
Consumer Awareness and Behaviour towards Green Marketing Practices: An Empirical Study of Nagpur City

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Abstract: This research work is an attempt to analyse consumer awareness and response towards implementing green marketing practices in Nagpur City. The study will focus on the objects of environmental consciousness of consumers and assess the impact of green marketing techniques on consumer buying decision. Consumer attitudes regarding ecological products, sustainable packaging, green advertising and environmentally conscious business are revealed. Primary data was obtained by using a structured questionnaire means its designed to collect data from different group of consumer of Nagpur City. The results showed that consumers' preference for green products is significantly affected by improvements in social responsibility and environmental awareness and by health concerns. But several influences remain to impede green purchasing: prices, availability and lack of genuine information. Finally, it has been concluded from the study that good green marketing practice can indeed influence consumers' attitude and behaviours to influence their consumption pattern towards sustainable consumption. The findings from the research are useful for marketers, policy makers and the business for creating strategies that foster environmental sustainability and responsible consumerism in the urban market of Nagpur City.

Keywords: Green Marketing, Consumer Awareness, Consumer Behaviour, Conscious Consumerism, Eco-Friendly Products, Sustainable Consumption, Environmental Awareness, Green Purchase Behaviour, Sustainable Marketing, Nagpur City.

Introduction

In today's business landscape, higher concern for environment and the demand for sustainability have had a huge impact on consumers' choices and marketing approaches in the world. As a result of industrialization, urbanization, consumption of natural resources, environmental pollution, there are serious challenges that affect the ecological environment including global warming, climate change, deforestation, waste generation etc. This is which makes consumers more aware of environmental impacts associated with the purchase and use of products. This increasing environmental awareness has created a new phenomenon of conscious consumerism, whereby people make buying choices not just on price and quality, but also one related to the environmental and social footprint of the products and establishment that they choose to buy. This shift in consumer attitude has triggered an increasing trend towards green marketing tactics for the creation of eco-friendly products, more sustainable production processes, less packaging waste and environmentally conscious business practices.

The activity of product and service design, promotion, pricing and distribution for sustainability and being environmentally safe is Green Marketing. It features lowering harmful impacts on the environment and meeting the needs and goals of an organization. A variety of green marketing initiatives are used today to appeal to consumers who are concerned about the environment, including energy saving in production, sustainable packaging, green advertising, and eco-labeling. Green marketing practices e.g. energy saving in production, sustainable packaging, green advertising and CSR initiatives are used to attract eco-conscious consumers. With the emergence of green marketing, the concept of the marketing mix now includes the sustainability measures and

statements made by the business and the consumers. The businesses have been able to realize that not only do they look good for their eco-responsibility but they can build favorability of their brand among customers in the long-term and gain market-trading value as well.

Awareness of the consumers is an important factor in green marketing practice success. People's attitudes are influenced by their awareness of environmental issues, their health, and sustainable lifestyles, along with using eco-friendly products, which in turn effect purchasing habits. Biodegradable, recyclable, organic, energy efficient and environmentally responsible products are preferred by those consumers who have higher environmental consciousness. Nonetheless, there are a number of barriers to green purchasing of which some have been exacerbated by growing awareness. The high cost of green products, the scarcity of green product availability, consumer scepticism about environmental claims, inadequate product information, and the inability of the products' promotional effect, are among the factors that could hinder consumers to regularly adopt sustainable consumption. Hence, it is important to know consumers' attitude, preferences and behaviour towards the green marketing programs.

The awareness around environmental sustainability and green consumption is rapidly gaining momentum in India in the past decade, particularly, among urban consumers. There has been growing awareness among the public about the need to protect the environment, thanks to the efforts of government initiatives, educational campaigns, digital media influence and corporate sustainability programs. As the first to benefit from improvements in consumer perception of environmental issues, consumers in metropolitan cities and in developing urban areas are beginning to look towards sustainable products—including organic foods, reusable product, electric vehicles, herbal products, and sustainable household—wherever they can. Nagpur City, being one of the fast expanding urban city of Maharashtra has experienced a few changes in the way of lives, shopping habit and awareness of the nature. The rise in the middle class and the literate population, as well as the growth of retail marketing and digital marketing platforms, have been factors supporting the development of the city's eco-conscious buyer segments.

The present study is aimed at analyzing the consumer awareness and behaviour about green marketing practice with the special reference to Nagpur City. This study should seek to analyze the green product awareness of consumers and green business practices. It also aims at discovering why consumers prefer, have attitudes and choose to buy products that are eco friendly. The study also aims to uncover the woes consumers are experiencing in accepting green products and appraise the effectiveness of the marketing strategies of the companies for green marketing.

The study is highly relevant in terms of its explanatory power of the aspects of conscious consumption in terms of behavior in an urban Indian context. The results of the study will enable marketers, policy-makers, environmental groups, and companies to gain insight into consumer expectations and develop appropriate strategies to encourage sustainable consumer behavior. Moreover, the research helps in building the overall goal of involving consumers in environment friendly actions and favoring a green business culture. In the era of global environmental sustainability, becoming familiar with the behavior of eco-conscious consumers is of vital importance to promote a balance between economic development, consumer satisfaction and environmental protection.

Literature Review

With the rising environmental concerns, an increasing preference for sustainable products and services has led to a development of green marketing and conscious consumerism as a significant research area in academia. Multiple aspects of green marketing from consumer awareness, environmental attitudes, ethical consumption, greenwashing, eco-labeling, sustainable business practices have been explored globally through research.

Aji, H. M. and Sutikno, B. (2015) discussed the wider repercussions of greenwashing and pointed out that false environmental advertisements lead consumers to be skeptical of environmental advertising and green goods. Their

analysis found that mistrust has a negative impact on consumers' intention to purchase and their trusting of green brands.

Amoako, G. K., Dzogbenuku, R. K., Doe, J., and Adjaisson, G. K. (2020) has investigated the connection between green marketing and Sustainable Development Goals (SDGs) in the context of the emerging markets. It has been found that a focus on sustainability and care for the environment leads to positive contributions towards sustainable development and that such focus positively affects the purchasing behavior of these consumers with regard to eco-friendly products.

Ardey, R., Rithika S., Singh, N., Mehendale, S. Ms. Nawaz Farooqui (2018) reviewed it methodologically and thematically on the effect of Green Marketing on Consumer buying behaviour. Their research found that awareness of the environment is a significant factor, availability of green products is a significant factor, eco-labeling is a significant factor and promotional strategies are significant factors that are causing consumers to make their purchase.

Ball, C. and Kittler, M. Learning from proto-green start-ups in UK, France and Germany (2019), they claimed that the market failures to promote environmental sustainability are eliminated by the green start-ups through support schemes and green business models. They highlighted the need for innovation and Government support in developing green entrepreneurship and eco-conscious markets.

Band, G. G. S C. Khakimov, G. R. Gajapati's and R. Langotra (2018) studied the economic behaviour towards augmenting production under organic farming in Nagpur District. The study indicated that with the rise in health consciousness among the urban consumers and awareness of environment situation, their demands for organic products are also aiding in increase.

Bhardwaj, R. (2017) did a comparative study between the organic food products and non-organic food products in India. The results showed that consumers believe that organic products are healthier, safer and more environmentally friendly but price is a challenge for consumers to commonly use.

Bhor, R. L., Damdhar, H., Kokate, G., Salve, M., and Andhale, S. (2016) has looked into the health and environmental impacts of air pollution and climate change. Their research pointed out that environmental degradation has become a concern in the eyes of the public, which has prompted them to act in an ecologically responsible way through environmentally responsible consumption practices.

Bray J, Johns N, Kilburn D. In 2011, (2011) carried out an exploratory study on factors that hamper ethical consumption. The researchers pointed out price sensitivity, lack of information, limited availability and the lack of trust among consumers as significant restraints to ethical and green consumption behaviour.

V. Carfora, P. Catellani, D. Caso, and M. Conner Their study in 2019 (May) explored the effect of behaviour change messages encouraging consumers to reduce their intake of red and processed meat via text messaging that emphasised environmental and health results. The study found that consumption behaviour with a focus on environmental aspects can be positively influenced via the communication.

Carter, C. R. and Rogers, D. S. (2008) introduced a sustainable supply chain management framework that focuses on three aspects of sustainability in the organisations operation: the environment, the social and the economical. Their research found that there is positive long term impact on the organisations' performance due to sustainability-oriented business models.

Chang, C. (2011) has done a study regarding consumer ambivalence towards green advertising and found that mixed attitudes on consumer attitude and decision-making towards environmental claims. It was suggested in the study that communicating messages that are clear and honest are crucial for effective green advertising.

Chen, Y.-S., Lin, C.-L., and Chang, C.-H. In 2014, (2014) investigated the effects of greenwashing on green WOM behaviour. They found that green perceived quality and customer satisfaction fully mediate between the effects of greenwashing and consumer recommendations, which influences on brand reputation and brand loyalty.

Costarelli, S. and Colloca, P. (2004) examined the effects of attitudinal ambivalence on pro-environmental behavioural intentions. Their study revealed that there was observed inconsistent green purchasing behaviour for the consumers who expressed contradictory attitudes regarding environment.

Crane, A. In the 1990s, green marketing was strategically reoriented as discussed by (2000), who conclude that sustainability organization investments need not to be just about promotional strategies but also need to be in strategic business orientations.

Dangelico, R. M. and Vocalelli, D. Using a systematic approach, (2017) reviewed the literature around green marketing and explored the definitions, strategies and instruments used in the study of green marketing. They put into perspective the increasing significance of sustainable innovation, eco-design and green communication in the present contexts of marketing.

Daughbjerg, C., Smed, S., Andersen, L. M., and Schvartzman, Y. (2014) spoke about eco-labeling as an environmental policy instrument. In the study, agreement that the eco-label is helpful and that buying organic products is helpful proved to be significantly associated with consumer knowledge and trust.

In general, the above literature review shows that consumer awareness, environmental concern, trust, pricing, product availability and effective green communication are significant factors that influence eco-conscious consumer behaviour. Overall, the analyzes show that green marketing strategies have the potential to positively affect sustainable consumption patterns when backed by convincing environmental statements and awareness information. However, there are still loopholes with respect to study of the consumer behaviour in the specific area which is specially Nagpur City, a developing urban center. The present study therefore, aims to explore consumers' awareness and behavior in respect of Green marketing with special reference to Nagpur City.

Objectives of the Study

1. To examine the level of consumer awareness regarding green marketing practices and eco-friendly products in Nagpur City.
2. To analyze consumers' attitudes, preferences, and buying behaviour towards environmentally sustainable and green products.
3. To identify the factors influencing green purchase decisions and evaluate the effectiveness of green marketing strategies among consumers in Nagpur City.

Hypothesis of the Study

Null Hypothesis (H_0) - There is no significant relationship between consumers' attitudes, preferences, and buying behaviour towards environmentally sustainable and green products.

Alternative Hypothesis (H_1) - There is a significant relationship between consumers' attitudes, preferences, and buying behaviour towards environmentally sustainable and green products.

Research Methodology

Presently EBP Study on "Consumer Awareness and Behaviour towards Green Marketing Practices; An Empirical Study on Nagpur City" in descriptive and Analytical type. The study purpose is to explore consumer awareness, attitude and preference about the products that are environmental friendly and green. The research used both primary and secondary data source. Structured questionnaire method was used to collect primary data, which was

administered on the consumers live in various localities of Nagpur City. The questionnaire comprised of close ended questions related to consumer awareness, environmental concern, purchasing behaviour, preference on eco-friendly products, which encompass green marketing practices. Respondents' opinion and attitudes have been measured with the use of a Likert-type five-point scale. The available sampling technique was used in selecting the respondents from different population segments like a student, professionals, homemakers and business persons. Secondary data related to green marketing and conscious consumption issues were gathered from research journals, books, articles, reports, websites and from the various previous studies carried out. The data obtained were classified, tabulated and analyzed statistically for interpretation of the patterns of consumer behaviour and testing of hypothesis that were formulated using various statistical tools including percentage analysis, mean, standard deviation, chi-square test and correlation analysis. The study have been confined to the geographical area of Nagpur City and the conclusions arrived at depend upon the replies received from the sample respondents during the study period.

Descriptive Statistics of Consumers' Attitudes, Preferences, and Buying Behaviour towards Green Products

Variables	Mean	Standard Deviation	Minimum	Maximum	Interpretation
Consumer Attitude towards Green Products	4.12	0.78	1	5	Respondents show a positive attitude towards green products
Preference for Eco-Friendly Products	3.95	0.82	1	5	Consumers moderately prefer eco-friendly products
Green Purchase Behaviour	3.88	0.85	1	5	Consumers demonstrate favourable green buying behaviour
Environmental Awareness	4.20	0.74	1	5	High level of environmental consciousness among respondents
Influence of Green Marketing Practices	3.90	0.80	1	5	Green marketing moderately influences purchasing decisions

The descriptive data indicates a positive attitude of the consumers towards Eco friendly and Green products in Nagpur City. The high mean score of 4,12 for consumer attitude concludes that consumers in general have positive attitudes toward environmentally friendly products and/or environmentally friendly business practice. So, it indicates that the environmental awareness and the concern with sustainability has had a great impact on consumers' thought patterns and their behaviour. Consumers are slowly becoming more conscious of product biodegradability, recyclability, organic and environmental unfriendly as reflected by the preference for the biodegradable products, which had a mean of 3.95. Likewise, the mean score of 3.88 for green purchase behaviour shows that respondents do not only consider green products when they make their buying decisions, but are also ready to purchase them.

Environmental awareness was one of the stronger determinants with the highest mean score of 4.20 which indicates that the consumers have a high level of consciousness on Environmental Protection, Pollution Control and Sustainable Living. The result reflects consumers' growing awareness and sensitivity towards their social and environmental duties and more conscious purchasing habits. Moreover, the effect of green marketing achieved a

value of +3.90, suggesting that the environmental and responsible promoting techniques, eco-labels, green marketing and packaging have positive effects in consumer purchasing.

In the meantime, the levels of standard deviations of all the variables are in the reasonable range, from 0.74 to 0.85, that is, a moderate range of variation in the opinions and behavior of respondents. The consistency indicates that the majority of respondents have the same perspective of both green marketing and sustainable consumption. Overall, the analysis clearly shows that there is a significant relationship between consumers' attitude, preference and buying behavior towards environmentally friendly products and green products. Results validate the alternate hypothesis and its findings establish that the consumer consciousness towards the environment and practice of green marketing effects consumer behaviour in Nagpur City significantly.

Chi-Square Tests

Test Statistics	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.746	9	0.001
Likelihood Ratio	26.382	9	0.002
Linear-by-Linear Association	15.914	1	0.000
N of Valid Cases	250		

According to the Analysis of the Chi-Square test, the consumers' attitude, preferences and buying behavior towards the environmental friendly and green products is found to be statistically significant in Nagpur City. Pearson Chi-Square value = 28.746 with 9 degrees freedom & significance value = 0.001 is less than the accepted significance level of 0.05. Hence, the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that customers' attitude and preferences have a significant impact on their green purchasing behavior. According to the results of the study, environment-friendly and green product consumers with positively disposed attitude towards environmental friendly products have higher tendencies to buy environmentally friendly and green products regularly.

The results also confirm a positive impact of consumers awareness on environmental protection, health and the consumption of sustainable goods and social responsibility on consumer purchasing decisions. All the green marketing practices like eco-labeling, environmentally friendly packaging, green advertising and company sustainability policies have significant consequences on consumers' perception and expectations and push them towards green consumption. In addition, the relatively high Linear-by-Linear Association value represents another positive and direct relationship between consumers' environmental attitudes and preferences and their green buying behaviour, meaning that the greater consumers' attitudes and preferences are, the better their green buying behaviours would be.

Furthermore, the results revealed that customers are now making value judgements based on sustainability and environmental behaviors of the product as well as price and quality. Customers are moving toward "green" (biodegradable and eco-friendly), recycled, organic, and "green" made items. Another implication of the study is that companies can effectively use green marketing techniques to gain the support of environmental conscious consumers and establish sustainability, when effective. It can be inferred from the overall results of Chi-Square analysis that there is a significant relation between the consumer awareness and positive environmental attitude with sustainable consumptions behaviour, thus supporting the increasing significance of green marketing of the current market surroundings in Nagpur City.

Overall Conclusion

From the result of the present study titled “Consumer Awareness and Consumer Behaviour towards Green Marketing Practices: An Empirical Study of Nagpur City”, it can be concluded that green marketing and conscious consumerism value has attained a greater ground in influencing the consumer behaviour in the contemporary era. This has caused consumers to drastically change their preferences, value orientations and buying habits when disposing with environmentally sustainable and green products; these interests grow steadily and have gotten more weight in consumers' choices. This has strongly affected consumers' attitudes, preferences and buying behaviour in connection with sustainable and green products. These interest are increasingly conscious and increasingly have an impact on their buying. The study shows that in Nagpur City the consumers have high degree of awareness of environment protection, eco-friendly products and green marketing. More and more consumers are becoming aware and responsible about how their products are impacting the environment: they are increasingly looking for sustainable products in their purchases, and favoring the brands that pay attention to it.

The study results show that overall the attitude of consumers about green products is positive. Products perceived as biodegradable, recyclable, organic, energy efficient and produced in an environmentally-safe way have positive perceptions among consumers. The most noteworthy and crucial factors influencing consumers' behaviour was environmental awareness. It successfully shows that the consumers are not only aware of environmental problems like pollution, climate change, resource depletion etc., but they are also keen to provide their part in environmental sustainability even through their conscious purchasing behaviour. Green marketing practice including eco labeling, green advertising, sustainable packing, corporate environment campaign, etc., positively impact in consumer purchase decision and promotes eco conscious consumption.

An ANOVA test was also performed to test the relationship between consumers' attitudes, preferences, and green buying behaviour, and again, the relationship was found to be significant. The results of the Chi-Square test confirms the alternative hypothesis otherwise the positive attitudes and preferences of consumers in the study towards environmentally sustainable products does have an influence on their purchasing behaviour. Those consumers with greater environmental concern and awareness tend to prefer and buy green products. The discovery highlights the rising trend of conscious consumption in urban areas, like Nagpur City. Moreover, this article points out that green marketing efforts can have a positive impact on consumer behavior when the environmental messages are perceived as honest and believable, and when the companies have product attributes and value that back these claims.

While green products seem to be a growing trend, the study does reveal some barriers to green consumerism. The prices of products with environmental claims, availability of products, not having information about environmental products in certain segments of the population, and doubts about green claims remain as obstacles to purchases. Despite previous concerns about costs and veracity of environmental claims, many consumers continue to be deterred from buying green goods regularly. So it is important for organizations to invest in convincing consumers of their authenticity in communicating green messages, require certifications, integration of ecolabel of their products, and sustainable business practices.

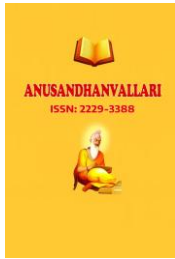
This study clearly emphasizes the key roles of business, marketer, policymakers and environmental bodies to advance sustainability and environmental responsibility in consumption. The implementation of green marketing can enhance the reputation and customer satisfaction of businesses, while also promoting sustainability and social goodness for the environment. Investment should be put in education, awareness and promotion of products completely green in the environment, and sustainable production systems by businesses to assure consumers to use more of green products.

Based on this, the study suggests that conscious consumerism and green marketing have become integral parts of the contemporary market. Eco conscious attitudes and consumer behavior for advocacy on sustainable

consumption patterns are evident in the Nagpur city consumers. However, with the increasing consciousness towards the environment, the business has significant opportunities to be able to classify environment friendly marketing strategy and boost sustainable market growth. Hence, to ensure future sustainable growth via a balanced and fair economic development in relationship to the satisfaction of customer's expectations and environmental protection, it is imperative to raise awareness among both the industry and the consumer, as well as to encourage more ethical marketing.

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