performed analysis using the analytical software i.e. SPSS. The secondary data is collected through other journals, articles, case studies, newspapers and internet sources. Likert scale technique is used in questionnaire and through convenience sampling with 5-7 scales. The questionnaire measured the impact of the green marketing belief, price of products, consumer awareness, influencing elements of green products and green marketing practices etc. Data collection is done using Google forms and analysis carried out using SPSS. The Percentage analysis, F test and ANNOVA test were done to study the green marketing mix i.e., purchase behavior and purchase intention of consumers in Bangalore. Based on the analysis suggestions and conclusions were provided for future research.

2.4. Methodology For Green Marketing

The model shows green advertising as autonomous factors which impact the customer conduct. Other factors as like occupation, age, gender, educational level are moderating or dependent variables.

Independent Variables   Dependent Variables

Green Marketing Elements   Consumer intention & Behavior towards Green Products

a. Green Products belief   Occupation

b. Price for Green Products   Age

c. Consumer awareness   Gender

d. Influencing elements of green products Educational level

e. Green marketing practices   Price

2.5. Hypothesis

H_0- There is no considerable connection between belief of customers on green products and Consumer purpose, behavior on green products

H_0- There is no considerable connection between price of green products and Consumer purpose, conduct on green products

H_0- There is no considerable connection between consumer awareness and Consumer purpose, conduct on green products

H_0- There is no considerable connection between influencing elements and Consumer purpose, conduct on green products

H_0- There is no considerable connection between green marketing practices and Consumer purpose, conduct on green products

On the basis of the literature review and identification of dependent and independent variables the above hypotheses are made to do the data analysis.

III.   DATA ANALYSIS

Summary of Demographic variables

Demographic variables		Percentage
Gender	Male	54.1%
	Female	45.9%
Total		100%
Occupation	Student	39.4%
	Private Employee	39.4%
	Govt.Employee	9.7%
	Business	6.3%
	Others	1.0%
Total		100%
Age Group	15-20 yrs	19.2%
	21-25 yrs	33.1%
	26-30	13.6%
	31-35	15.2%
	35 & above	18.9%
Total		100%
Educational level	Secondary level	3.1%
	Under Graduate	20.7%
	Graduate	21.8%
	Post Graduate	7.1%
	Post Graduate & above	47.2%
Total		100%

3.1. Descriptive Statistics

The examination shows the energy and zeal of individuals about green items and their commitment towards ecological maintainability guided towards their readiness to pay more on the green items. Marketing elements, for example, product, package and accessibility etc., found to be more influential for the consumer choice towards green products. Count of how they became aware of green products is through television is 55.1%, news papers 15.5%, social media 1.3%, magazines 8.7%, class lectures 13.9%.

Count of green marketing factors which influenced to buy green products promotion 5.5%, packaging 6.8%, product 27.8%, price 12.3% and all the above is 44.4%. The survey says 20.5% of people affected by the phenomenon of green washing, 49.9% say not cheated by name of green products and 29.7% say they are not aware of green washing.

3.2. Inferential Statistics: Testing Of Hypotheses

1. Knowledge of green products (Package and design) and the attitude of consumers

The following table shows the analysis of knowledge of green products and the attitude of consumers- Means are computed with standard deviation.

Report

Green Marketing Practices I have knowledge about Green Marketing

Consumer Attitude I value the package design of environmentally pleasant products	Mean	N	Std. Deviation
strongly disagree	2.130	23	1.6870
Disagree	3.448	29	2.1972
somewhat disagree	3.538	26	1.6058
Neutral	4.796	54	1.3924
some what agree	4.927	41	1.0097
Agree	5.330	112	1.2476
strongly agree	6.115	96	1.0748
Total	4.950	381	1.7290

The table gives the comparison of means of both the knowledge of consumers and their attitude, out of the 381 respondents 112 are agree that they are impressed with package and design of green products and they have a knowledge of existence of green products.

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Green Marketing Practices I have knowledge about Green Marketing * Consumer Attitude I value the package design of environmentally pleasant products	Between Groups	(Combined) 447.754	6	74.626	40.549	.000
		Linearity 424.761	1	424.761	230.802	.000
		Deviation from Linearity 22.992	5	4.598	2.499	.030
	Within Groups	688.299	374	1.840		
	Total	1136.052	380			

The outcomes of the study was as expected where as the knowledge about green products has significant impact on the consumer attitude .The significant value(P-Value) for all statements is 0.00, which is less than 0.05 which indicates the significance of the statement.

Measures of Association

	R	R Squared	Eta	Eta Squared
Green Marketing Practices I have knowledge about Green Marketing * Consumer Attitude I value the package design of environmentally pleasant products	.611	.374	.628	.394

As per the measures of association the R-square value says knowledge of green products explain the consumer attitude up to 37%.

2. Consumer Attitude And Purchase Purpose

The below table shows the examination of purchaser's ability to pay premium for green items and buying expectations regardless of whether they are increasingly costly- Means are computed with standard deviation.

Report

Consumer Attitude I am willing to pay more for green items

Purchase Purpose I procure ecological products as environmentally friendly even if they are more costly	Mean	N	Std. Deviation
strongly disagree	1.955	22	1.3266
Disagree	2.351	37	.9194
somewhat disagree	3.345	29	1.1109
Neutral	4.213	61	1.3554
some what agree	4.817	71	1.1870
Agree	5.409	88	1.0682
strongly agree	6.411	73	1.1647
Total	4.646	381	1.7794

The table gives the comparison of means of both consumer's readiness to pay more and purchase intentions, out of the 381 respondents 88 agree that they are ready to pay more price for green goods even if they are costly than the normal goods available in the market.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Consumer Attitude I am willing to pay more for green items * Purchase Purpose I procure ecological products as environmen tally friendly even if they are more costly	Between Groups	(Combined)	695.433	6	115.906	85.377	.000
		Linearity	689.147	1	689.147	507.632	.000
		Deviation from Linearity	6.286	5	1.257	.926	.464
	Within Groups		507.732	374	1.358		
	Total		1203.165	380			

The outcomes of the study was as expected that consumers are willing to pay more for green products has significant impact on the purchase intention i.e. they are ready to pay extra .The significant value(P-Value) for all statements is 0.00, which is less than 0.05 which indicates the significance of the statement. The deviation from linearity found to be 0.46 which has insignificance.

Measures of Association

	R	R Squared	Eta	Eta Squared
Consumer Attitude I am willing to pay more for green items * Purchase Purpose I procure ecological products as environmentally friendly even if they are more costly	.757	.573	.760	.578

As per the measures of association the R-square value says knowledge of green products explain the consumer attitude up to 57%.

3. Awareness Of Green Products And Purchase Behavior (Efforts Made By Consumers)

The following table shows the analysis of consumer's readiness to pay more for green goods and purchase intention even if they are more expensive- Means are computed with standard deviation.

Report

Green Marketing Practices I am aware of green products

Purchase Behavior I make special efforts to buy products that are recycled	Mean	N	Std. Deviation	Std. Error of Mean	Varia nce
strongly disagree	2.100	20	1.6190	.3620	2.621

Disagree	3.947	38	1.9857	.3221	3.943
somewhat disagree	4.103	29	1.5663	.2908	2.453
Neutral	5.137	95	1.0479	.1075	1.098
some what agree	5.264	53	1.4163	.1945	2.006
Agree	5.430	86	1.3594	.1466	1.848
strongly agree	6.333	60	.7051	.0910	.497
Total	5.052	381	1.6375	.0839	2.681

The table gives the comparison of means of both awareness of green products and special efforts made to buy recycled products. Hence, out of the 381 respondents 86 respondents are agreeing that they make special efforts to make recycled products. 95 respondents are neutral.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Green Marketing Practices I am aware of green products * Purchase Behavior I make special efforts to buy products that are recycled.	Between Groups	(Combined)	360.628	6	60.105	34.146	.000
		Linearity	309.119	1	309.119	175.614	.000
		Deviation from Linearity	51.509	5	10.302	5.853	.000
	Within Groups		658.322	374	1.760		
	Total		1018.950	380			

The significant value (P-Value) for all statements is 0.00, which is less than 0.05 which indicates the significance of the statement. That confirms there is significant relationship between awareness of green products and special efforts made by consumers to buy recycled products.

Measures of Association

	R	R Squared	Eta	Eta Squared
Green Marketing Practices I am aware of green products Purchase Behavior I make special efforts to buy products that are recycled	.551	.303	.595	.354

As per the measures of association the R-square value confirms awareness of green products explain the hard yards of the end users to buy recycled products up to 30%.

4. Purchase Habits And Changing Consumption Pattern Due To Environmental Concerns

The following table shows the analysis of environmental impact of individual actions and change in the consumption patterns due to environmental concerns- Means are computed with standard deviation.

Report

Green Marketing Practices I judge the ecological impact of my actions

Purchase Behavior I have changed products for environmental reasons	Mean	N	Std. Deviation	Variance	Std. Error of Mean
strongly disagree	2.000	17	1.2247	1.500	.2970
Disagree	2.000	19	1.0541	1.111	.2418
somewhat disagree	3.429	28	1.4254	2.032	.2694
Neutral	5.212	52	1.2885	1.660	.1787
somewhat agree	5.301	73	.8610	.741	.1008
Agree	5.456	103	1.3704	1.878	.1350
strongly agree	6.337	89	.9408	.885	.0997
Total	5.123	381	1.6884	2.851	.0865

The table gives the comparison of means of environmental impact of individual actions and change in the consumption pattern due to environmental reasons. Hence, out of the 381 respondents 103 respondents are agreeing that they are prepared to change their utilization design because of ecological concerns.

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Green Marketing Practices I judge the ecological impact of my actions * Purchase Behavior I have changed products for environmental reasons	Between Groups (Combined)	576.861	6	96.143	71.015	.000
	Linearity	504.245	1	504.245	372.452	.000
	Deviation from Linearity	72.616	5	14.523	10.727	.000
	Within Groups	506.341	374	1.354		
	Total	1083.202	380			

The significant value (P-Value) for all statements is 0.00, which is less than 0.05 which indicates the significance of the statement. It says there is a significant relationship between environmental impact of individual actions and changing consumption pattern.

Measures of Association

	R	R Squared	Eta	Eta Squared
Green Marketing Practices I judge the ecological impact of my actions * Purchase Behavior I have changed products for environmental reasons	.682	.466	.730	.533

As per the measures of association the R-square value confirms environmental impact of individual actions explain the change in the consumption pattern due to environmental concerns up to 46%.

5. Environmentally Responsible And Efforts To Reduce The Usage Of Plastic

The following table gives the comparison of means and calculated standard deviation for the statements – individual's responsibility towards environment and effort of the individual to reduce the usage of plastic.

Report

Green Marketing Practices I would depict myself as ecologically accountable

Purchase Behavior I make every effort to decrease the utilization of plastic	Mean	N	Std. Deviation	Std. Error of Mean	Variance
strongly disagree	1.333	18	.6860	.1617	.471
Disagree	3.048	21	1.9099	.4168	3.648
somewhat disagree	3.000	20	1.0761	.2406	1.158
Neutral	5.179	28	1.3348	.2523	1.782
somewhat agree	5.404	52	.9953	.1380	.991
Agree	5.522	115	1.2659	.1180	1.603
strongly agree	6.252	127	.8995	.0798	.809
Total	5.257	381	1.7036	.0873	2.902

The table gives the comparison of means of individual's responsibility towards environment and efforts to reduce the usage of plastic. Hence, out of the 381 respondents 115 respondents are consenting to try everything to lessen the utilization of plastic and 127 respondents strongly agree.

ANOVA Table

		Sum of Squares	Df	Mean Square	F	Sig.
Green Marketing Practices I would depict myself as ecologically accountable * Purchase Behavior I make every effort to decrease the utilization of plastic	Between Groups (Combined)	616.581	6	102.764	79.047	.000
	Linearity	559.747	1	559.747	430.564	.000
	Deviation from Linearity	56.834	5	11.367	8.744	.000
	Within Groups	486.211	374	1.300		

Total	1102.793	380			

The significant value (P-Value) for all statements is 0.00, which is less than 0.05 which indicates the significance of the statement. It says there is a significant relationship between individual's responsibility towards environment and every possible effort to reduce the usage of plastic.

Measures of Association

	R	R Squared	Eta	Eta Squared
Green Marketing Practices I would depict myself as ecologically accountable * Purchase Behavior I make every effort to decrease the utilization of plastic	.712	.508	.748	.559

As per the measures of association the R-square value says responsibility of individual's towards the environment and efforts of the individuals to reduce the usage of plastic up to 50%.

3.3. Reliability Testing

To find out the consistency of statements grouped to check the hypothesis, cronbach's alpha, Spearnman-Brown coefficient and Guttman Split Half coefficient has been calculated, the reliability test confirms the statements are having excellent reliability between different items.

Reliability Statistics

Cronbach's Alpha	Part 1	Value	.887
		N of Items	5ᵃ
	Part 2	Value	.905
		N of Items	4ᵇ
	Total N of Items		9
Correlation Between Forms			.901
Spearman-Brown Coefficient	Equal Length		.948
	Unequal Length		.949
Guttman Split-Half Coefficient			.940

The scale statistics is also found to be significant i.e Mean Variance and standard deviation.

Scale Statistics

	Mean	Variance	Std. Deviation	N of Items
Part 1	24.764	52.097	7.2178	5ᵃ
Part 2	20.446	36.579	6.0481	4ᵇ
Both Parts	45.210	167.377	12.9374	9

IV. FINDINGS AND CONCLUSION

The findings of this study necessitate rejecting the null hypotheses and accepting the alternative hypotheses. It considers and further validates understanding of green marketing and the individual's awareness of ecological goods (package and design of eco friendly products) has a significant relationship as per the analysis. On the other hand end users mind-set towards paying a premium price for eco friendly goods and purchase objective to pay more price than non- green products found to be significant. Knowledge of the green goods and special efforts to buy goods that are made from used material. Also, environmental impact of individual's actions and changing consumption pattern for environmental reasons found to significant. Finally individual's responsibility towards the environment and efforts of the individual's to reduce the usage of plastic has a significant relationship.

An enquiry on the selected variables representing the significance of environmental belief shows significant impact on the purchase objective of the end users. The package and design adds a new facet in the marketing of green products which finds a significant impact on consumer behavior and purchase intention. Individuals are environmentally responsible and making sincere efforts to reduce the usage of plastic.

V. AVENUES FOR FURTHER RESEARCH

The study is partial, have analyzed only the Percentage analysis, F-Test & ANOVA. By using

the same set of dependent and independent variables Spearman and Logit regression modeling can be done to draw some more inferences towards the awareness of the Green marketing practices, consumer attitude to purchase eco-friendly products as well as purchase motives and conduct.

REFERENCES

[1]. Swati Agarwal . (2014). GREEN MARKETING IN INDIA IN 21st CENTURY-ROLE AND OPPORTUNITIES. *International Journal of Education and Science Resear Review* , 186-192.

[2]. A Muthukumaran. (2015). Emerging Strategies of Green Marketing in India. *international journal of applied research* , 553-556.

[3]. Babita Saini. (2017). Green Marketing In India: Emerging Opportunities And Challenges . *IOSR Journal of Business and Management (IOSR-JBM)* , 67-73.

[4]. D.N.V.Krishna Reddy . (2017). A study on Impact of Green Marketing on Sustainable Development (With Reference to Khammam District) . *National Conference on Marketing and Sustainable Development* , 86-106.

[5]. Dominika Moravcikova et.al. (2017). Green Marketing as the Source of the Competitive Advantage of the Business. *MDPI-SUSTAINABILITY* , 2-13.

[6]. *green marketing*. (n.d.). Retrieved from https://www.businessmanagementideas.com: https://www.businessmanagementideas.com/marketing/green-marketing/20101

[7]. *green marketing*. (n.d.). Retrieved from https://shodhganga.inflibnet.ac.in/: https://shodhganga.inflibnet.ac.in/bitstream/10603/132672/10/10_chapter%202.pdf

[8]. Harendra Pal Singh Chauhan&Ramesh Chaturvedi. (2015). GREEN MARKETING INITIATIVES IN INDIA: AN OVERVIEW . *International Journal of Management Research & Review* , 834-844.

[9]. J. Bharanitharan. (n.d.).Jaya Tiwari . (2016). Green marketing in India: An Overview. *journal of business and management -IOSR* , 33-40.

[10]. Mamta Goyal. (2015). Green Marketing In India :Opportunities And Challenges. *international journal of Business Management* , 880-887.

[11]. P.Aswani et.al. (2016). GREEN MARKETING IN INDIA CONTEXT . *ICRISICM* , 1039-1045.

[12]. R.Balaji . (2014). Enhancing Global Environment through Green Marketing . *International Journal of Innovative Research in Science, Engineering and Technology* , 15130-15133.

[13]. Ravinder Kaur . (2017). Green Marketing in India –An Overview. *Biz and Bytes* , 203-208.

[14]. Shrestha, S. (2018). Analysis of Green Marketing Tools towards Consumer Purchase Intention in Kathmandu . *Rosebay Consulting limited* , 37-57.

[15]. Shruti Garg and Vandana Sharma. (2017). Green Marketing: An Emerging Approach to Sustainable Development . *International Journal of Applied Agricultural Research* , 177-184.

[16]. SNEKHA&SASIKALA. (2017). Green Marketing in India-A Conceptual Study . *INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN ENGINEERING AND MANAGEMENT* , 45-57.

[17]. Swapnil D. Kharde . (2016). Indian Scenario of Green Marketing. *joural of research* , 37-41.

[18]. *the balances mb*. (n.d.). Retrieved from https://www.thebalancesmb.com: https://www.thebalancesmb.com/green-marketing-2948347