



GREEN MARKETING – SUSTAINABILITY IN CONSUMER CHOICES

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ABSTRACT

This project explores the influence of green marketing on consumer choice and the growing importance of sustainability in consumer behavior. It examines how green marketing strategies, such as eco-friendly products and sustainable practices, impact consumer perceptions and purchasing decisions, ultimately shaping demand for environmentally conscious goods and services. The project also investigates the factors driving consumer preferences for green products and the role of sustainability in building brand loyalty and trust. The study delves into how consumers perceive green marketing initiatives, how these perceptions influence their purchasing decisions, and the factors that drive their choice of environmentally friendly products and services. The research examines the evolving consumer preferences for sustainable products and services, highlighting the growing importance of sustainability in building brand reputation and fostering long-term customer relationships.

INTRODUCTION

In the 20th century, the issue of climate change and sustainable environment has been widely developed. This issue has resulted in both social and economic losses due to weather changes and climate-related natural disasters such as hurricanes, droughts, heat waves, and forest fires. Many studies on environmental sustainability, which stated that the business sector is considered the main cause of ecological damage at local, regional and global scales (Moscardo et al., 2013). The business sector seen to contribute a lot to environmental issues, whereas the business sector should be able to carry out its business activities by paying attention to environmental concerns, which is referred to as sustainable business. Sustainable business is part of the sustainable development



program or SDGs. This program relating to the environment is mainly discussed in Goal 13, namely Climate action, which is taking urgent action to combat climate change and its impacts (United Nations, 2021). It aims to reduce the impact of climate change and encourage sustainable environmental behavior. Basically, the environment is a cross-sectoral issue (Bellanger et al., 2021).

OBJECTIVES OF THE STUDY

- Assessing consumer understanding of eco-friendly features and environmental impact of different products.
- Identifying key factors like environmental concern, price sensitivity, social norms, and availability that impact green buying decisions.
- Determining the extent to which consumers are willing to pay more for sustainable products compared to conventional alternatives.

SCOPE OF THE STUDY

Green marketing is not just setting products based on their environmental benefits, but it is a wider concept. Green marketing involves developing products and packages that are environment friendly or less harmful to the environment. It includes many areas ranging from conservation to control of pollution. Companies should make every possible effort to undertake research and development in order to come up with eco-friendly products in the interest of the customers wellbeing in particular and that of societies in general. As resources are limited and human wants are unlimited, it is necessary for marketers to use resources efficiently, so that organizational objectives are achieved without waste of resources. So green marketing is inevitable. There is growing interest among people around the world regarding protection of natural environment.

LIMITATIONS OF THE STUDY

- Time constraint was a major limitation.
- The people are not very responsive.



RESEARCH METHODOLOGY:

A sample consist of 88 customer was chosen among the people residing at Coimbatore. The sample consumers were selected on the basis of random sampling. The analysis was made on the basis of the information provided by the respondents.

SAMPLE SIZE

Totally 88 user were selected as respondents.

REVIEW OF LITERATURE

Charles W Lamb et al (2004) explained that —Green Marketing‡ has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as ecologically sound, marketers can convey concern for the environment and society as a whole.

Sherlekar (2007) has identified that using a titled earthen pitcher as its symbol, the Eco mark label is intended to enable consumers to choose products which are environmentally friendly. The products demanding immediate Eco marking are textiles, toilet soaps, detergents, paper, paints, packages, pesticides, drugs etc.

Meenakshi Honda (2006) has indicated that Activist groups and the media have played a major role in enhancing the environmental awareness and consciousness of consumers in recent years. Most studies on the subject show that although the awareness and environmental behavior of consumers across countries, educational levels, age and income groups may differ, environmental concerns are increasing worldwide.



COMAPANY OVERVIEW

1. Whole Foods Market

Headquarters: Austin, Texas, USA

Whole Foods Market has long been a pioneer in promoting organic and sustainable food products. The company emphasizes sourcing products that meet rigorous quality standards, including organic certification, non-GMO verification, and fair-trade practices. Whole Foods Market also focuses on reducing its carbon footprint through energy-efficient store designs and waste reduction programs. Their commitment to sustainability extends to community engagement, supporting local farmers, and promoting healthy eating habits.

2. Timberland

Headquarters: Stratham, New Hampshire, USA

Timberland is renowned for its durable outdoor footwear and apparel, and its dedication to environmental stewardship. The company's green marketing efforts include using recycled and organic materials in its products, implementing eco-friendly manufacturing processes, and supporting reforestation projects. Timberland's Earth keepers® collection is a testament to its commitment to sustainability, showcasing products made with responsibly sourced materials.

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1

How familiar are you with the concept of green marketing?

How familiar	No. of Respondents	Percentage
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Very familiar	18	20.5%
Somewhat familiar	31	35.2%
Not very familiar	26	29.5%
Not familiar at all	13	14.8%
Total	88	100%

INTERPRETATION:

From the above table, it is clear that 20.5% of respondents are very familiar with the concept of green marketing, while 35.2% are somewhat familiar, making up the largest group. Additionally, 29.5% are not very familiar, and 14.8% are not familiar at all.

INFERENCE:

Most 31(35.2%) of the respondents are somewhat familiar with the concept of green marketing.

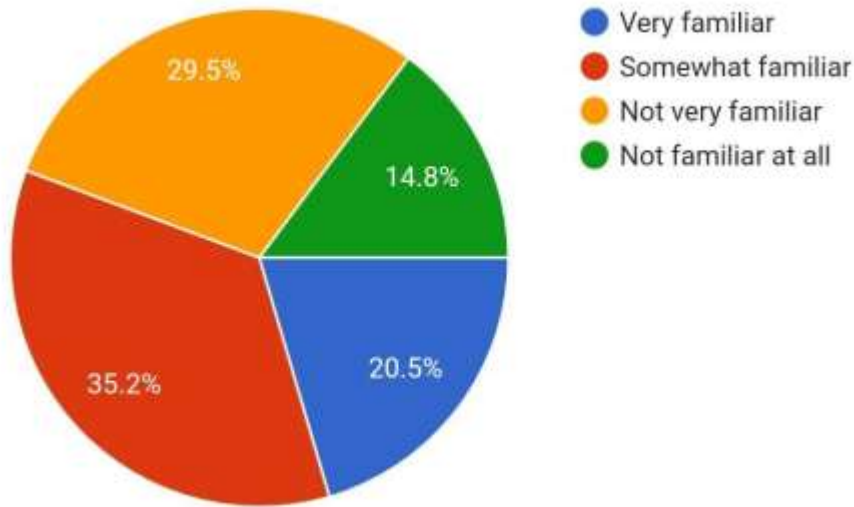


TABLE 4.2

Do you trust eco-labels and sustainability certifications on products?

Trust eco-labels and sustainability	No. of Respondents	Percentage
Yes, completely	21	23.9%
Somewhat, but i still verify the claims	34	38.6%
Not really, i think some are misleading	22	25%
No, I don't trust them at all	11	12.5%
Total	88	100%

INTERPRETATION:



From the above table, it is clear that 23.9% of respondents completely trust eco-labels and sustainability claims, while the largest group, 38.6%, somewhat trusts them but still verifies the claims. Meanwhile, 25% believe some eco-labels are misleading, and 12.5% do not trust them at all.

INFERENCE:

Most 34(38.6%) of the respondents are Somewhat, but i still verify the claims in eco-labels and sustainability certifications on products.

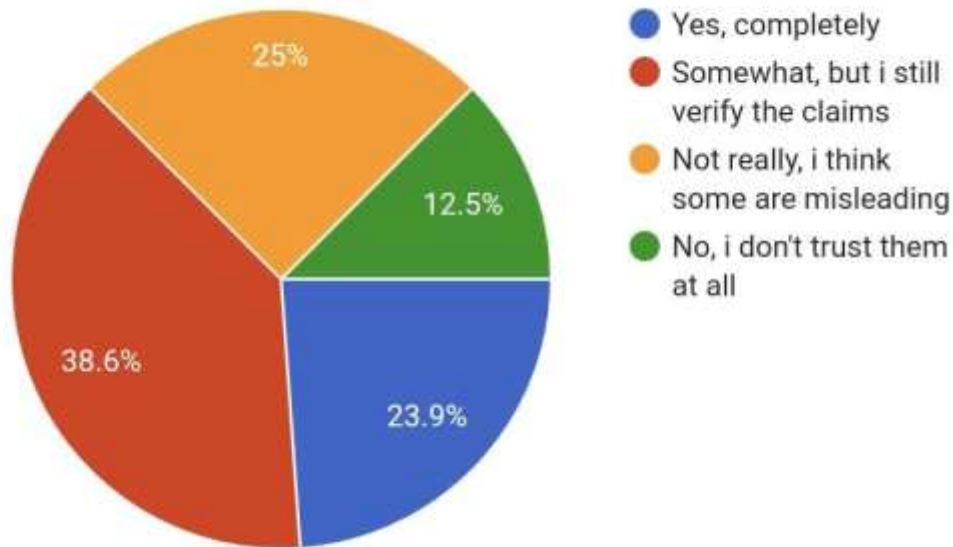


TABLE 4.3

What do you think is the biggest challenge in adopting green products?

Challenges	No. of Respondents	Percentage
High cost	21	23.9%
Lack of availability	35	39.8%



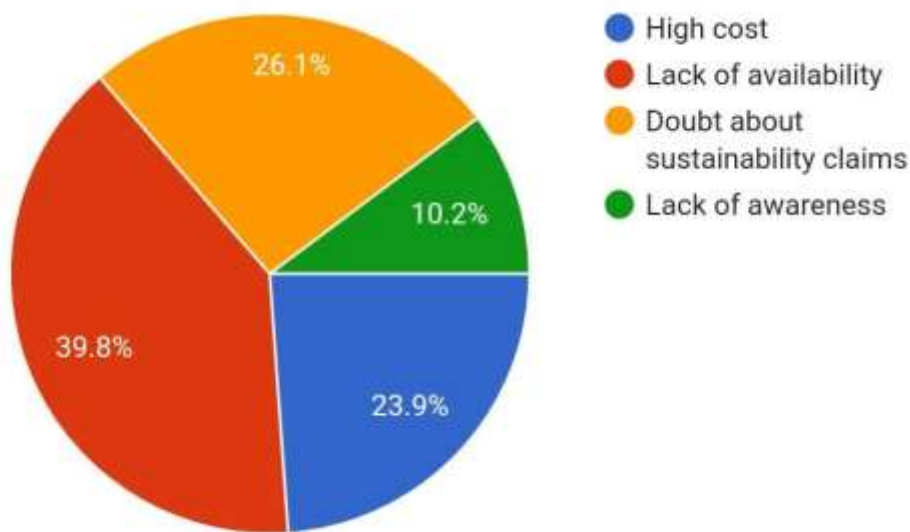
Doubt about sustainability claims	23	26.1%
Lack of awareness	9	10.2%
Total	88	100%

INTERPRETATION:

From the above table, it is clear that the biggest challenge faced by respondents is the High cost (23.9%) is also a notable challenge, indicating that affordability plays a role in decision-making lack of availability (39.8%), Doubt about sustainability claims (26.1%) is another significant concern, suggesting skepticism toward eco-friendly products Lastly, lack of awareness (10.2%) affects a smaller portion of respondents but still highlights the need for better education on sustainability.

INFERENCE:

Most 35(39.8%) of the respondents are Lack of availability in adopting green products.





FINDINGS

1. Most 34(38.6%) of the respondents are Somewhat, but i still verify the claims in eco-labels and sustainability certifications on products.
2. Most 35(39.8%) of the respondents are Lack of availability in adopting green products.
3. Most 35(39.8%) of the respondents are sometimes avoided purchasing a product because it was not environmentally friendly.

SUGESTIONS

Green marketing involves promoting products and services that are environmentally friendly while ensuring sustainability in business practices. Companies can achieve this by developing eco-friendly products using sustainable materials, minimizing waste, and opting for biodegradable packaging. Transparency is key—brands should provide clear labeling with certifications and avoid misleading greenwashing claims. Digital marketing can also play a role in reducing paper waste while spreading awareness through social media. Additionally, businesses can incentivize customers by offering discounts on sustainable products or implementing recycling programs.

CONCLUTION

Green marketing is a powerful strategy that not only benefits businesses but also contributes to environmental sustainability. By adopting eco-friendly practices, ensuring transparency, and educating consumers, companies can build trust and long-term brand loyalty. Sustainable packaging, ethical sourcing, and digital marketing help reduce environmental impact while appealing to conscious consumers. However, businesses must avoid greenwashing and ensure that their sustainability claims are backed by real actions. As consumer awareness of environmental issues grows, green marketing will continue to be a key driver of success, fostering a healthier planet and a more responsible marketplace.

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