

GREEN MARKETING AS A TOOL INFLUENCING CONSUMER PREFERENCES AND PERCEPTION IN CHENNAI CITY

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Abstract

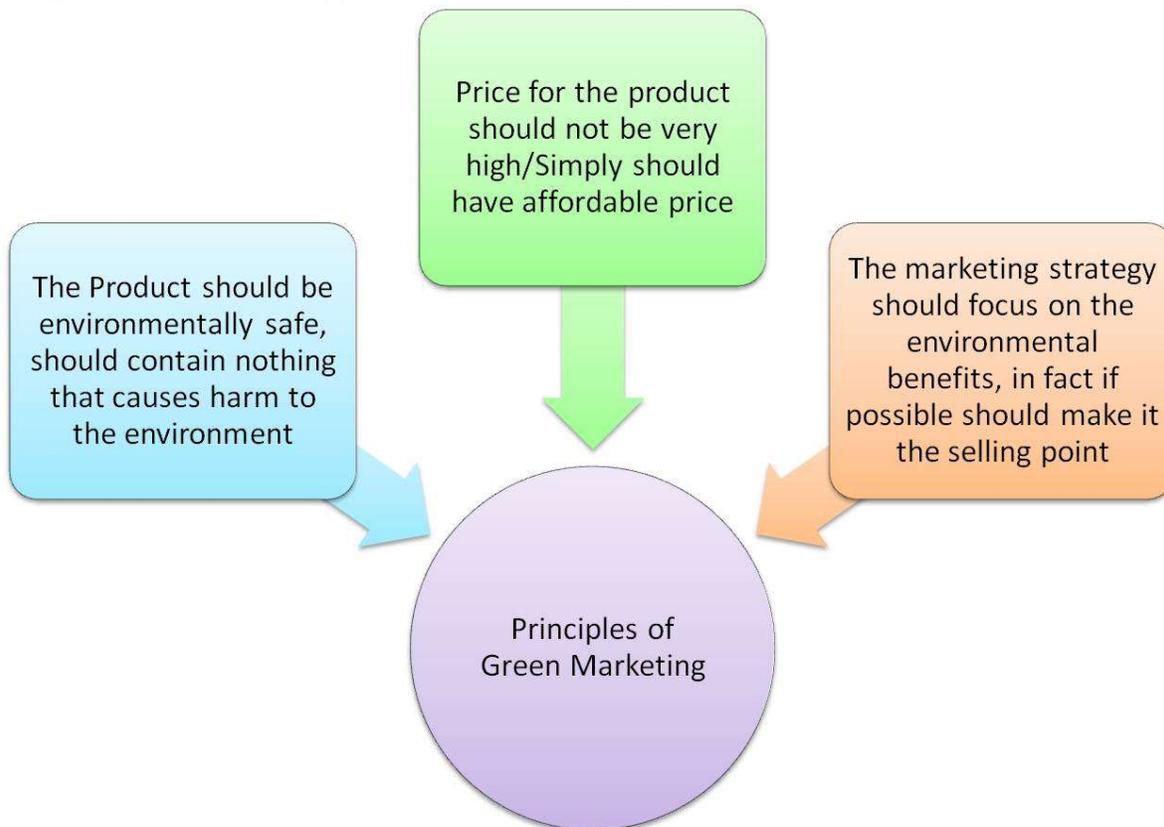
The movement of environmentalism has rapidly become a phenomenon on a global scale. The marketing industry has also risen to the occasion and is beginning to react to the environmental concerns by putting environmentally responsible marketing practices into action. Consumers in India are becoming more aware of the benefits of engaging in environmentally conscious marketing. In India, several of the firms are using environmentally friendly marketing techniques. Therefore, the idea of green marketing is not the new slogan that commercial organisations are using to ensure their continued existence. This research is to investigate how consumers' perceptions of green values are shaped by green marketing efforts made by promoters and how such perceptions influence consumers' purchase decisions about environmentally friendly and sustainable goods. It sheds more insight on customer perception as well as the effect of green marketing communication, allowing one to better understand how consumers are persuaded to choose environmentally friendly goods. The main objectives of the research are i) to examine the level of awareness of Indian consumers about green products and practices. ii) to extent the green values of the customers and iii) to identify the factors that influences the customer persuasion to buy green products. The study is aimed to study the customers' perception towards the green marketing. The marketing tool is considered as essential part of the eco-friendly system and to protect the people from the health hazards. This study is descriptive in nature covering the customers' awareness towards the green marketing, their perception or green values towards the marketing and the factors considered by the customers while buying the products in green marketing. The study has been carried out with 250 sample respondents from Chennai city who have been selected using the convenient sampling technique. The data have been collected using the interview schedule and Google forms. The data were analyzed using the SPSS software and simple percentage, descriptive statistics, parametric and non-parametric tests are used. It is concluded that the awareness of the respondents towards the health benefits, environmental aspects of the green products and awareness about the eco-labels and branded products availability are significantly high

Keywords: *Green marketing, consumer preferences, Eco-Friendly Marketing and Factors influencing the buyers*

Introduction

"Green Marketing" evolved as the new marketing concept that was welcomed by consumer groups that demanded ecologically friendly goods. This is a crucial avenue to address the issues of global warming in the current century. Therefore, current marketing trends need to be

continuously examined and investigated to establish the rapidly changing behaviour of customers, and commercial organisations need to adjust their product or service offerings in accordance with the findings of this study. Consumers these days are very conscientious about the potential for a product's or service's use to have an adverse effect on the natural world. This tackles difficulties that are related to observable changes in the climate as a result of human-caused global warming and rising levels of pollution in the air, water, and land. Green marketing goes under a number of different names, including environmental marketing amongst others. Green marketing is also known as "eco-friendly marketing." As a direct consequence of this, "green marketing" refers to a wide range of different activities. These efforts include making modifications to the product, the production process, and the packaging, as well as changing advertising or getting rid of any activity that has a negative impact on the environment. As a result of the fact that our world is now dealing with a greater number of environmental issues than it ever has before, it is very essential for companies to work toward being more environmentally friendly and to market themselves in this way. "Green marketing" is becoming an increasingly important kind of advertising strategy as a direct result of increased levels of customer understanding and concern over environmental issues. When following to the concepts of the green or ecological marketing approach, businesses have an obligation to preserve moral and ecologically acceptable standards when it comes to their dealings with customers, suppliers, dealers, and employees.



Background of the study

Awareness of environmental problems has developed into not just a matter of concern on a global scale, but also one that makes substantial demands on academic investigation. This is a result of the globalization of environmental concerns. Since the 1970s, the environmental movement has been responsible for a positive change in the buying patterns of consumers. This transition has occurred as a direct result of the environmental movement (Linda 1996)¹. Because of this change, customers' perceptual experiences have been significantly disrupted, which has led to an increase in customers' concern for the preservation of the environment and the prevention of any future damage to it. It is essential to carry out a survey in order to ascertain the levels to which the different categories of organisations are engaged in activities aimed at reducing their impact on the environment. The process by which a customer decides to make a purchase typically consists of the five stages listed below in this order: the customer recognizes a need for a benefit, the customer searches for information, the customer evaluates options, the customer decides to make the purchase, and the customer evaluates the purchase after it has been made. A number of factors, such as social, cultural, psychological, and behavioural aspects, as well as marketing mix and circumstances, all have an impact at some point or another on the decision that a consumer makes regarding a purchase. This decision-making process takes place during the course of the consumer's journey toward making a purchase. Both businesses and individuals have a responsibility to address issues relating to the environment, and they fulfil this obligation by producing and purchasing products that are less harmful to the natural world. Companies and customers alike have some of the responsibility for addressing environmental concerns. In this context, it is important to bring to your notice the fact that one's devotion to the environment and one's engagement in activities that are favourable to the environment are two independent concerns. Although businesses and customers each have an essential role to play in this context, the choice made by customers is the most significant one because it motivates companies to produce products that are less harmful to the environment (Suplico, 2009)². People are not going to buy a product that is known to be harmful to human health in addition to the environment, natural resources, plants, and animals. This is something that should not come as a surprise (Lee, 2008). The acquisition of this knowledge might play a significant role in the transformation of the purchasing patterns of customers and develop a positive attitude toward products that are kind to the environment. Therefore, it is vital to conduct research in a variety of contexts, including geographical, social, situational, and temporal (Elham Rahbar, 2011)³.

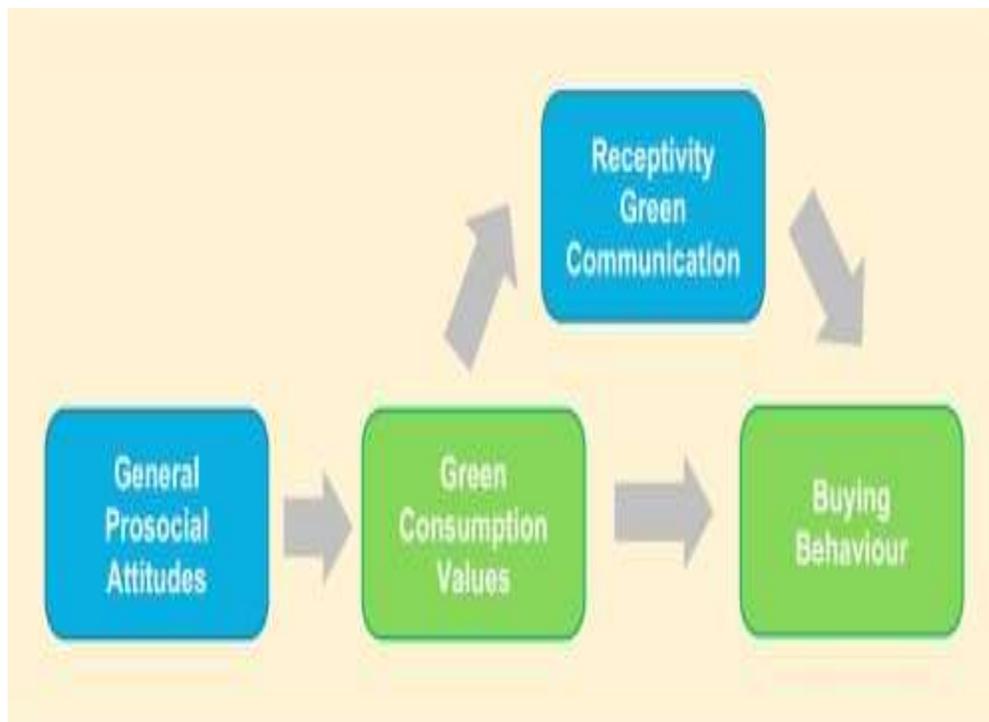
The Role of Eco-Friendly Marketing in Gaining a Competitive Advantage

¹ Linda F. Alwitt, R. E. (1996). "Predicting Purchase Intentions for an Environmentally Sensitive Product". *Journal of Consumer Psychology, Volume 5 (1)*, pp. 49-64.

² Suplico (2009). "Impact of green marketing on the students' purchase decision". *Journal of International Business Research, Vol. 8(2)*, pp. 2-4

³ Elham Rahbar (2011). "Investigation of green marketing tools' effect on consumers' purchase behavior". *Business strategy series, Vol. 12(2)*, pp. 73-83.

In the current climate, it is essential for any company or business organisation to adhere to the environmental aspects of their respective business activities in order to fulfil the requirements of their clientele, safeguard the legal rights of their customers, and fulfil their obligations to the community. To put it another way, there need to be a lessening of the unfavourable effects on the environment and on society in general as a whole. As a result, it has been proposed that more focus should be placed on the development of new items that are unadulterated by artificial elements rather than on efforts to enhance goods in the final stage of manufacture. Companies will be progressively forced to switch to the implementation of the green marketing strategy as a result of pressure from the government, their rivals, and their consumers. Companies may improve their marketing positions by reengineering the manufacturing processes, inventing product design and services, and so on; this would make it possible for the companies to keep their competitive edge in the market. As a result, a green marketing strategy is not just focused on meeting the requirements of individual customers, but rather on doing so in a way that is also beneficial to society. It is possible that the strategic approach of the green marketing approach will first get a tepid reaction. This is because this strategy requires a complete commitment of both time and money in order to achieve desirable outcomes.⁴



Sustainable consumerism

⁴ Alsmadi (2007). "Green marketing and the concern over the environment: measuring environmental consciousness of Jordanian consumers". *Journal of Promotion Management*, Vol.13 (3-4), pp. 339-361.

The growing nature about the state of the environment all over the globe, there has been a slow but steady rise in the demand for items that are friendly to the environment. Because of their preference for environmentally friendly items over traditional options, such customers have been dubbed "green consumers" by businesses serving those markets. As a result, eco-friendly consumption plays a catalytic role in the ushering in of corporate environmentalism and in making commercial enterprises green marketing orientated. The concept of "green consumerism" refers to an increased public awareness of the urgent problems facing the environment. Marketers have high hopes of increasing their earnings by inventing tactics that would enable customers to incorporate environmentally friendly items into their lives. For instance, the "organic" business is one that specializes in the selling of foods, health and nutritional items, and other things related to green lifestyles that are produced using organic methods. The study of understanding the process of purchasing goods and services, as well as their consumption and disposal of things, is what is referred to as "green consumer behaviour." The utilisation of a product or service is of relevance to markets since it contributes to the positioning of the product in the market and may thus drive higher green consumption. Studies of environmentally conscious consumer behaviour in India have shown a growing interest in post-purchase behaviours such as product disposal and recycling. "Without a doubt, the concept of the environmentally conscious customer is often swept under the rug and replaced with phrases like ethical consumerism," asserts (Connolly and Prothero, 2008)⁵.

5 Ways PMOs Can Drive Competitive Advantage



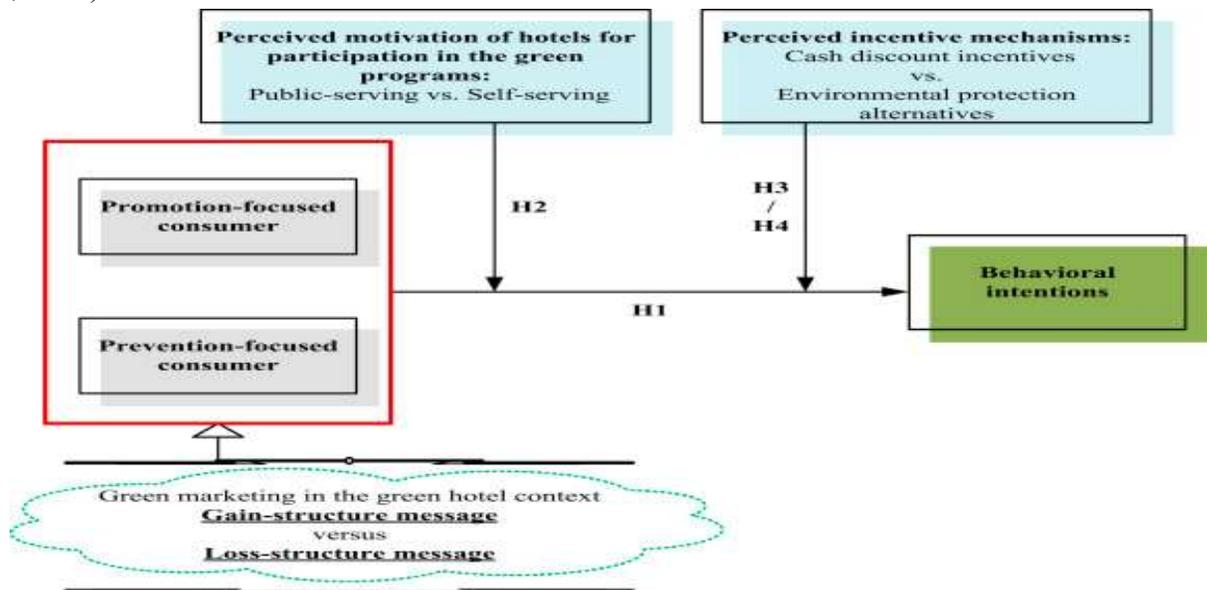
In a few additional research, the identification of a green customer was accomplished by using psychographic features, such as political orientation and environmental concerns. These studies were superior to others in their ability to evaluate differences between environmentally

⁵ Connolly and Prothero, (2008). "Green consumption: Life-politics, risk and contradictions". *Journal of consumer culture*, Vol. 8(1), pp.117-145.

conscious consumer behaviour and demographic parameters. In the typology that was produced by US Roper Starch Worldwide (2000) for the purpose of classifying the green market segmentation, the "greenness" of the consumers was one of the factors that was taken into account.. Concern for the environment is incomprehensible when seen through the lens of conventional segmentation characteristics, independent of demographic factors such as age, wealth, and so on. The empirical research demonstrates that there is not a single impassioned person who is a consumer who is worried about the environment in a variety of settings at all times. As a result, ecological concern is argued to be more of a multi-dimensional construct consisting of information, attitudes, and actions that, depending on the context, may or may not contribute to environmental worries.⁶

The Process of Green Marketing

The process of green marketing includes a number of different Ps, both external and internal. After the application of both exterior and internal Ps, environmentally friendly success will result immediately from the application of four Ss. The seven Ps that pertain to the outside world are as follows: Paying consumers, Providers, Politicians, Pressure groups, Problems, and Predictions. Partners. In addition, the seven internal Ps consist of products, promotions, prices, locations, the provision of information, and policies. After incorporating the seven external and internal Ps, we were able to come up with the green successes through the use of the four Ss. These included the satisfaction of the needs of the stakeholders, the safety of the products and processes, the social acceptability of the company, and the sustainability of the activities it engages in. (Peattie, 1992)



Products that are Environmentally Friendly

⁶ Jain and Kaur (2004). "Green marketing: An attitudinal and behavioural analysis of Indian consumers". *Global Business Review*, Vol.5(2), pp.187-205.

Products are considered to be environmentally friendly if they are made using environmentally friendly processes and do not emit harmful chemicals into the atmosphere or deplete natural resources in any way. It is important to spread awareness about green technology and green goods in order to ensure the preservation of natural resources and long-term sustainability⁷. Green Products: Green products are products that have features such as fair prices, renewable resources, lower energy consumption, and lower rates of waste and pollution. They also have an environmentally friendly promotional tool, a green tag or green label attached to them, are made from recycled materials, and care about the health of their consumers.

Green Marketing Regulations

Environmental (Protection) Act, 1986: The Environmental (Protection) Act, 1986 was passed in response to this constitutional mandate. It stipulates that every person is obligated to "guard and develop the natural environment," which must include "forests, lakes, rivers, and wildlife," in order to comply with the law. Both the Directive Principles of State Policy and the Fundamental Rights make reference to the need of protecting the surrounding natural environment. Prior to its establishment in 1985, the Ministry of Environment and Forests was referred to as the Department of Environment in 1980. The Department of Environment's primary responsibility was to ensure that the environment of the nation was healthy. The Ministry of Environment and Forests was not established until 1985.

The System for Environmental Labeling: The Indian government established the eco-labeling programme Ecomark in 1991 with the intention of raising the level of environmental consciousness among customers and making it simpler for them to recognize environmentally friendly items. A product is considered to be environmentally friendly if it may be used or discarded in a manner that does not have a negative impact on the natural environment. The standards have a "cradle-to-grave" approach, which means that they begin with the extraction of raw materials and continue through manufacture and disposal. Consumer items that get an award from the Indian Standards Association have shown that they satisfy the relevant benchmarks for environmental and quality requirements. The Eco mark certification, which recommends actions that are better for the environment (Sahu 2012)⁸.

Review of literature

Deepak Bhale and George (2020)⁹ explored Consumers exhibited a high degree of knowledge about green marketing strategies and goods, which was proven to be the case. The responders shown a high level of commitment to environmentally friendly principles. Research

⁷Shrikanth, R., & Raju, D. S. N. (2012). *Contemporary green marketing, brief reference to Indian scenario. international journal of social sciences & interdisciplinary research, Vol.1(1), pp.26-39*

⁸Sahu, T. (2012). "Green marketing: an attitudinal and behavioral analysis of consumers in Pune". (Theses), Symbiosis International University.

⁹Deepak Bhale and George (2020), "Green Marketing: A Study Of Consumer Perception And Preferences In Gwalior City", *Journal of Emerging Technologies and Innovative Research, Vol.7 (3), pp. 391-395.*

has provided valuable insights for businesses that sell environmentally friendly goods and hints to the need of developing marketing communication strategies to promote environmentally friendly goods owing to the high level of consumer interest in green issues. The "knowing/understanding consumers" concept, sometimes known as "perception of consumer behaviour," is not as straightforward as it would first seem. The majority of the time, customers articulate their requirements and anticipations in accordance with the circumstances at hand, and the manner in which they do so might change rather swiftly. There are instances when customers are not yet aware of the inner impulses that drive their buying decisions or the external elements that might influence it and alter their view at the time of purchase. However, it is of the utmost importance for marketers to study and survey the demands of their customers in a highly subjective manner in order to get an understanding of their customers' perceptions, requirements, and expectations, as well as their behaviour throughout the purchasing process (Kotler 2014)¹⁰.

The significance of the research

Green marketing is gaining steam among enterprises and industrial organisations as a direct consequence of a paradigm change in purchasing behaviour and as a direct effect of restrictions imposed by the government. Because there is a finite amount of resources and an infinite amount of demand from customers, it is essential for businesses to concentrate on adapting to the behaviours of customers about their purchasing and how they use their products. When businesses differentiate their goods as environmentally friendly, they not only help their consumers but also provide themselves a competitive edge by adopting green marketing strategies and distinguishing their goods in this way. It is a principle that is widely acknowledged that people and organisations have the right to work toward the achievement of their goals in order to fulfil their needs. (Rajeev Kumar, 2017)¹¹.

The Need for the Research

"Green marketing" has lately emerged as most major areas of concentration in the marketing business. This is likely due to the fact that it has the potential to provide marketers with a competitive advantage. Despite this, investments need to be made in order to improve technology, alter processes, and communicate benefits to customers, and so on. A large number of companies in India have, as of late, begun marketing themselves as environmentally responsible businesses in response to specific government legislation as well as a movement in the desire of customers all over the world. This movement in the desire of customers all over the world has been occurring recently. Because there hasn't been a lot of research done on green marketing in India, it is unknown whether or not buyers are aware of the ecologically friendly products that are accessible to them. Concerning the Indian consumer's attitude toward environmentally friendly products, as well as the link between that attitude and their purchase choices, there is some room for discussion. Green marketing is not the same as traditional marketing, thus in order for

¹⁰ Kotler, P., Armstrong, G. ,(2014). "Principles of Marketing". Global Edition, 15/E. Pearson Prentice Hall, Upper Saddle River, NJ.

¹¹ Rajeev, K. (2017). "Green Marketing Strategies and their Impact on Business Performance", Thesis submitted I Department of Management Studies, Uttarakhand Technical University.

marketers to be successful with green marketing, they need to be aware of the factors that inspire people to buy environmentally friendly products. The research seeks to address the research question of what factors influence consumer decisions on whether or not to buy environmentally friendly items, and it will do so by investigating those factors. In order to preserve the continuous existence of people in a condition of good health, it is essential to find solutions to the problems posed by warming of the planet's atmosphere and the loss of the ozone layer. Everyone, regardless of their socioeconomic standing or place in the middle class, upper class, or corporate world, has the same objective in life, which is to live a life that is alive with health and energy to the fullest extent possible. Obtaining monetary success is the objective of any commercial enterprise; however, achieving this objective should not be pursued at the expense of degrading the natural environment in order to keep a profitable business. Rather, achieving this objective should be pursued in a manner that does not compromise the natural environment. Lately, people all across the world have been coming to the realization that this is true more and more. The business class is coming to terms with this awareness, which is establishing corporate citizenship. It has been discovered that green marketing by the corporate sector is still motivated by a self-serving desire to maintain a sustainable company over the long run by assuaging the concerns of consumers and winning favour with regulatory bodies. The manufacturing sectors in Asian countries are well aware of the need to implement environmentally responsible business practices at a level comparable to those of industrialized nations. Despite this, there is a significant disconnect between their knowledge of green marketing and their actual application of it (Mishra and Sharma, 2010)¹². This study focuses on green products and services from the point of view of consumers solely to show their awareness towards green marketing, their motivations to apply for green products, and effecting factors on green marketing adaptations by the consumers. It is based on an analysis of the opinions that Indian consumers have regarding green marketing. This research is being conducted with the goals of gaining an understanding of the notion of "green marketing" as well as assisting customers in making choices that are suitable, right, and compatible with the environment.

Research Problem

Due to the fact that green marketing is still in its infant stage, there has not been a significant amount of research conducted on the topic in India. It is unclear how Indian customers feel about environmentally friendly items, and it is unclear how green ideals relate to the preferences of Indian customers. The conventional marketing techniques and the environmentally friendly marketing methods are completely different in many significant ways. Therefore, it is important for marketers to be able to understand the elements that drive consumers to purchase environmentally friendly goods. The purpose of this study is to analyze the research question posed earlier, which seeks to uncover the elements affecting customers' decisions on whether or not to purchase environmentally friendly items.

¹²Mishra and Sharma (2010). "Green marketing in India: Emerging opportunities and challenges". *Journal of Engineering, Science and Management Education*, Vol. 3(1), pp.11-14.

Objectives

The objectives of the research are

1. To examine the level of awareness of Indian consumers about green products and practices.
2. To extent the green values of the customers.
3. To identify the factors that influences the customer persuasion to buy green products.

Research Methodology

The study is aimed to study the customers' perception towards the green marketing. The marketing tool is considered as essential part of the eco-friendly system and to protect the people from the health hazards. This study is descriptive in nature covering the customers' awareness towards the green marketing, their perception or green values towards the marketing and the factors considered by the customers while buying the products in green marketing. The study has been carried out with 250 sample respondents from Chennai city who have been selected using the convenient sampling technique. The data have been collected using the interview schedule and Google forms. The data were analyzed using the SPSS software and simple percentage, descriptive statistics, parametric and non-parametric tests are used.

Hypothesis

The study has framed the following hypotheses based on the objectives of the study.

- There is no significant difference in the awareness level of the customers towards various dimensions of the green marketing
- There is no significant difference in the perception of the customers towards the green values according to their nature (age, gender, marital status, educational status and the level of income).

Analysis Interpretation and Results

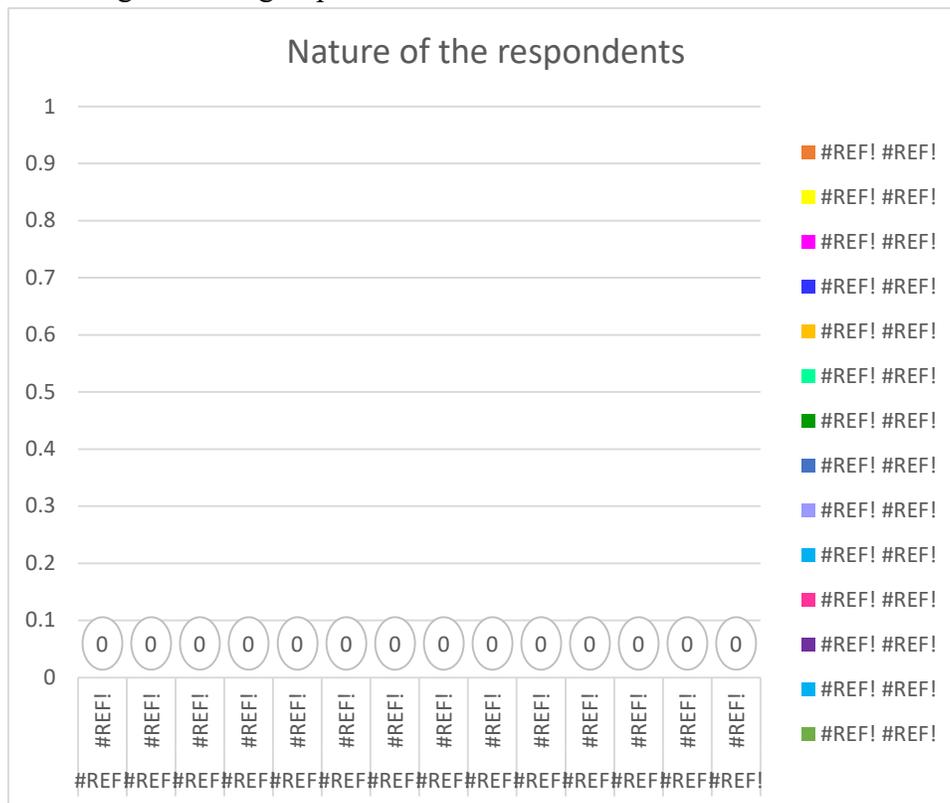
The study has been carried out with 250 sample respondents from various socio-economic natures. The age, gender, marital status, educational status and income level are considered as important factors influencing the behaviour of the customers. The distribution of the respondents based on these characteristics is given below.

Table 1: Nature of the respondents

Demographic nature		Number of respondents	Percent
Age	Young	74	29.6
	Middle	123	49.2
	Old	53	21.2
Gender	Male	132	52.8
	Female	118	47.2
Marital status	Single	74	29.6
	Married	176	70.4
Educational qualification	School level	12	4.8
	Graduation	114	45.6

	Post graduation	80	32.0
	Others	44	17.6
Annual income	Low	77	30.8
	Middle	85	34.0
	High	88	35.2
Total		250	100.0

The respondents are grouped as young (aged below 25 years), middle age (from 25 years to 40 years) and old (more than 40 years) based on their age. The result indicates that 74 (29.6%) respondents are from young age group, 123 (49.2%) belong to the middle age group and 53 (21.2%) are aged more than 40 years. 132 (52.8%) respondents are male and 118 (47.2%) are female. According to the marital status, it is observed that 74 (29.6%) are unmarried and 176 (70.4%) are married. The classification of the respondents based on their educational status shows that 12 (4.8%) have studied upto school level, 114 (45.6%) are graduates, 80 (32.0%) are post graduates and 44 (17.6%) are from others category. The respondents are grouped based on their annual income of their family, as low income group (less than Rs. 5 lakhs pa), middle income group (Rs. 5 lakhs to Rs. 10 lakhs) and high income group (more than Rs. 10 lakhs pa). 77 (30.8%) respondents are from low income family, 85 (34.0%) belong to the middle income family and 88 (35.2%) are from high income group.



Awareness

The awareness of the customers is very important factor to determine their behaviour. It enlightens them to get the pros and cons of the products, particularly, towards the products available in green marketing as they are specialized with eco-friendly nature. This study measures their awareness in 5 dimensions like health benefits, available brands, point of purchase, eco-labels for the green products and environmental aspects of the products purchased. Their awareness about these dimensions are observed using 5 point Likert scale. The significant difference in the awareness level is shown in the following table.

Table 2: Awareness towards the green marketing

Awareness	Mean	Std. Deviation	Mean Rank	Rank
Health benefits	2.85	1.034	3.22	I
Various brands	2.68	1.011	2.90	III
Point of purchase	2.59	1.065	2.83	V
Eco-labels available	2.69	1.137	2.90	III
Environmental aspects	2.82	1.149	3.15	II

The above table shows that the respondents are highly aware about the health benefits (3.22) of the green products. They are also highly aware about the environmental aspects of the green products (3.15). Thirdly, the eco-labels availability in the green products are also checked by most of the respondents (2.90) and the awareness about the various brands available (2.90) in the green marketing are ranked. The point of purchase (2.83) is known by the less number of the respondents. The hypothesis is to test the significant difference in the awareness level about the various dimensions is checked with Friedman test as below.

Table 3: Friedman Test

N	250
Chi-Square	15.373
df	4
Asymp. Sig.	0.004

The calculated Chi-Square value (15.373) in the Friedman test for the degree of freedom 4 is significant at 1% level. The significance is 0.004 (<0.01). Hence, the hypothesis is not accepted. It is concluded that the awareness of the respondents towards the health benefits, environmental aspects of the green products and awareness about the eco-labels and branded products availability are significantly high.

Green values among the respondents

The perception of the customers towards the green products is understood as the green value possessed by them. The green values is measured with the help of Likert scale and the difference in the mean of the values according to the nature of the respondents is tested with the help of ANOVA and Z tests. The result of the hypothesis testing is given below.

Table 4: ANOVA

Demographic nature		N	Mean	Std. Deviation	F	Sig
Age	Young	74	22.1081	5.05739	1.401	0.248
	Middle	123	22.9756	5.13500		
	Old	53	21.6981	5.02526		
Educational level	School level	12	21.0750	4.70598	3.001	0.031
	Graduation	114	22.9737	5.26545		
	Post graduation	80	23.6667	6.16933		
	Others	44	23.2500	4.67614		
Income level	Low	77	22.0909	5.15339	0.409	0.665
	Middle	85	22.4000	5.15983		
	High	88	22.8068	5.02147		
Total		250	22.4480	5.09737		

The result of the ANOVA test regarding to the hypothesis testing shows that the green values among the middle age group respondents is more (22.9756) than young (22.1081) and old age group respondents (21.6981). But the F value (1.401) shows that the difference in the mean is not significant (p-0.248). It is concluded that the framed hypothesis is true and there is no significant difference in the green values among the customers according to their age.

The educational status of the respondents indicates that the green values are high with the respondents studied post graduates (23.6667) than the mean of the others respondents. The F value is 3.001 which is significant at 5% level (sig. 3.1%). Hence, the proposed hypothesis is not proved. It is found that the green values are increasing among the customers when the education level is increasing.

The green values among the customers of the high income group (22.8068) than the low income group (22.0909) and middle income group (22.4000). But the F value (0.409) reveals that there is no significant difference in the mean of green value across different income level of he respondents. The significance is found at 66.5%. Hence, the null hypothesis is accepted that there is no significant difference in the green value according to the income of the respondents.

Table 5: Z test

Demographic nature		N	Mean	Std. Deviation	Z	Sig
Gender	Male	132	21.9545	4.75806	-1.624	0.106
	Female	118	23.0670	5.41918		
Marital status	Single	74	22.0270	5.10700	-0.846	0.398
	Married	176	22.6250	5.09748		
Total		250	22.4480	5.09737		

The Z test has been used to test the hypothesis for gender and marital status. The green value of the married respondents (23.0670) is higher than the male respondents (21.9545). But the Z score is not significant (p-0.106). Hence the hypothesis is found true that there is no significant difference in the mean between the male and female customers.

The married respondents have high mean of green value (22.6250) than unmarried respondents (22.0270). The difference is not significant (p=0.398). The framed hypothesis is valid. It is concluded that the green value among the respondents does not differ between the married and unmarried respondents.

Factors influencing the buyers

The customers will consider various factors while buying a product. This rule is not exceptional to the green products. This study considers environmental reasons, price, health benefits, brand image, others reference or influence, offer and discounts and the availability of the products. For find the most preferred brand, Garret ranking technique is applied. The result is given in the Table 6.

Table 6: Factors influencing the buyers: Garret Ranking

Factors	Rank	1	2	3	4	5	6	7	Score	Rank
	GV	79	66	58	50	43	35	22		
Environmental reasons	f	139	18	14	28	7	14	30	15832	I
	fx	10981	1188	812	1400	301	490	660		
Price	f	29	146	23	12	11	24	5	15284	II
	fx	2291	9636	1334	600	473	840	110		
Health benefits	f	8	25	154	13	29	10	11	13703	III
	fx	632	1650	8932	650	1247	350	242		
Brand image	f	19	15	11	163	26	8	8	12853	IV
	fx	1501	990	638	8150	1118	280	176		
Others reference	f	17	12	30	15	147	25	4	11909	V
	fx	1343	792	1740	750	6321	875	88		
Offers and discounts	f	14	25	11	9	18	157	16	10465	VI
	fx	1106	1650	638	450	774	5495	352		
Availability	f	24	9	7	10	12	12	176	8204	VII
	fx	1896	594	406	500	516	420	3872		

The result shows that the respondents mostly consider the environmental reasons (15832) before buying the products in green marketing. The price (15284) is ranked second as most preferred factor. The green products are made for environment friendly and healthcare nature. Hence, most of the respondents also analyze the health benefits of the green products (13703). Brand image (12853), others persons, friends or family members, influence (11909), offer and discount (10465) and the availability of the products (8204) are ranked subsequently in fourth, fifth, sixth and seventh respectively.

Conclusion

The Green Marketing movement is only getting started in India. The government has to pass strict laws that force businesses to produce environmentally friendly goods and consumers to buy them. Because consumers are not aware of the green initiatives that are being conducted by different government and non-government bodies, there is a need for additional efforts to be made

in this respect by organisations. It is concluded that the awareness of the respondents towards the health benefits, environmental aspects of the green products and awareness about the eco-labels and branded products availability are significantly high. A successful marketer, when seen from the perspective of marketing, is one who not only satisfies the demands of the customers, but also produces and supplies items that are tailored to the preferences of the consumers. The practice of green marketing should contribute to the preservation of the environment for future generations. A decrease in pricing should be considered by the marketer in order to encourage more use of the environmentally friendly product.

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