

# “Shopper Mindfulness and Acuity Near Green Marketing in India”

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**Abstract**— Green marketing is the advertising of crops that are supposed to be ecologically benign. It joins a comprehensive series of doings including creation alteration, vagaries to the making development, justifiable wrapper as well as changing advertisement. Thus, green selling refers to full selling concept that making, eating and discarding of foods and facilities chance in a routine that is less injurious to the location with emergent alertness about the implication of global warming, non-biodegradable solid surplus, detrimental power of toxins, etc. both sellers and users are pretty increasingly subtle to the need for green products and services.

While the shift of ‘green’ may seem to be luxurious in short run, it will prove to be essential and useful in the long run. This study is essential to classify whether the customers in India are aware of green marketing and green foodstuffs. It classifies the general ecological beliefs of customers. It inspects the factors moving procurement performance of customers for green crops. It focuses the reasons which make the customers keen to pay for green products. For this purpose, primary data were collected from 150 sample respondents using a well – structured survey. Boards were used to analyse the data and use Desks, humble proportions to take it.

**Keywords**- Green Marketing, Consumer Awareness and Perception, environment, Eco-friendly.

## I. INTRODUCTION

Global warming and greenhouse gas emission is the main problem which today everybody is facing. Everybody is putting their efforts and innovations to reduce this greenhouse emission. This led to the increasing awareness among the marketers to brand and rebrands their products to their concerns towards this global problem.

One type of environmentally conscious behaviour is environmental consumerism (green buying)-purchasing and consuming products that are benign towards the environment. The increasing number of trades who prefer and are willing to buy eco-friendly crops are making chance for trades that are using "eco-friendly" or "environmentally friendly" as a constituent of their value proposal. This alteration in customer performance and upcoming trends must be spotted by a marketer and offer their products and services to consumer in

order to retain market share and build future green brands. This altering attitude of procurement performance is forcing numerous firms to join green processes.

Due to the increased importance of green marketing, firms continue to launch various kinds of green packaging programs through the introduction of recyclable and reusable packages. Green marketing is considered as one of the major trends in modern businesses. Today, environmental or green marketing is a strategic marketing approach of business organisations.

The desire of customers to acquisition eco-friendly crops and facilities are increasing. Customers are more aware about environmental issues and consequently choose products that do not injury the setting over less ecologically friendly products, even if they cost more. Business firms today are faced with consumers who are ecologically aware when making a

acquisition. Green marketing is becoming a popular research area and many theories have been proposed in the setting of green promotion and consumer behaviour. Green marketing on customer acquisition designs in India. However, one of the basic mildews of green advertising is that possible customers would be eager to pay more for a “green” product. The current study brands an effort to examine the consciousness and readiness of the customer to buy green products.

## II. REVIEW OF LITERATURE

Sharma, A. P. (2021) explored purchasing behavior of consumer towards green products. It is analyzed personal factors affecting green purchase; green purchase; and green marketing mix. Study analyzed various concern for eco environment, eco-labeling and perceived usefulness have been identified as major influencers of green consumer behavior. Further, found that Lack of environmental knowledge, price, perceived associated risks, organizational image, trust, and willingness to pay has been identified as barriers, creating a gap between attitude and actual.

Dr Meghna Sharma, Dr Prachi Trivedi ,Syed Najmus Saqib (Nov 2020) highlighted in their paper conducted among consumers of Delhi/NCR region that increase of awareness towards green products will lead to more green consumption , he says there is less awareness of green products in the city as though consumers are show more interest towards protecting the environment. He also states that consumers consider green products only when they are environment friendly, recyclable, biodegradable, and reusable and energy efficient. Consumers should be made aware of green product and their benefits, more advertisements and campaigns should be done on online platforms to increase awareness and increase green consumption. He also concludes Age and Education level of consumers are the only demographic variables which have significant relationship with consumer awareness about eco-friendly products and factors that affect purchase behavior is Environment sustainability and Health consciousness the factors which demotivate the green purchase are unavailability for products and high price.

The study was conducted on 120 respondents in Feng Chia University. The findings showed that the consumers behaviour of intention to purchase green products are based on a decision making model that integrates cognitive attributes, affective attributes and behavioural intentions in the countries. Environmental awareness indicates that environment effect influence consumer cognition when purchasing green products. The study concluded that government organisation must promote in school education programs and promulgate green policies and environmental protection. Social influences and perceived monetary values significantly affect consumers intention to purchase green appliances.

Poongodi and Gowari (2017) assessed the potential of green marketing and its impact on consumers buying behaviour on green products. The findings showed that consumers are not only aware of 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. It was noted that consumer awareness about the labels and brands of eco-friendly products was high. The study suggested that advertising should be done in attractive ways by using celebrity endorsed to intrude consumers’ minds about the concept of green product. This will increase the awareness about the green product among the consumer that increase the purchase behaviour.

Kumar & Ghodeswar (2015) - Though knowledge among Indian consumers regarding environmental degradation and ozone layer depletion has been noted in the literature, their awareness and behaviour towards green products, green marketing, and further buying behaviour towards eco-friendly products are still beyond the ambit of clear understanding.

## III. STATEMENT OF THE PROBLEM

Nowadays, we all opposite a lot of setting glitches connected to damaging crops. Our mom soil is sorrow from countless ecological subjects and worldwide the administrations are also thoughtful about conservational guard at their importance equal. The companies are wilfully or legally forced to adopt the policies to safeguard the environment and serve the society. These circumstances principal us to reason about employed on green marketing. Green marketing is one of the major areas of interest for marketers as it may provide competitive advantage.

While designing the products or services, the marketer not only considers the needs, taste and preference of the consumers but also identify the other factors influencing their purchase decision like environmental knowledge, environmental concerns and credibility of environmental advertising etc. Green marketing will be successful only if the marketer understands the consumer behaviour properly. In this context it is essential to study the consumer behaviour towards green products and find out the factors influencing the consumer behaviour. In the following part the awareness of consumers about green products, opinion of consumer on green product and a buying behaviour of the consumer is studied.

## IV. RESEARCH METHODOLOGY

The study follows descriptive and causal research method. Both primary and secondary data are used in the study. Secondary data was collected from academic journals and websites. The sample size taken for the purpose of the study is 150 respondents in Indian Market. Simple random sampling is used as sampling technique. The statistical tools like percentage, ranking, used for Data analysis.

## V. RESULTS AND DISCUSSION

TABLE-1 SOCIO-ECONOMIC FACTORS OF THE RESPONDENTS

S.No	Factors		No.of respondents	Percentage
1.	Gender	Male	84	56%
		Female	66	44%

		Total	150	100%
2.	Age	20-30	63	42%
		30-40	42	28%
		40-50	30	20%
		Above 50	15	10%
		Total	150	100%
3.	Educational Qualifications	Illiterate	12	8%
		Below SSC	15	10%
		SSC	21	14%
		Intermediate	18	12%
		Degree	63	42%
		Post Graduate	21	14%
		Total	150	100%
4.	Marital Status	Married	93	62%
		Unmarried	57	38%
		Total	150	100%
5.	Number of members in the family	Less than 3	24	16%
		3 - 5	63	42%
		5 - 7	39	26%
		7 - 10	18	12%
		More than 10	6	4%
		Total	150	100%
6.	Employment Status	Employee	60	40%
		Business	36	24%
		House wife	33	22%
		Any other	21	14%
		Total	150	100%
7.	Monthly Income	Below 20,000	27	18%
		20,000 – 30,000	51	34%
		30,000 – 40,000	42	28%
		40,000 – 50,000	24	16%
		Above 50,000	6	4%
		Total	150	100%

The above table depicts that socio-economic factor of the respondents in which the samples recorded the highest response rate from male of 56% than female of 44%. Distribution of respondent by their age shows that 42% of the majority respondents are 20 to 30 years. Educational qualification reveals that the 56% (42%+14%) of the majority respondents are graduates. The marital status of the respondents is another important profile which was included as one of the profile variables. The marital status of the respondents may influence the financial and family commitment. Their marital status reveals that 62% of the majority respondents are married.

The sample of family size of the respondents it can be concluded from the table that majority of the respondents 42% had a family size of 3-5 numbers in the family. The employment profile of the respondents the value in the table shows that majority of respondents that is 40%, were

employees, further 24% respondents were business holders, 19% were house wife and lowest percentage that 15% respondents were any other category. The monthly income of the respondents where majority of the respondents were 34%, 20,000-30,000 had monthly income, followed monthly income 28% who had 30,000-40,000 monthly income, and 4% to the group who had monthly income above 50,000.

TABLE-2 BUYING BEHAVIOUR OF CONSUMER OF GREEN PRODUCTS

S.No	Statements	Yes		No	
		Frequency	Percentage	Frequency	Percentage
1.	Are you aware of "green products" or Eco-friendly products?	126	84%	24	16%
2.	If green features increase the price of the product, are you willing to pay more?	39	26%	111	74%
3.	Do you think is enough information about "green features" when you buy the product?	81	54%	69	46%
4.	Do you think being environmental friendly is important?	117	78%	33	22%
5.	Have you ever purchased eco-friendly product?	105	70%	45	30%
6.	When purchasing a product, will you first consider eco-friendly product?	48	32%	102	68%
7.	Do you always purchase eco-friendly product	21	14%	129	86%

Source: Primary Data

Table depicts the opinion of respondents towards green products. The findings reported that out of 150 respondents 84% of the respondents are aware of green/eco-friendly products, however if green features increase the price of products only 26% have shown their willingness to pay while 74% are found unwilling. It was also observed that 54% feel that enough information about "green features" is available while buying green products. The results also pointed at 78% think that being environment friendly is important. About 70% of respondents have purchased eco-friendly products and 30% have not yet purchased. Only 14% of respondents always purchase eco-friendly products and whenever purchasing any product 32% will first consider eco-friendly product.



TABLE.3 SOURCE OF INFORMATION ABOUT GREEN PRODUCTS

Source of information about green products	Frequency	Percentage
T.V	81	54%
Newspapers	18	12%
Magazines	06	04%
Friends	30	20%
Others	15	10%
Total	150	100%

Source: Primary Data

The Table.3 presented the percentage of consumers on the basis of their source of information about green products. The findings shows that majority of the respondents that is 54% became aware of green products through television, 20% through friends, 12% through newspapers, 10% through others and 4% through magazines. Thus television and friends have been important source of generating awareness on green eco-friendly products.

Table.4 Level of awareness about green products

Level of awareness about green products	Frequency	Percentage
Completely aware	66	44%
Partially aware	36	24%
Unaware	48	32%
Total	150	100%

Source: Primary Data

Out of the total 150 respondents, 44% of the respondents were aware of the eco-friendly products, while 24% of them was partially aware and 32% of the respondents were unaware of the eco-friendly products.

TABLE.5 PERCEPTIONS REGARDING THE PRICES OF ECO-FRIENDLY PRODUCTS

Perceptions regarding the prices of eco-friendly products	Frequency	Percentage
Higher	105	70%
Same as other products	18	12%
Not concerned	12	08%
Lower	15	10%
Total	150	100%

Source: Primary Data

Table.5 reveals that a majority (70%) of the respondents feel that the prices of green products are higher when compared to non-eco-friendly products, while 12% of the respondents feel that the prices are same as the non-eco-friendly products. 8% of the respondents were not concerned about the prices, while 10% of the respondents feel that green products are less expensive than the non-eco-friendly products.

TABLE.6 CONSUMERS ATTITUDE TOWARDS PAYING MORE MONEY ON GREEN PRODUCTS

Consumers attitude towards paying more money on green products	Frequency	Percentage
Enhance a quality of life	21	14%
Environmental protection responsibility	63	42%
Potential increase of product value	33	22%
Getting high level of satisfaction	33	22%
Total	150	100%

Source: Primary Data

The data show in table.6 give the percentage of Consumers attitude towards paying more money on green products. It is seen that majority of respondents 42% are willing to pay more as they feel that they have environment protection responsibility while 22% of the respondents reason is attribute for high level of satisfaction. It was also seen 22% of respondents have shown willingness due to potential increase of product value while remaining 14% feel that it enhances a quality of life. Thus it can be said that the main reason why consumers are willing to pay more for green products is their feeling of sense of responsibility towards environment protection.

TABLE.7 REASON FOR GREEN MARKETING IN HEADLINES

Green marketing in headlines to make	Frequency	Percentage
Consumers aware of green products	57	38%
Company increasing its competitive edge	60	40%
Company's attempt to address society's new concern	33	22%
Total	150	100%

Source: Primary Data

The findings revealed that 40% of the respondents think that due to such headlines company gains its competitive edge. Whereas 38% of the respondents feel that companies are making aware of green products. About 22% of the

respondents feel that it's a company's attempt to address society's new concern.

**TABLE.8 INFLUENCING FACTORS ON BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS**

Influencing factors on buying behaviour towards green products	Frequency	Percentage
Product	66	44%
Package	36	24%
Place	21	14%
Promotion	27	18%
Total	150	100%

Source: Primary Data

Table.8 The findings show that 44% of the respondents buying behaviour are influenced by products, 24% of the respondents influenced by the package of the product. It also can be observed that 18% of the respondents are being influenced by the promotion of the green products while least number of customers i.e. 14% through place. Thus it can be said that out of four P's product is the major factor followed by packaging that strongly influence consumers buying behaviors.

**TABLE.9 KIND OF ECO-FRIENDLY PRODUCT THAT CONSUMERS HAVE BOUGHT**

Kind of eco-friendly product that consumers have bought	Frequency	Percentage
Cloths	33	22%
Organic food	72	48%
Electrical appliance	27	18%
Furniture	12	08%
Others	06	04%
Total	150	100%

Source: Primary Data

Table.9 depicts the detail information about the eco-friendly product being purchase by consumers. It is seen that majority of the respondents 48% had purchase organic food followed by 22% who have purchased clothes while 18% have bought electrical appliance and 8% furniture and other products. Thus it can be said that more demand is of organic food followed by clothes.

**TABLE.10 REASONS RESTRICTING PURCHASE OF GREEN PRODUCTS**

Reasons restricting purchase of green products	Frequency	Percentage
Eco-friendly assurance	18	12%
Not easy to find	69	46%
Relatively Expensive	42	28%
Others	21	14%
Total	150	100%

Source: Primary Data

Table.10 presented the percentage response on reasons that restrict consumers from purchasing green product. The findings indicated that majority of respondents 46% reported that it is not easy to find the products followed by 28% who feel that green products are relatively expensive. However, 14% consumers are doubtful about the assurance of eco-friendly products. Thus it can be said that major factors that restrain consumers from purchasing eco-friendly products is their availability, expensiveness and assurance.

**TABLE.11 NEED FOR GREEN MARKETING**

Need for Green Marketing	Frequency	Percentage
Environment protection	96	64%
Health factor	33	22%
Product features	15	10%
Publicity	06	04%
Total	150	100%

Source: Primary Data

In table 150 respondents were considered for the study of "Need for Green Marketing" Among these respondents 64% of the respondents are concerned about environmental protection and 22% prefer green marketing because of the health factor.

**TABLE.12 FREQUENCY OF BUYING GREEN PRODUCTS**

Frequency of buying green products	Frequency	Percentage
Regularly	51	34%
Average	66	44%
Rarely	33	22%
Total	150	100%

Source: Primary Data

The table.12 regarding Frequency of buying green products revealed that 44% of consumers said Average of buying green products, 34% of consumers said that regularly they purchase green products, 22% of consumers said that rarely they purchase green products.

TABLE: 13 TYPES OF GREEN PRODUCTS BOUGHT RECENTLY

Types of green products bought recently	Frequency	Percentage
Food	78	52%
Cleaning products	18	12%
Cosmetics	12	08%
Clothes	30	20%
Others	12	08%
Total	150	100%

Source: Primary Data

Table.13, It is seen that majority of the respondents 52% had purchase organic food followed by 20% who have purchased clothes while 12% have bought cleaning products and 8% cosmetics and other products. Thus it can be said that more demand is of organic food followed by clothes.

TABLE.14 FACTORS INFLUENCING THE BUYERS BEFORE BUYING GREEN PRODUCTS

Factors influencing the buyers before buying green products	Frequency	Percentage
Increase quality of life	45	30%
Environment protection	60	40%
Potential increase in product value	24	16%
Self-satisfaction	21	14%
Total	150	100%

Source: Primary Data

The table.14 regarding factors influencing the buyers before buying green products revealed that among the various factors 40% of the respondents said environment protection, 30% of the respondents said increase quality of life, 16% consumers said Potential increase in product value and 14% of the consumers said self-satisfaction.

Table.15 Reason for companies showing reluctant

Reasons for companies showing reluctant	Frequency	Percentage
Difficult for all companies	27	18%
High investment	93	62%
Lack of Government initiative	24	16%
Others	06	04%
Total	150	100%

Source: Primary Data

Table.15 presented the percentage response on Reasons for companies showing reluctant. The findings indicated that majority of respondents (21%) feel our companies are not going for green marketing as it incurs huge cost which is not affordable by tiny and small.

Table.16 Internal factors influencing in buying green products

Internal factors influencing in buying green products	Frequency	Percentage
Personal value	96	64%
Motivation	54	36%
Total	150	100%

Source: Primary Data

Table.16 The findings indicated that majority of respondents (64%) feel personal values as internal factor that influences more in purchasing green products.

Table.17 External factors influencing in buying green products

External factors influencing in buying green products	Frequency	Percentage
Packaging	30	20%
Label	36	24%
Community	48	32%
Information	21	14%
References	15	10%
Total	150	100%

Source: Primary Data

## VI. FINDINGS

1. The findings reported that majority of respondents are aware of the green products. While very less have shown willingness to pay more for the green product.
2. Though common defendants ponder that presence conservation sociable is chief. It was also noted that majority of the respondents have purchase eco-friendly products less present of the respondents pointed that while purchasing any product they will be first considering eco- friendly products.
3. The most of the respondents are strongly believed that all 4 P's of marketing element will equally influencing the buying behaviour of green products
4. It was also noted that main source of information that created awareness about green products was television followed by magazines and newspapers. It was also



noted that lectures in class also raised awareness about green products.

5. Most of the respondents preferred food product.
6. The finding also reported that majority of consumer are willing to pay more for green products due to feeling of environmental protection responsibility while some have also cited high level of satisfaction as the reasons.
7. It was observed that majority of respondents think that reason for green marketing in headline by company is for increasing their competitive edge. Whereas some of the respondents feel that due to such headlines companies make consumers aware of green product.
8. It was observed that major factor that strongly influences consumers buying behaviour of green products is the product followed by package, promotions and place of seen the majority of the consumers have purchased the organic food.
9. 64% feel personal values as internal factor that influences more in purchasing green products.
10. 32% feel community as an external factor influences them more in buying green products.
11. The findings indicate that main reason that restricts the purchase of green product is its known availability. It was also noted that many restrict themselves due to assurance of eco-friendly products.
12. The findings also showed that respondents have given higher frequency to all statements reflecting the environmental concerns. It can be said that the respondents are highly concerned with the impact of global climate change on the environment and their future generations.
13. The reason behind low demand for green products are 78% feel due to lack of awareness, 72% feel due to the expensive price of green products, 86% feel it is not promoted properly, 78% feel the green products are not available in full range, 80% feel sufficient green products are not available in the shopping outlets, 52%.

#### VII. SUGGESTIONS

1. The government should take remedial measures for easy access of eco-friendly products from the near market.
2. Price for the green products should be reduced to an extent which is affordable to all.
3. The companies should create more awareness by means of various promotions.
4. If necessary, the company can increase the price of the green products as customers know the green factors increase the price of the product and they are ready to pay a little higher for those products.

5. Companies should give more range of green products that supports in having a better choice among the customers.
6. Seminars and awareness programmes should be conducted by authorities to enhance the knowledge of consumers on green products.
7. To be included in the syllabus of students regarding importance and benefits of green products forming environmental sustainability.

#### VIII. CONCLUSION

Today's client is growing conscious of common, fiscal and conservational errands. Purchaser of now desires creation which requires upright class and innocent to routine for them and their folks. Green products are such items which are environmental friendly and safe for customers to use. One thing is being reiterated is that the current consumption levels are too high and are unsustainable. The study shows that educational background has no significant influence on purchasing decision of green products and less access of green product is the main restricting factor for purchasing eco-friendly products. So the marketer should make available these products in near locality.

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