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The Level of Awareness of Green Marketing Practices and the Factors that Influence Consumers' Purchase Decisions of Green Consumer Durable Goods

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Abstract: ***Green marketing is a marketing strategy that focuses on promoting products and services that are environmentally friendly. This can include products that are made from recycled materials, that are energy-efficient, or that have a low environmental impact. This study investigated the impact of green marketing practices on consumer behavior in Tiruchirappalli district, India. The study used a mixed-methods approach, including a survey and interviews with consumers. The survey collected data on consumers' awareness of green marketing practices, their purchase decisions of green consumer durable goods, and their environmental behavior. The survey was conducted online and was distributed to a sample of 256 consumers in Tiruchirappalli district. The survey discovered that customers in the Tiruchirappalli district are becoming more conscious of green marketing methods. However, there is still a lack of understanding of the benefits of green products and services. The study's findings have ramifications for firms in Tiruchirappalli district and other Indian cities considering using green marketing methods. Businesses that want to succeed in green marketing should focus on educating consumers about the benefits of green products and services, as well as ensuring that their green products and services are competitively priced.***

Keywords: green marketing, consumer behavior, green marketing awareness, purchase decisions.

I. INTRODUCTION

The increasing awareness of environmental issues has led to a growing interest among consumers in adopting more sustainable consumption practices. As a result, the concept of green marketing has gained prominence in recent years. Green marketing refers to the strategies and activities undertaken by businesses to promote products and services that have minimal negative impact on the environment. In the context of consumer durable goods, which include appliances, electronics, and other long-lasting products, understanding the level of awareness of green marketing practices and the factors that influence consumers' purchase decisions is crucial for businesses aiming to capture the eco-conscious market segment.

The level of awareness of green marketing practices plays a pivotal role in shaping consumers' attitudes and behaviors towards environmentally friendly products. Consumers who are aware of the environmental consequences associated with their consumption choices are more likely to seek out and purchase green consumer durable goods. Moreover, understanding the factors that influence consumers' purchase decisions in this context provides valuable insights for marketers and policymakers seeking to encourage the adoption of sustainable products.

This study aims to explore the level of awareness of green marketing practices among consumers and identify the factors that influence their purchase decisions of green consumer durable goods. By examining these factors, businesses can gain a deeper understanding of consumer preferences, enabling them to develop effective marketing strategies and tailor their offerings to meet the demands of eco-conscious consumers.

II. Objectives

The purpose of this study is to understand the impact of green marketing practices on consumer behavior in Tiruchirappalli district. The study will focus on two specific objectives:

1. To understand the level of awareness of green marketing practices among consumers in Tiruchirappalli district.
2. To identify the factors that influence consumers' purchase decisions of green consumer durable goods.

III. Methodology

The study conducted based on a mixed-methods approach, including a survey and interviews with consumers. The survey will collect data on consumers' awareness of green marketing practices, their purchase decisions of green consumer durable goods, and their environmental behavior. The survey has conducted online and will be distributed to a sample of 256 consumers in Tiruchirappalli district.

The study has conducted in Tiruchirappalli district, a major urban center in the state of Tamil Nadu, India. Tiruchirappalli is a rapidly growing city with a population of over 1 million people. The city is home to a number of manufacturing industries, including consumer durable goods manufacturers. The findings of the study will contribute to the understanding of the impact of green marketing practices on consumer behavior. The findings will be useful for businesses in Tiruchirappalli district and other urban centers in India that are considering implementing green marketing practices.

IV. Literature Review

A Study on Green Marketing Practices in India (2019) by R. Mayakkannan. This study found that a majority of consumers in India are aware of green marketing practices, but they are not always willing to pay a premium for green products. The study also found that the most important factors influencing consumers' purchase decisions of green consumer durable goods are the environmental benefits of the product, the quality of the product, and the price of the product.

The Impact of Green Marketing on Consumer Behavior (2018) by A. Mishra and S. Mishra. This study found that green marketing can have a positive impact on consumer behavior, but only if the marketing is done effectively. The study also found that the most effective green marketing strategies are those that focus on educating consumers about the environmental benefits of green products and services.

The Role of Green Marketing in Sustainable Consumption (2017) by M. S. Alam and M. S. Hossain. This study found that green marketing can play an important role in promoting sustainable consumption. The study also found that the most effective green marketing strategies are those that focus on making green products and services more accessible to consumers.

V. Data Analysis

Hypothesis 1:

Null Hypothesis: There is no significant difference between age of the respondents and Environmental awareness, Green marketing knowledge, Green product preference, Perceived environmental benefits, Brand image and Social influence.

Alternative Hypothesis: There is a significant difference between age of the respondents and Environmental awareness, Green marketing knowledge, Green product preference, Perceived environmental benefits, Brand image and Social influence.

Table No 1

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Environmental awareness	Between Groups	.030	2	.015	.028	.972
	Within Groups	133.079	253	.526		
	Total	133.109	255			
Green marketing knowledge	Between Groups	7.980	2	3.990	7.947	.000
	Within Groups	127.020	253	.502		
	Total	135.000	255			
Green product preference	Between Groups	4.610	2	2.305	4.911	.008
	Within Groups	118.730	253	.469		
	Total	123.340	255			
Perceived environmental benefits	Between Groups	3.972	2	1.986	4.320	.014
	Within Groups	116.306	253	.460		
	Total	120.277	255			
Brand image	Between Groups	5.929	2	2.965	6.945	.001
	Within Groups	108.004	253	.427		
	Total	113.934	255			
Social influence	Between Groups	8.346	2	4.173	7.674	.001
	Within Groups	137.587	253	.544		
	Total	145.934	255			

Source: Primary Data

Based on the ONEWAY ANOVA results, the significance of the differences between age of the respondents and the various factors: Environmental awareness, Green marketing knowledge, Green product preference, Perceived environmental benefits, Brand image, and Social influence.

Environmental awareness: The p-value (0.972) is greater than the significance level (0.05). Therefore, we fail to reject the null hypothesis, suggesting that there is no significant difference in environmental awareness based on the age of the respondents.

Green marketing knowledge: The p-value (0.000) is much smaller than the significance level (0.05). Thus, we reject the null hypothesis and conclude that there is a significant difference in green marketing knowledge based on the age of the respondents.

Green product preference: The p-value (0.008) is smaller than the significance level (0.05). Hence, we reject the null hypothesis, indicating a significant difference in green product preference based on the age of the respondents.

Perceived environmental benefits: The p-value (0.014) is smaller than the significance level (0.05). Consequently, we reject the null hypothesis and conclude that there is a significant difference in perceived environmental benefits based on the age of the respondents.

Brand image: The p-value (0.001) is smaller than the significance level (0.05). Thus, we reject the null hypothesis and establish that there is a significant difference in brand image based on the age of the respondents.

Social influence: The p-value (0.001) is smaller than the significance level (0.05). Therefore, we reject the null hypothesis and conclude that there is a significant difference in social influence based on the age of the respondents.

In summary, based on the ONEWAY ANOVA results, there is a significant difference in green marketing knowledge, green product preference, perceived environmental benefits, brand image, and social influence based on the age of the respondents. However, there is no significant difference in environmental awareness.

Hypothesis 2:

Null Hypothesis: There is no significant difference between domicile of the respondents and Environmental awareness, Green marketing knowledge, Green product preference, Perceived environmental benefits, Brand image and Social influence.

Alternative Hypothesis: There is a significant difference between domicile of the respondents and Environmental awareness, Green marketing knowledge, Green product preference, Perceived environmental benefits, Brand image and Social influence.

Table No 2

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Environmental awareness	Between Groups	.016	2	.008	.015	.985
	Within Groups	133.093	253	.526		
	Total	133.109	255			
Green marketing knowledge	Between Groups	9.254	2	4.627	9.309	.000
	Within Groups	125.746	253	.497		
	Total	135.000	255			
Green product preference	Between Groups	4.753	2	2.377	5.071	.007
	Within Groups	118.586	253	.469		
	Total	123.340	255			
Perceived environmental benefits	Between Groups	3.565	2	1.783	3.864	.022
	Within Groups	116.712	253	.461		
	Total	120.277	255			
Brand image	Between Groups	4.139	2	2.069	4.769	.009
	Within Groups	109.795	253	.434		
	Total	113.934	255			
Social influence	Between Groups	3.400	2	1.700	3.017	.051
	Within Groups	142.534	253	.563		
	Total	145.934	255			

Source: Primary Data

Based on the ONEWAY ANOVA results, the significance of the differences between domicile of the respondents and the various factors: Environmental awareness, Green marketing knowledge, Green product preference, Perceived environmental benefits, Brand image, and Social influence.

Environmental awareness: The p-value (0.985) is greater than the significance level (0.05). Therefore, we fail to reject the null hypothesis, suggesting that there is no significant difference in environmental awareness based on the domicile of the respondents.

Green marketing knowledge: The p-value (0.000) is much smaller than the significance level (0.05). Thus, we reject the null hypothesis and conclude that there is a significant difference in green marketing knowledge based on the domicile of the respondents.

Green product preference: The p-value (0.007) is smaller than the significance level (0.05). Hence, we reject the null hypothesis, indicating a significant difference in green product preference based on the domicile of the respondents.

Perceived environmental benefits: The p-value (0.022) is smaller than the significance level (0.05). Consequently, we reject the null hypothesis and conclude that there is a significant difference in perceived environmental benefits based on the domicile of the respondents.

Brand image: The p-value (0.009) is smaller than the significance level (0.05). Thus, we reject the null hypothesis and establish that there is a significant difference in brand image based on the domicile of the respondents.

Social influence: The p-value (0.051) is slightly greater than the significance level (0.05). As a result, we fail to reject the null hypothesis, indicating no significant difference in social influence based on the domicile of the respondents. However, it is worth noting that the p-value is relatively close to the significance level, so there might be a marginal effect that warrants further investigation.

In summary, based on the provided ANOVA results, there is a significant difference in green marketing knowledge, green product preference, perceived environmental benefits, and brand image based on the domicile of the respondents. However, there is no significant difference in environmental awareness and social influence.

Hypothesis 3:

Null Hypothesis: There is no significant difference between educational qualification of the respondents and Environmental awareness, Green marketing knowledge, Green product preference, Perceived environmental benefits, Brand image and Social influence.

Alternative Hypothesis: There is a significant difference between educational qualification of the respondents and Environmental awareness, Green marketing knowledge, Green product preference, Perceived environmental benefits, Brand image and Social influence.

Table No 3

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Green marketing knowledge	Between Groups	1.794	2	.897	1.704	.184
	Within Groups	133.206	253	.527		
	Total	135.000	255			
Green product preference	Between Groups	2.933	2	1.466	3.081	.048
	Within Groups	120.407	253	.476		
	Total	123.340	255			
Perceived environmental benefits	Between Groups	1.184	2	.592	1.258	.286
	Within Groups	119.093	253	.471		
	Total	120.277	255			
Brand image	Between Groups	.512	2	.256	.571	.566
	Within Groups	113.422	253	.448		
	Total	113.934	255			
Social influence	Between Groups	.910	2	.455	.794	.453
	Within Groups	145.023	253	.573		
	Total	145.934	255			

The results of the ANOVA (Analysis of Variance) test for the variables of environmental awareness, green marketing knowledge, green product preference, perceived environmental benefits, brand image, and social influence, with respect to the educational qualification of the respondents, are as follows:

Green marketing knowledge: The sum of squares for the between-groups variation is 1.794, with 2 degrees of freedom (df), resulting in a mean square of 0.897. The F-ratio is 1.704, with a corresponding p-value of 0.184, which is greater than 0.05. Therefore, there is no statistically significant difference in green marketing knowledge across different educational qualifications.

Green product preference: The sum of squares for the between-groups variation is 2.933, with 2 degrees of freedom (df), resulting in a mean square of 1.466. The F-ratio is 3.081, with a corresponding p-value of 0.048, which is less than 0.05. Hence, there is a statistically significant difference in green product preference across different educational qualifications.

Perceived environmental benefits: The sum of squares for the between-groups variation is 1.184, with 2 degrees of freedom (df), resulting in a mean square of 0.592. The F-ratio is 1.258, with a corresponding p-value of 0.286, which is greater

than 0.05. Thus, there is no statistically significant difference in perceived environmental benefits across different educational qualifications.

Brand image: The sum of squares for the between-groups variation is 0.512, with 2 degrees of freedom (df), resulting in a mean square of 0.256. The F-ratio is 0.571, with a corresponding p-value of 0.566, which is greater than 0.05. Therefore, there is no statistically significant difference in brand image across different educational qualifications.

Social influence: The sum of squares for the between-groups variation is 0.910, with 2 degrees of freedom (df), resulting in a mean square of 0.455. The F-ratio is 0.794, with a corresponding p-value of 0.453, which is greater than 0.05. Hence, there is no statistically significant difference in social influence across different educational qualifications.

In summary, based on the ANOVA results, there is a statistically significant difference in green product preference among respondents with different educational qualifications. However, there are no significant differences in green marketing knowledge, perceived environmental benefits, brand image, and social influence across different educational qualifications.

Hypothesis 4:

Null Hypothesis: There is no significant difference between gender of the respondents and Environmental awareness, Green marketing knowledge, Green product preference, Perceived environmental benefits, Brand image and Social influence.

Alternative Hypothesis: There is a significant difference between gender of the respondents and Environmental awareness, Green marketing knowledge, Green product preference, Perceived environmental benefits, Brand image and Social influence.

Table No 4

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Environmental awareness	Equal variances assumed	.264	.608	-.084	254	.933	-.00813	.09697	-.19909	.18283
	Equal variances not assumed			-.083	154.041	.934	-.00813	.09816	-.20205	.18579
Green marketing knowledge	Equal variances assumed	2.418	.121	-.437	254	.663	-.04261	.09762	-.23485	.14963
	Equal variances not assumed			-.423	146.712	.673	-.04261	.10082	-.24186	.15664
Green product preference	Equal variances assumed	.039	.843	.353	254	.724	.03294	.09332	-.15084	.21672
	Equal variances not assumed			.351	156.843	.726	.03294	.09379	-.15231	.21819
Perceived environmental benefits	Equal variances	2.628	.106	-.833	254	.406	-.07668	.09205	-.25795	.10460

	assumed									
	Equal variances not assumed			-.865	174.802	.388	-.07668	.08866	-.25165	.09830
Brand image	Equal variances assumed	.025	.875	-.327	254	.744	-.02930	.08969	-.20593	.14734
	Equal variances not assumed			-.324	155.436	.747	-.02930	.09047	-.20801	.14941
Social influence	Equal variances assumed	.458	.499	-.595	254	.552	-.06041	.10146	-.26023	.13940
	Equal variances not assumed			-.603	163.915	.547	-.06041	.10020	-.25826	.13743

Source: Primary Data

Based on the t-test results, the significance of the differences between the gender of the respondents and the various factors: Environmental awareness, Green marketing knowledge, Green product preference, Perceived environmental benefits, Brand image, and Social influence.

Environmental awareness: The p-value (0.933) is greater than the significance level (0.05) for both the equal variances assumed and equal variances not assumed tests. Therefore, we fail to reject the null hypothesis, suggesting that there is no significant difference in environmental awareness based on the gender of the respondents.

Green marketing knowledge: The p-value (0.663) is greater than the significance level (0.05) for both the equal variances assumed and equal variances not assumed tests. Thus, we fail to reject the null hypothesis, indicating no significant difference in green marketing knowledge based on the gender of the respondents.

Green product preference: The p-value (0.724) is greater than the significance level (0.05) for both the equal variances assumed and equal variances not assumed tests. Hence, we fail to reject the null hypothesis, suggesting no significant difference in green product preference based on the gender of the respondents.

Perceived environmental benefits: The p-value (0.406) is greater than the significance level (0.05) for both the equal variances assumed and equal variances not assumed tests. Consequently, we fail to reject the null hypothesis, indicating no significant difference in perceived environmental benefits based on the gender of the respondents.

Brand image: The p-value (0.744) is greater than the significance level (0.05) for both the equal variances assumed and equal variances not assumed tests. Thus, we fail to reject the null hypothesis, suggesting no significant difference in brand image based on the gender of the respondents.

Social influence: The p-value (0.552) is greater than the significance level (0.05) for both the equal variances assumed and equal variances not assumed tests. Therefore, we fail to reject the null hypothesis, indicating no significant difference in social influence based on the gender of the respondents.

In summary, based on the provided t-test results, there is no significant difference in environmental awareness, green marketing knowledge, green product preference, perceived environmental benefits, brand image, and social influence based on the gender of the respondents.

VI. Findings and Suggestions

Age: There is a significant difference in green marketing knowledge, green product preference, perceived environmental benefits, brand image, and social influence based on the age of the respondents. However, there is no significant difference in environmental awareness.

Domicile: There is a significant difference in green marketing knowledge, green product preference, perceived environmental benefits, and brand image based on the domicile of the respondents. However, there is no significant difference in environmental awareness and social influence.

Educational qualification: There is a statistically significant difference in green product preference among respondents with different educational qualifications. However, there are no significant differences in green marketing knowledge, perceived environmental benefits, brand image, and social influence across different educational qualifications.

Gender: There is no significant difference in environmental awareness, green marketing knowledge, green product preference, perceived environmental benefits, brand image, and social influence based on the gender of the respondents.

Suggestions:

Based on the findings, it is clear that age and domicile are two important factors that influence consumers' attitudes towards green products. Marketers should target their green marketing campaigns accordingly. The marketers could focus on educating younger consumers about the environmental benefits of green products. They could also target urban consumers, who are more likely to be aware of and interested in green products. Additionally, marketers should not make any assumptions about consumers' attitudes towards green products based on their gender. Instead, they should conduct market research to understand the specific needs and preferences of their target audience. Overall, these findings highlight the importance of considering demographic factors such as age, domicile, gender, and educational qualification when developing strategies to enhance environmental awareness, promote green marketing, and foster sustainable behaviors.

VII. Conclusion

The research has contributed significantly to our understanding of the impact of green marketing practises on consumer behaviour in the Tiruchirappalli district. The study's findings have been useful for businesses in Tiruchirappalli district and other Indian cities considering implementing green marketing practises. According to the findings of this study, age and place of residence are important factors influencing consumers' attitudes and behaviours towards green products. Marketers can use these findings to create targeted marketing campaigns that are more likely to reach and influence these consumers.

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