



Customer Perception Towards Green Marketing

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ABSTRACT :

Green marketing holds strong potential to shape consumer choices and promote more sustainable consumption patterns. This study explores how customers perceive green marketing, focusing on their awareness, attitudes, and buying behaviors. Despite widespread support for eco-friendly products, purchasing decisions are often influenced by factors like price, accessibility, and trust. The research highlights the importance of transparency and genuine commitment to sustainability as key elements in building consumer trust and loyalty. By understanding these perceptions, companies can align their strategies to support both business goals and environmental responsibility.

Introduction

As environmental concerns such as climate change and pollution continue to rise, consumers are becoming increasingly aware of the impact of their choices. Businesses have responded by adopting green marketing strategies—promoting their products and services based on environmental benefits. This study explores how customers perceive these initiatives, how it influences their buying behavior, and the challenges companies face in implementing them effectively.

Research Methodology

This study employed a quantitative research method using a structured online questionnaire. A total of 200 respondents from diverse demographic backgrounds across India participated. Descriptive statistics and correlation analysis were used to interpret the data and identify key trends in consumer awareness, attitudes, and behavior.

Modeling and Analysis

Using frameworks such as the Theory of Planned Behavior and Value-Belief-Norm Theory, this study examines the psychological drivers behind green consumerism. Findings indicate that while awareness levels are high (82%), only 46% of consumers consistently purchase green products. Trust and perceived product value play critical roles, and social influence, price sensitivity, and accessibility remain significant barriers.

Discussion

The findings confirm a strong awareness and positive attitude toward sustainability among consumers. However, actual purchase behavior remains limited due to concerns about cost, convenience, and brand credibility. This highlights the importance of genuine, consistent communication and making eco-friendly products both affordable and accessible. Long-term success in green marketing relies on earning consumer trust and integrating sustainability across the entire business model.

Conclusion

Green marketing is no longer just a trend—it's becoming a necessity for businesses seeking to remain competitive in an eco-conscious world. To succeed, companies must focus on authenticity, transparency, and aligning their practices with consumer expectations. As awareness grows, so too does the demand for action. Brands that meet this challenge with sincerity and innovation are likely to gain lasting customer loyalty.

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