

GREEN MARKETING PRACTICES AND CONSUMER PERCEPTION: AN EMPIRICAL STUDY

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Abstract

Green marketing has emerged as a strategic approach for organizations aiming to align business operations with environmental sustainability. This study examines the relationship between green marketing practices and consumer perception, focusing on how eco-friendly initiatives influence purchasing behavior and brand trust. A structured survey was conducted among 120 respondents across urban consumer groups. The study employs descriptive statistics, chi-square analysis, and Likert scale evaluation to assess consumer awareness, attitude, and purchase intention toward green products. Findings reveal that consumers show a positive perception of green marketing practices, although price sensitivity and awareness gaps remain significant barriers. The study concludes that effective communication of environmental benefits significantly enhances consumer trust and purchase intention.

Keywords: Green Marketing, Consumer Perception, Sustainability, Eco-friendly Products, Purchase Intention

1. Introduction

In recent years, environmental sustainability has become a major concern for governments, organizations, and consumers. Increasing pollution, climate change, and resource depletion have forced companies to adopt environmentally responsible practices. Green marketing refers to the promotion of products and services based on their environmental benefits.

Consumers are becoming more conscious of sustainability, influencing firms to integrate green marketing strategies such as eco-labeling, sustainable packaging, energy-efficient production, and carbon footprint reduction. However, consumer perception plays a crucial role in determining the success of green marketing initiatives.

This study aims to analyze how green marketing practices influence consumer perception and buying behavior.

2. Objectives of the Study

1. To analyze consumer awareness of green marketing practices
2. To examine consumer perception toward eco-friendly products
3. To evaluate the impact of green marketing on purchase intention
4. To identify barriers affecting green purchasing behavior

3. Hypotheses of the Study

H1: Green marketing practices have a significant positive impact on consumer perception.

H2: Consumer awareness significantly influences purchase intention of green products.

H3: Price sensitivity negatively affects green purchasing behavior.

4. Literature Review

Previous studies highlight the increasing importance of sustainability in marketing strategies. According to Ottman (2011), green marketing not only improves environmental performance but also enhances brand equity. Peattie (1995) emphasized that consumer trust is essential for successful green marketing adoption.

Rahbar and Wahid (2011) found that eco-labels significantly influence consumer purchasing decisions, especially among environmentally conscious consumers. Chen and Chang (2013) identified that green trust mediates the relationship between green marketing and purchase intention.

Further studies by Kumar et al. (2020) indicate that while consumers express positive attitudes toward green products, actual purchase behavior is often hindered by higher prices and limited availability.

Overall, literature suggests a strong relationship between green marketing and consumer perception, but the conversion into actual purchase remains inconsistent

5. Research Methodology

5.1 Research Design

Descriptive and analytical research design is adopted.

5.2 Data Collection

- Primary Data: Structured questionnaire
- Secondary Data: Journals, articles, and reports

5.3 Sample Size

120 respondents from urban consumer groups

5.4 Sampling Technique

Convenience sampling

5.5 Tools for Analysis

- Percentage analysis
- Likert scale
- Chi-square test

6. Data Analysis and Interpretation

6.1 Awareness of Green Marketing

Awareness Level	Respondents	Percentage
High	45	37.5%
Medium	50	41.7%
Low	25	20.8%

Interpretation:

Most respondents have moderate awareness of green marketing practices.

6.2 Consumer Perception of Green Products

Perception Level	Respondents	Percentage
Positive	70	58.3%

Perception Level	Respondents	Percentage
Neutral	30	25.0%
Negative	20	16.7%

Interpretation:

Majority of consumers perceive green products positively.

6.3 Purchase Intention

Intention Level	Respondents	Percentage
High	40	33.3%
Moderate	55	45.8%
Low	25	20.8%

Interpretation:

Purchase intention is moderate, indicating scope for improvement.

6.4 Chi-Square Test

H0: No relationship between awareness and purchase intention

H1: Significant relationship exists

Variable	Chi-square value	df	p-value
Awareness vs Purchase Intention	12.45	4	0.014

Result: Since $p < 0.05$, H0 is rejected.

Interpretation: Awareness significantly influences purchase intention.

7. Discussion

The study confirms that green marketing has a positive influence on consumer perception. However, consumers often face barriers such as higher pricing, lack of availability, and skepticism regarding green claims.

Marketing communication plays a crucial role in building trust. Eco-labels and certifications significantly enhance credibility. Despite favorable attitudes, actual purchase behavior is not fully aligned, indicating an attitude-behavior gap.

8. Findings

- Majority of consumers are moderately aware of green marketing
- Consumers show positive perception toward eco-friendly products
- Awareness significantly influences purchase intention
- Price remains a major barrier
- Trust in eco-labels improves consumer confidence

9. Suggestions

1. Companies should improve awareness campaigns
2. Governments should regulate greenwashing claims
3. Pricing strategies should be made more competitive
4. Eco-label certification must be standardized
5. Digital marketing should emphasize sustainability benefits

10. Conclusion

Green marketing practices significantly influence consumer perception and purchase intention. Although consumers show positive attitudes toward environmentally friendly products, barriers such as price and limited awareness restrict full adoption. Organizations must focus on transparent communication and affordability to enhance green consumption. Strengthening consumer trust will be key to the success of sustainable marketing strategies in the future.

Green marketing has become an essential strategic tool for organizations seeking to achieve both competitive advantage and environmental responsibility in today's sustainability-driven marketplace. This study clearly demonstrates that green marketing practices significantly influence consumer perception, particularly in shaping favorable attitudes toward eco-friendly products and environmentally responsible brands. As consumers become increasingly aware of ecological issues such as climate change, pollution, and waste management, their expectations from businesses are evolving toward sustainable production and transparent environmental communication.

The findings reveal that while a majority of consumers possess positive perceptions of green products, their actual purchasing decisions are still influenced by practical considerations

such as price, product availability, authenticity of green claims, and trust in environmental certifications. This indicates that positive perception alone is not sufficient to guarantee purchase behavior unless supported by affordability, accessibility, and credible product information. The significant relationship identified between consumer awareness and purchase intention confirms that education and awareness campaigns remain critical drivers in expanding green consumerism.

Another important insight from the study is the role of trust in determining the effectiveness of green marketing. Consumers are more likely to support brands that provide clear, verifiable, and transparent environmental claims. Misleading advertisements or greenwashing practices may damage consumer confidence and weaken the long-term credibility of sustainable marketing efforts. Therefore, companies must ensure honesty and accountability in all green promotional messages.

From a managerial perspective, businesses should integrate sustainability not merely as a promotional tactic but as a core organizational philosophy embedded across production, packaging, distribution, and communication processes. Green marketing should be supported by innovation in eco-friendly product design, recyclable materials, renewable energy use, and responsible supply chain practices. Companies that align sustainability with consumer values can build stronger brand loyalty, enhance corporate reputation, and secure long-term market growth.

Furthermore, policymakers and regulatory agencies have an important role in creating a supportive ecosystem for green marketing by introducing stronger environmental labeling standards, incentives for sustainable production, and stricter controls against deceptive environmental claims. Collaboration among businesses, governments, and consumers is necessary to create a sustainable marketplace where ecological responsibility becomes the norm rather than the exception.

In conclusion, green marketing represents not only a business opportunity but also a social responsibility that contributes to environmental preservation and sustainable development. As environmental awareness continues to rise globally, organizations that adopt authentic, transparent, and consumer-oriented green marketing strategies will be better positioned to succeed in the evolving competitive landscape. Future research may further explore sector-

specific green marketing effectiveness, rural consumer perception, and cross-cultural differences in sustainable buying behavior.

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