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Consumer Perception and Corporate Practices in Green Marketing: A Study of Rohtak District

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ABSTRACT:

Globalisation has expanded markets but also intensified environmental challenges. Green marketing, also called ecological or environmental marketing, is an emerging approach where businesses promote products, processes and policies that are environmentally friendly. This study focuses on understanding corporate utilisation of green marketing and consumer perceptions towards such initiatives, particularly in the Rohtak district of Haryana. Primary data was collected from 200 respondents using a structured questionnaire, employing a non-probability convenience sampling technique. Data was analysed using the Likert scale and weighted ranking method. Findings reveal that consumers are aware of green marketing activities and exhibit positive attitudes towards organisations engaging in eco-friendly practices. Environmental concern influences purchasing decisions and many respondents are willing to switch brands or pay a premium for green products. However, awareness of specific government and NGO-led initiatives remains low. The study underscores the importance for businesses to strengthen communication and align strategies with environmental responsibility to build brand trust and competitive advantage.

KEYWORDS: Green Marketing, Consumer Perception, Environmental Awareness, Corporate Social Responsibility, Sustainable Practices, Rohtak District, India

INTRODUCTION

The size and value of the market both rose as a result of globalisation; nevertheless, globalisation also made environmental problems more widespread. In addition, a variety of events and lectures are presented in order to spread awareness about the need of protecting the environment. The concept of "green marketing" refers to an innovative approach to the field of marketing. By "green marketing," we mean promoting business methods and goods that are either ecologically friendly or have a less negative impact. Companies that engage in green marketing are more likely to contribute voluntarily to environmental cleaning efforts. The Companies Act and other forms of corporate governance stipulate that a percentage of a company's yearly average income must be put aside specifically for charitable contributions. (The Companies Act of 2013).

Green marketing goes under many different names, including ecological marketing and environmental marketing. "According to the American Marketing Association, green marketing is the process of advertising eco-friendly products and services. Therefore, green marketing includes



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a wide range of actions, such as making adjustments to the product itself, the production method and the packaging, as well as the marketing strategy itself, or halting all such actions altogether.” More people are worried about the environment today than ever before, thus it's more crucial than ever for businesses to promote themselves as environmentally responsible. As customers' environmental understanding and concern grow, "green marketing" has emerged as one of the most effective forms of advertising.

Green marketing is the practise of connecting with consumers, suppliers, dealers and workers in a way that is both ethical and environmentally responsible. Companies are working to build public perception that they are environmentally conscious. Environmental problems including global warming, pollution and water contamination are gaining the attention of the public sector and state governments and preventative measures are being taken. Pollution, climate change and water poisoning are just a few examples of environmental challenges. Customers in developing countries like India, Brazil and China performed better than those in more industrialised countries on the "Consumer Greendex" survey done by the National Geographic Society and the global polling company Globescan. The most notable increases in environmentally responsible conduct on the part of consumers have been seen in India, Russia and the United States.

REVIEW OF LITERATURE

Bozepe (2012) reviewed a research that investigated the influence that customers' views of green products have on their inclinations to purchase environmentally friendly goods. According to the results, eco-labels, green product values and customers' perceptions of green businesses all had positive and significant influence on consumers' intentions to make environmentally conscious purchases. In addition, the findings demonstrated that eco-labels and the value of green products had the greatest influence on customers' intentions to make environmentally conscious purchases. On the other hand, neither environmentally friendly packaging nor environmentally friendly advertising had a significant impact on customers' intentions to purchase environmentally friendly items.

Mishra (2014) conducted study on the customers' attitudes and preferences about green marketing tactics and goods by using a standardised questionnaire to collect data from participants. The amount of awareness that consumers demonstrated with respect to green marketing tactics and products was quite high. study has offered helpful insights for marketers of green goods as a result of the high perceived green value among consumers. Additionally, the research emphasises the need of establishing marketing communication efforts to promote environmentally friendly goods. The results of the regression analysis support the advertising.

According to the recommendations made by Jacquelyn ottman (1998), all aspects of marketing, including as the creation of new products and messages, need to be linked with concerns about the environment using an organisational perspective. This all-encompassing strategy for green



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marketing recommends expanding the scope of consideration to include new stakeholders in addition to suppliers and retailers. These additional stakeholders include educators, community members, regulators and non-governmental organisations (NGOs). There shouldn't be any giving up on meeting primary client expectations in order to accommodate environmental concerns. Customers believe that companies who incorporate green business practises into their operations and the products they sell are better stewards of the environment and they give preference to purchasing items from companies that market themselves as being environmentally friendly.

Research by Michael J. Polonsky (1995) suggests that environmental marketing may help businesses achieve their objectives. It was believed that companies had a duty to society to provide for it in a way that was less harmful to the environment. In order to avoid potential legal ramifications, corporations are becoming more socially responsible as a result of legislation the government has implemented to protect the environment. Businesses face more stress since their competitors are taking environmentally responsible acts and demanding that businesses do the same with their marketing strategies. The higher cost of environmentally friendly products in compared to the cost of standard products has been recognised as one of the reasons that discourages consumers from making green product purchases. The price of the product may be lowered if environmental criteria are developed in an appropriate manner. Environmental regulations have the potential to inspire innovations that result in a reduction in the product's cost or an increase in its worth. This kind of innovation will make it possible for businesses to increase the productivity with which they utilise a wide variety of inputs, including raw materials, energy and labour. This will help to offset the expense of reducing environmental effect and increased resource productivity will also make businesses more competitive. In today's global market, organisations that oppose innovations risk falling behind the competition. This is because innovations are crucial to the long-term success of businesses.

III. OBJECTIVES OF THE STUDY

1. To understand how corporate organisations utilise the notion of green marketing.
2. To investigate how customers feel about a company's green marketing initiatives.

Need of the study

Since it has the potential to provide businesses an edge in the marketplace, green marketing has quickly become one of the industry's top priorities. However, it calls for expenditures in areas such as process enhancement, technological development and customer benefit communication. Many Indian companies are now marketing themselves as "green" in response to recently enacted government regulations and a shift in consumer tastes internationally. It is unclear, however, whether Indian consumers are even aware of green goods since so little research has been done on green marketing. The relationship between Indian customers' attitudes and purchases of environmentally friendly goods is likewise not well understood. Green marketing and conventional



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marketing are different, thus it's important for businesses to know what makes their consumers buy.

IV. RESEARCH METHODOLOGY

Data types and methods of data collection

The study only used primary data and a questionnaire-based data collection method was used.

Sample Size and Sampling technique

Data from 200 respondents was gathered in order to achieve the research's goals. Data were gathered for the study using a non-probability convenience sampling technique.

Area of the study

The Rohtak district in the state of Haryana provided data for the current study from both urban and rural areas. Therefore, Rohtak is the study's focus area.

Techniques of data analysis

The Likert scale was used in the analysis of the five data points that were provided. After the data was collected using the Likert scale, a weighted ranking method was used in order to provide scores to each statement about consumer impression.

V. ANALYSIS AND DATA INTERPRETATION

The responses of consumers are included in Table No. 1, which shows how they feel about a variety of statements pertaining to environmentally friendly practises. The results of the table indicate that if you answer "I am familiar with green marketing initiatives," you are in the right ballpark. There are 19 customers who strongly disagree, 29 customers who disagree, 32 customers who have no opinion, 55 customers who agree and 65 customers who strongly agree. In addition, it can be seen from the table that with the statement "My concern for the environment influenced my purchasing decision." There are 13 customers who strongly disagree (SD), 27 customers who disagree, 46 customers who have no opinion, 89 customers who agree and 25 customers who strongly agree (SA). The phrase "I am willing to pay a premium for an organization's product if they engage in environmentally friendly practises" There are 72 customers who have no opinion, 35 customers who disagree, 55 customers who agree and 17 customers who strongly agree with the statement. The viewpoint of consumers in regard to the statement, "I have a positive opinion of companies that participate in environmental initiatives." There are 27 customers who severely disagree (SD), 31 customers who disagree, 58 customers who have no opinion, 59 customers who agree and 25 customers who strongly agree (SA). Consumer perspective of "I will swap items based on eco-Friendly practises" There are 16 customers who severely disagree (SD), 32 customers who disagree, 18 customers who have no opinion, 93 customers who agree and 41 customers who strongly agree (SA). The viewpoint of the consumer in regard to the statement, "I favour businesses that practise green initiatives." There are 75 customers who agree, 27 customers who strongly agree, 25 customers who strongly disagree and 48 customers who do not have an opinion.



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After collecting data using a Likert scale, the researcher used the Weighted Ranking Technique. Researchers employing this approach must give weights, calculate an average and total score for each statement, then rank-order responses to determine consumers' preferences. The researcher used the ranking algorithm after calculating the mean to rank the assertions in order of their mean score. These relative values were established:

“Strongly Agree-5

Agree-4

No opinion-3

Disagree-2

Strongly Disagree-1”

Table showing means score of perception of Customer in respect of Green Activities Weighted Ranking Technique In the scores of the claims after they have been weighted are shown, together with the mean score of the assertions. The mean scores for each of the statements were calculated and then ranks were assigned based on those values. Following the statement that "My environmental concern influenced my purchasing decision" with a mean score of 45.73 and a value of 47.86, the next statement with the highest mean score is "I am familiar with green marketing activities." This statement has been awarded rank I and the table indicates that it has been given the highest mean score. The statement that "I will swap items based on eco-friendly practises" with a score of 40 comes in second place after the statement that "I am willing to pay a premium for an organization's product if they engage in environmentally friendly practises," which had a mean score of 41.46 and a rank of VI. The statement that "I favour businesses that practise green initiatives" was given rank IV with a mean value of 43.06 and it was followed by the statement that "I am ready to pay high prices for the product of organisations that follow green activities" with a mean score of 35.86. Both of these statements had mean values of 43.06. When the results of the weighted ranking method were analysed, it was found that customers have a good perception of the environmentally friendly practises that firms participate in. This was one of the findings that emerged from this investigation. According to the findings of the study, consumers are knowledgeable about green marketing activities and concerned about the maintenance of a healthy environment. According to the analysis of the study, it was also observed that customers alter their buying choices based on green activities and that consumers have a good opinion towards those firms who do so and favour such businesses. Additionally, it was discovered that consumers change their purchasing decisions based on green activities. Customers are also prepared to spend extra money to patronise firms that engage in environmentally conscious policies and procedures. According to the findings of study, customers place a high value on the protection of the environment and have a preference for companies who participate in "green marketing."



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FINDINGS AND DISCUSSION

Participants in the study have knowledge about environmentally friendly items and procedures. However, the vast majority of respondents were not aware of the initiatives that have been done in India to promote green marketing practises by the national and state governments, non-governmental organisations (NGOs) and corporate organisations. These companies need to strengthen their marketing messages and they need to strongly encourage their customers to learn more about the environmentally friendly practises they use. Newspapers and television were found to be the most trustworthy sources of information for customers on environmentally friendly items.

VI. CONCLUSION:

The study demonstrates that consumers are increasingly aware of environmental issues and responsive to green marketing strategies. Major findings include: Consumers positively perceive companies involved in eco-friendly practices and prefer purchasing their products. Environmental concerns significantly influence purchasing behaviour, with many consumers willing to switch brands or pay a higher price for green products. Despite awareness of green marketing as a concept, knowledge of specific initiatives by governments, NGOs and corporations is limited, indicating the need for improved outreach and communication. Newspapers and television were identified as the most trusted sources of information. For businesses, these findings highlight that adopting and promoting green practices is not just an ethical imperative but a market opportunity. Firms need to integrate green strategies into product development, communication and branding to meet consumer expectations and regulatory requirements.

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