

DISSERTATION PROJECT REPORT ON

CONSUMERS' PERCEPTION TOWARDS GREEN MARKETING

FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT

FOR THE AWARD OF

MASTERS OF BUSINESS ADMINISTRATION

SUBMITTED BY: SAIF ZAIDI

ADMISSION NO: 18GSFC2020012



UNDER THE GUIDANCE OF

VAISHALI JOSHI

GALGOTIAS UNIVERSITY

CERTIFICATE

This is to certify that the dissertation report titled “Consumer Perception Towards Green Marketing” submitted at Galgotias University, Greater Noida is a record of bonafide investigation carried out by Mr. Saif Zaidi under my supervision. This is an original piece of work and no part of this project has been submitted elsewhere for any other degree or diploma, to the best of my knowledge. All the assistance and help receive during the course of research has been fully acknowledged. In my opinion this work is suitable for the presentation in partial fulfilment for the award of the degree of Masters of Business Administration.

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DECLARATION

I hereby declare that the Dissertation Report titled “Consumer Perception Towards Green Marketing” submitted at Galgotias University, Greater Noida, is a record of original work done by me under the guidance and supervision of Vaishali Joshi, School of Finance and Commerce, Galgotias University, Greater Noida. The project is submitted for the partial fulfilment of the requirement of the award of Masters in Business Administration.

I also declare that this report has not been submitted to any other college or university for award of any other degree or diploma.

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ACKNOWLEDGMENT

This study is an important part of our MBA program and to do this project in a short period was a heavy task. Intention, dedication, concentration and hard work are very much essential to complete any task.

I bear to imprint of my people who have given me their precious ideas and times to enable me to complete the research and the project report. I want to thank them for their continuous support at my research and writing efforts.

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CHAPTER-1
INTRODUCTION

1.1 Introduction:

Biological issues have picked up an incentive in business as appropriately as in open way of life everywhere throughout the world. Of which isn't care for of which two or three pioneers of assorted countries or scarcely any tremendous eminent business homes typically are on edge in regards to the day to have the option to day debasement of air level in our vibe however every individual resident of our nation in addition to internationally is worried about a typical issue which is an unnatural weather change.

Subsequently, this of worldwide concern business organizations include taken green-advertising inside their strategy to advance items by using natural cases either with respect to their frameworks, arrangements in addition to procedures of the organizations that production or sell them.

1.2 Green Marketing

Green/Eco-intelligent/Ecological showcasing exist of all exercises format to initiate and encourage any contributions to fulfill a human need or needs in a manner its satisfaction of the kinds of necessities and needs happens with a negligible hindering impact on the common climate.

Green showcasing incorporates a wide scope of exercises incorporating thing adjustment changes in the creation procedure, bundling, and publicizing. Other comparative words are Natural Showcasing and Practical Promoting.

The recent most definition of green marketing states that Green Marketing includes strategies that are used to obtain firms financial as well as strategic goals while minimizing the negative consequences on the environment.

" Environmentally friendly development is a progress which accommodate with the needs associated with the present without conciliating with ability of an upcoming era to meet their very own needs ". It is an economic procedure in which quality & quantity of the stock of natural assets (forest) and probity of biogeochemical cycles (climate) are sustained and passed to futures generations' unimpaired.

1.3 Companies Practicing Green Marketing:

The tendency to practice environmental awareness has not just dynamically winding up some portion of many organization's corporate social obligations, yet additionally as a part of staying acceptable later on business condition. Aside from this, there are an ever-increasing number of ecological issues that must be tended to through green activities as far as generation adjusting and producing.

1. LG India has starting late been a pioneer is making electronic contraptions that are eco-pleasing. they may have moved a Determined E60 and E90 course of action screen for the Indian market. Its USP is that it utilizes 40% less imperativeness than conventional Drove screens. Besides, they barely used tungsten halogen or mercury, attempting to keep all through the usage of perilous materials in their things.
2. HCL is another brand that is attempting to introduce eco-pleasing things in the market and contains pushed the HCL Before long 40 diaries. These scratch cushion PCs don't use any polyvinyl chloride (PVC) substance or other destructive engineered blends and the Division on the Profitability successfully given it a five-star rating.
3. Haier: Eco checking is a bit of Haier's new green movement and they have pushed the Eco Life Game plan. They have self-loader and modified coolers and garments washers, split and window atmosphere control frameworks and essentially more.
4. Dell is a notable producer of PC gear. With the purpose of restricting normal impacts. Dell has announced safe exchange of their things by coming up with stunning and capable reusing where the possible program. Dell empowers customers to give back any Dell-checked apparatus to the association at no cost which propels safe exchange and diminishes the general e-waste count number. The association even allows PCs, printers and grandstands from various brands for safe exchange.
5. Google has in like manner made some shocking undertakings in become ecologically suitable by cutting their essentialness use and helping green force provider adventures. For example, Google has made the world's most imperativeness successful server ranches and persistently campaigns for the prerequisite for essentialness security and the usage of maintainable force source resources similarly as perfect essentialness things. Google has

supported and upheld earth pleasing essentialness reaches out by buying and presenting different windmills and sun-arranged force daylight based sheets. The Bank of America became environmentally viable when this understood the benefits of advancing in addition to building up a reasonable air. Inside a period related with five years, the monetary establishment had the capacity to lessen its paper necessities by 32%. The bank additionally begun inside reusing where conceivable program and contains accomplished accomplishment by reusing around thirty, 000 a great deal of paper each and every year. This converts into sparing around 200, 000 trees and bushes. Also, the organization offers 3000 dollars money back impetus to work force who change to the utilization of half and half vehicles.

6. The Bank of America turned out to be earth feasible when this comprehended the advantages of progressing notwithstanding developing a sensible air. Inside a period related with five years, the money related foundation had the ability to decrease its paper necessities by 32%. The bank moreover started inside reusing where possible program and contains achieved achievement by reusing around thirty, 000 a lot of paper every single year. This proselytes into saving around 200, 000 trees and shrubs. Likewise, the association offers 3000 dollars' cash back stimulus to work power who change to the usage of creamer vehicles.
7. Tesla Motors is an association related with the age of vehicles that are eco-pleasing the charming perspective about it is that it does as such without surrendering the force and speed of the automobiles. The electric controlled cars made by Tesla Motors are incredibly satisfactory and can go from 0 to 60 in only 3. 9, with a likeness 256MPG (Miles Per Gallon) from its electric yield. The vehicles are smooth and their general help costs are similarly reasonable. Samsung India has dependably had a thundering assortment of Driven television showcases and now they have thought of eco-supportive Drove backdrop illumination. They utilize 40% less power has additionally no hurtful synthetic substances like mercury and business lead.
8. TCS has a globally perceived Manageability practice and it has officially beaten the Newsweek's top World's Greenest Association title. It additionally has an overall green score of 80. 4% and this has chiefly happened as a result of their drive of making innovation for horticultural and network benefits.

1.4 4 P's of Green Marketing:

1. **Green Product:** The things created dependent on the necessities of the clients that pick condition cordial items. Items are made from reused materials or from used products. Proficient items spare water, vitality, and cash yet moreover, lessen unsafe impacts inside the earth. For instance, Nike is without a doubt the first among the footwear associations to promote itself as green. It really is

exhibiting its Air Jordan shoes as eco-obliging, as it has reduced the usage of perilous glues.

2. **Green Price:** Green value takes into a fascinating point everybody, planet, and advantage such that manages the quality of delegates and systems and ensures capable benefit. Regard can be added to it by changing its appearance, usefulness and through personalization, and so on. Wal Store uncovered its first recyclable towel shopping sack. IKEA began charging shoppers when they settled on plastic baggage and urged people to quit utilizing its "Large Sparkling blue Sack".
3. **Green Place:** Eco-friendly place is about dealing with logistics to cut straight down on transportation emissions, consequently in effect aiming at decreasing the carbon impact. For example, somewhat than marketing an brought in mango juice in of India it can be certified for local manufacturing. This type of avoids shipping of typically the product from far, hence reducing shipping cost in addition to, more importantly, the enclosed carbon emission by typically the seas and other methods of transport.
4. **Green Promotion:** Condition agreeable advancement incorporates arranging the instruments of advancement, such since promoting, advertising materials, signs, white papers, web destinations, recordings, and introductions by just keeping individuals, planet, notwithstanding benefits at the top of the priority list. Toyota is attempting to squeeze gas/electric half breed innovation into a lot of its maker product offering. It is likewise making the single greatest Research and development interest in the ever-tricky hydrogen vehicle and advancing itself as the primary earth-accommodating vehicle organization.

1.5 Benefits of Green Marketing:

1. It assures sustained long-term development in addition to profitability
2. It reserves the money in the long run.
3. It can help companies marketing the particular product or service keeping the ecological aspects at heart.
4. It publicizes corporate social responsibility.
5. It gives access to new markets, by building new products & services.

1.6 Challenges of Green Marketing:

1. Environmentally friendly products require renewable in addition to recyclable material, which usually is costly.
2. Problems of ambiguous advertising and deceitful allegation.
3. Need to have a technology, which demand large investment in analysis plus

development.

4. Almost all of the men and women are not mindful of green companies their particular uses.
5. Numerous consumers are not constantly offering reduced regarding eco-friendly products.
6. Training customers about the positive prospects of green marketing.

CHAPTER-2
LITERATURE REVIEW

2.1 Literature Review

Green Marketing shows far reaching promoting approach where creation showcasing and use of administrations and items show up such that is slighter unfavorable to the environment. With spreading consideration about the importance of a dangerous atmospheric deviation. Non-Biodegradable reduced waste like containers, plastic packs, aluminum jars, and so on. Advertisers, just as buyer, are getting sensitive to requirement for a move to green items. Philip Kotler

Philip Kotler, 2014, "A South Asian Perspective of Marketing Management" focusses on the cutting edge promoting the executives in the 21st century and comprises of following errands –

1. Establishing marketing strategies & plan.
2. Assessing market opportunities and customer value i.e. scanning the market environment, analyzing consumer markets, business markets.
3. Choosing value i.e. segmenting and targeting market, brand positioning, creating brand equity.
4. Designing value i.e. product strategy, managing services, pricing.
5. Delivering value i.e. managing integrated marketing's channel.
6. Communicating value through telemarketing, integrating marketing, direct marketing, catalog marketing, word of mouth.
7. Sustaining growth and value i.e. introducing a new product, targeting global markets.

Rajesh Saxena, 2011, "Marketing Management", focusses on innovations in marketing management, marketing environment, assembling the marketing toolbox, delivering customer value, creating sustainable competitive advantage and current issues such as global marketing, customer services, service marketing.

Green marketing components and green products are constructed and developed as little catastrophic for the ecosystem (Chitra 2007, p. 174).

Remind that "green development is progress that accommodates the demand of current without negotiating the capability of upcoming generations to meet their needs" (iisd.org).

The use of green items and shopper's methodology according to these items has headed to the advancement of green advertising blend which jelly natural assets and at the same time hands over worth included items and administrations. (Datta and Ishaswini, 2011, p. 126).

As per Chen and Chai (2010, p. 29) green showcasing is characterized as the activities taken by the organizations worried about ecological issues or green issues, by conveying the natural merchandise and administrations to make clients' and society's fulfillment.

Dahlstorm and Ottman (2011) has portrayed green advertising as the joining of eco-accommodating worry in showcasing instruments like creation, circulation, coordinations, advancement and bundling and promoting correspondences. Welford (2000) identified green marketing as "the management process in charge of discovering, anticipating and satisfying certain requirements of customers and modern society within a successful and environmentally friendly way"

Green marketing has been developing because even if the human wants are vast and the natural and artificial resources are limited (Kumar, 2011, p. 59)

Jaya Tiwari. Green marketing's in the India: An Overview. This article is based on the objective to understand the concept of green marketing, importance, and need as well as challenges & aspects of green marketing. It was concluded that green marketing is not an easy task as it involves proper planning as well as research. green marketing revolution, it is necessary on the part of the consumers to pay premium money for a better lifestyle along with the efforts of producers.

Jennifer Majid, Shahid Amin, Keshav Kansana, Green Marketing: Sustainable Economy, Environment and Society- Concept and Challenges. This paper concentrates on green marketing approach critical aspect in sustainable progress. Associating with a sustainable economy, ecosystem, and society jointly for improved and auspicious future.

Michael Jay Polonsky, 1994. (Electronic Green Journal). An Introduction to Green Marketing. The paper focusses on the terms and concept of green marketing, the importance of going green, reasons why companies are adopting a green marketing philosophy and problems of green marketing. It was concluded that it is not the responsibility of firms but of the consumers also for environment-friendly society.

Michael Polonsky, 2005. (Environmental Management and Decision Making for Business Palgrave Macmillan, Basingstoke). Green Marketing. This paper discusses the conception of environment friendly marketing in a very systematic way through the meaning of green marketing, green markets, greening the marketing mix, green marketing activities across tactical, quasi strategic and strategic levels as well as do's and don'ts of green marketing.

Arun Kumar and N. Meenakshi (2009): Buyers need to have a characteristic impact if organizations must be made responsible for the protection of the earth. They ought to stop buying aftereffects of associations which can be dirtying the earth. Next to associations, NGOs moreover have huge errands to complete. NGOs should have out research and teach the associations about how they can make their technique

progressively natural.

Rajan Saxena (2010) dealt with that Green item or administration today are progressively creatures acknowledged by just both the organizations notwithstanding clients. Following are a few of the contentions inside kindness of green showcasing and publicizing making it fruitful for regularly the association.

- A great mindful client currently requests on a green 'item and bundling material
- Conscious customer is partner together to shape intrigue bunches which every now and again anteroom for eco-accommodating organizations' enactment to secure their own condition.

Arun Kumar and N. Meenakshi (2011) given due consideration that Lasting innovation and advertising is vital in order to long term profitability and businesses require to follow along using the subsequent practices:

Businesses that follow specific most severe guidelines perform not need to deal with discrete procedures for different markets. standards of each nation in which the assembling offices are arranged.

- Intelligent organizations decrease the admission of nonrenewable assets like flammable gas, coal, oil too limitless assets, for example, water and dependable wood.
- To make eco-pleasing things, associations look at thing life cycles despite appreciate purchaser concerns. Making sure about biological natural variables is basic by strategies for the eco-obliging things despite which is fundamental for their own protection.

Sherlekar (2007) has seen that utilizing an entitled earthen pitcher as the picture, the Eco name originators are wanted to allow buyers to pick things which are eco-pleasing. The things mentioning brief Eco marking are materials, can synthetic concoctions, chemicals, paper, paints, deals, pesticides, drugs, etc.

Pravin Agarwal et al (2010) Inside their examination found that the Kyoto Convention had quite recently been set apart in the a year 1997 to deal with the effect of overall

warming. Indigenous Indian may consider having its own exceptional carbon credit grandstand, where essentialness concentrated associations may purchase carbon credit inside from other imperativeness compelling firms.

Varsha Jain and Subhadip Roy (2010) The assessment kept an eye on the possibility of Eco-ism from the customer perspective. It totally was found that eco-obliging instruments are normally still in a starting period in India, (for instance, common food and ordinary food). It is difficult for customers to consider eco-obliging things through all characterizations.

Philip Kotler (2011) saw that the Associations need to turn out exceptional upgrades in their innovative work, age, budgetary, and publicizing rehearses if sensibility must be developed. The couple of organic difficulties to be considered in the agreeableness are change in the structure of air, exhaustion of ozone layer, soil debasement and expanded desertification, broadened air water tarnishing.

In the examination by Philip Kotler et al (2010), Ecological Manageability suggests making benefits while sparing the planet. Affiliations can use to check their progress towards movement organic common sense through inner and outside greening and internal and outer past greening.

internal and external greening consolidates sullyng contravention (taking out the waste) and thing stewardship (restricting ordinary effect all through the whole thing life cycle).

- Internal and external past greening joins new clean advancement (growing new blueprints of trademark limits and cutoff points) and acceptability vision (making an essential structure for future practicality).

Karpagam and Geetha Jai Kumar (2010) saw that the Service of Condition and Backwoods impelled the arrangement of stamping of condition welcoming things in 1991. The engraving is permitted to buyer things which met the fated standard measures and the quality necessities of Indian checks.

CHAPTER-3
RESEARCH METHODOLOGY

3.1 Research Strategy

Qualitative approach has been adopted to carry out the research. The qualitative approach is basically exploratory research. This approach is taken to understand the perception of respondents with reference to the topic of study.

3.2 Research Question

As the topic of research itself explains that the major concern to carry out the research is to get the viewpoint of consumer perception towards green marketing and its buying behavior towards green products.

3.3 Objectives of the study

- To discover the elements of showcasing blend impacting the acquisition of eco-accommodating items.
- To discover impact level of these elements while buying.
- To study the impact of inspirational demeanor towards acquisition of green items.

3.4 Research Design

The research is descriptive and exploratory in design. The research followed descriptive design as the consumer perception towards green marketing and its buying behavior towards green products, concepts related to green marketing and responses of sample participants are described. And the research followed exploratory design as it focuses on exploring the perception of consumers towards green marketing the data recorded are analyzed and summarized in the research with help of graphical and pictorial representation.

3.5 Sampling

3.5.1 Sampling Technique

The selection of the sample is entirely relied on the judgment of the researcher as convenience sampling technique is used.

3.5.2 Sample

The data consisted of 208 responses are recorded from which 205 responses are completely and duly filled which can be used for analysis and interpretation, rest 3 responses are either incomplete or repeated which are not taken into consideration for analysis and interpretation of data.

3.6 Data Collection

Data for research has been conducted from both methods primary source as well as

secondary source. In primary source with the help of set of questions being asked to business people, teachers, friends/family, secondary source includes government websites, previous researches done on similar topic, literature review or study done by scholars and authors in context to similar topic.

CHAPTER-4
DATA ANALYSIS AND INTERPRETATION

4.1 Data analysis

In this part, our discoveries will be dissected by utilizing various estimations. We will likewise assess the dependability of our finding by utilizing Anova Single Factor to exhibit a consistency between our factors. Besides, in this examination we will expect a degree of hugeness which can be equivalent to 0.05 or at some point 0.01 with a certainty interim of 95% or 99%.4.2 Findings:

For this purpose, an online survey strategy was utilized to collect first-hand information from 205 sample respondents.

Code	Value	Frequenc y	Percenta ge
1	Male	126	61%
2	Female	79	39%

Table-1

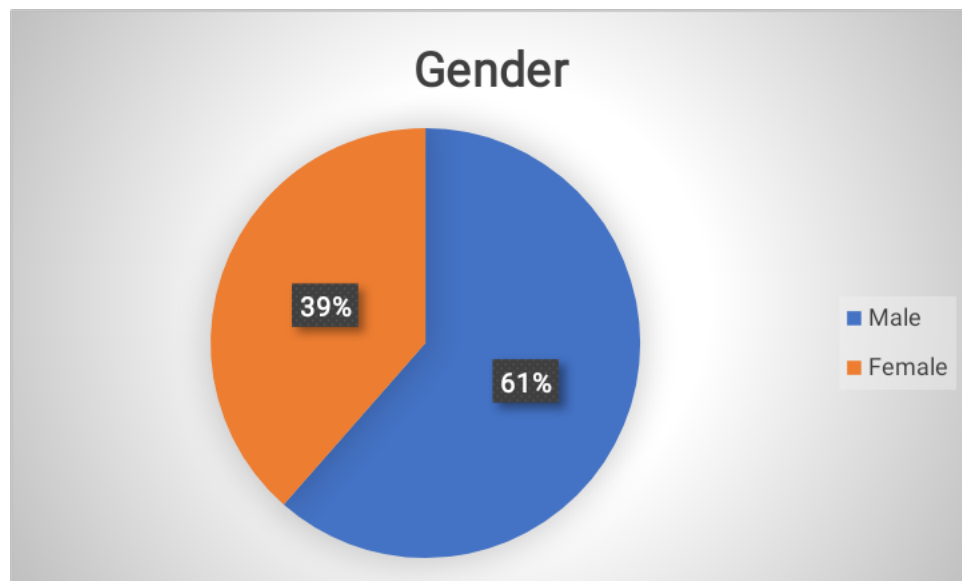


Figure-1

- In this survey the number of males is more than females i.e. 61% (126 male respondents) & 39% (79 female respondents).

Code	Value	Frequency	Percentage
1	15-20	6	3%
2	20-25	132	65%
3	25-30	41	20%
4	30-35	13	6%
5	35-Above	13	6%

Table-2

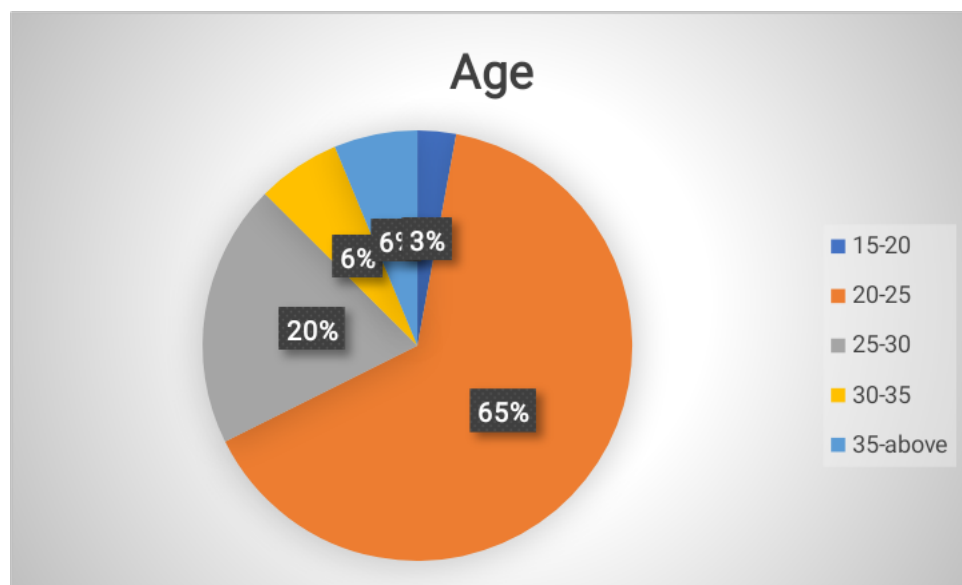


Figure-2

- In this sample 3% of respondents were between 15-20 age group, 65% respondents were between 20-25 age group, 20% respondents were between 25-30 age group, 6% respondents were between 30-35 age group, 6% respondents were between 35-above age group.

Code	Value	Frequency	Percentage
1	15000-20000	46	23%
2	20000-25000	32	16%
3	25000-30000	50	24%
4	30000-35000	34	17%
5	35000-above	42	20%

Table-3

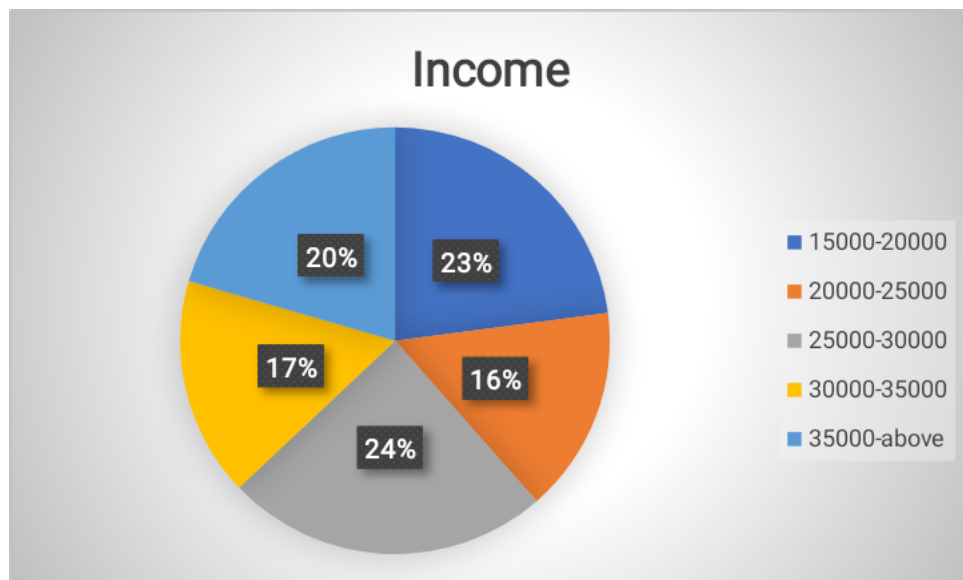


Figure-3

- The respondents were characterized based on income i.e. 15000-20000 were having 23% respondents, 20000-25000 were having 16% respondents, 25000-30000 were having 24% respondents, 30000-35000 were having 17% respondents and 35000-above were having 20% respondents.

Code	Value	Frequency	Percentage
1	Yes	163	80%
2	No	6	3%
3	Little Bit	36	18%

Table-4

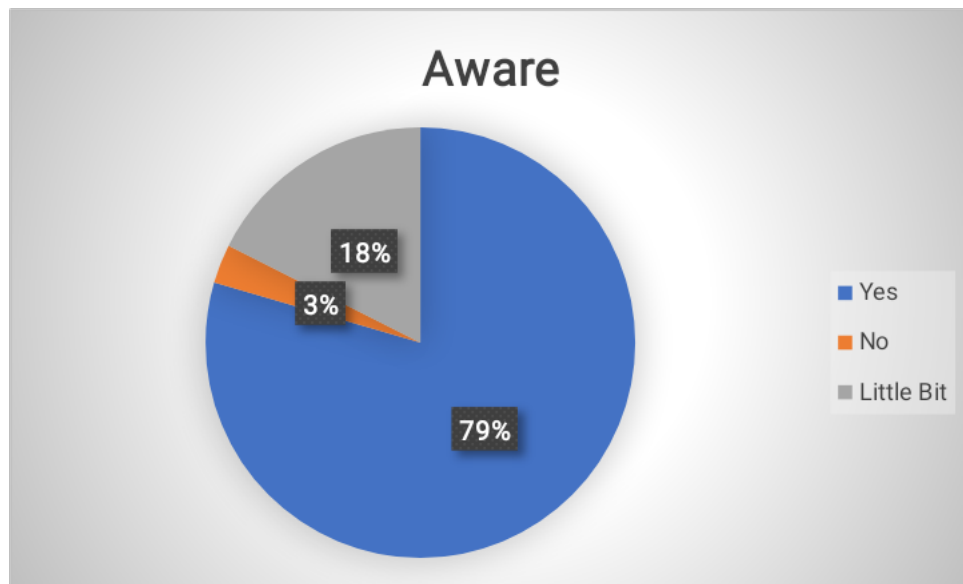


Figure-4

- It was also found that 80% of respondent were aware regarding green products, 18% were little bit aware about green products and 3% were not at all aware about green products.

Code	Value	Frequenc y	Percentag e
1	Television	52	25%
2	Newspaper	16	8%
3	Friends/Fami ly	41	20%
4	Internet	96	47%
5	Magazine	0	0%
6	Others	0	0%

Table-5

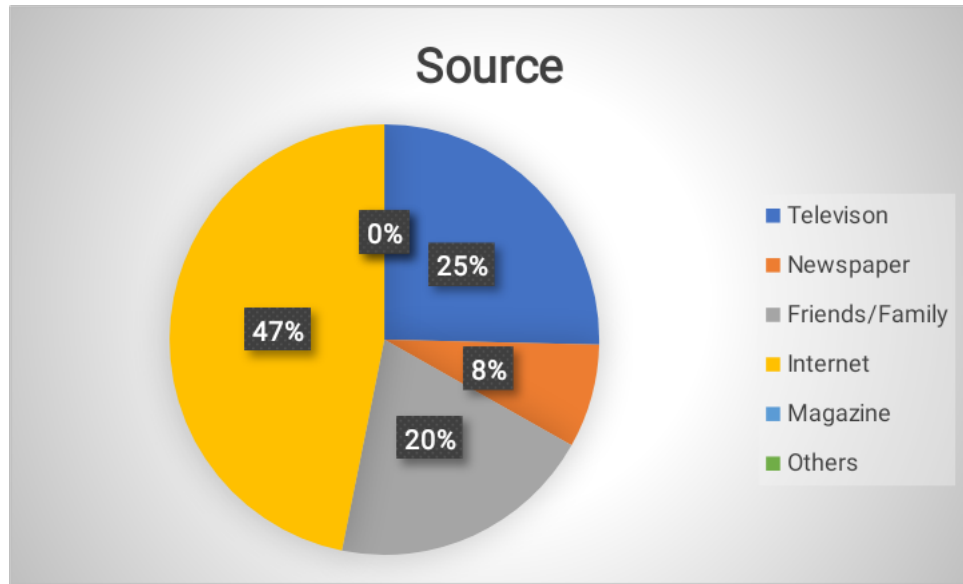


Figure-5

- The above data shows that most of the respondent became aware about green products through internet i.e. is 47%, second on the list is television with 25%, third is 20% friends/family and fourth is 8% through newspaper. Hence internet is the most prominent source which created the awareness between consumers.

Code	Value	Frequency	Percentage
1	Yes	176	86%
2	No	29	14%

Table-6

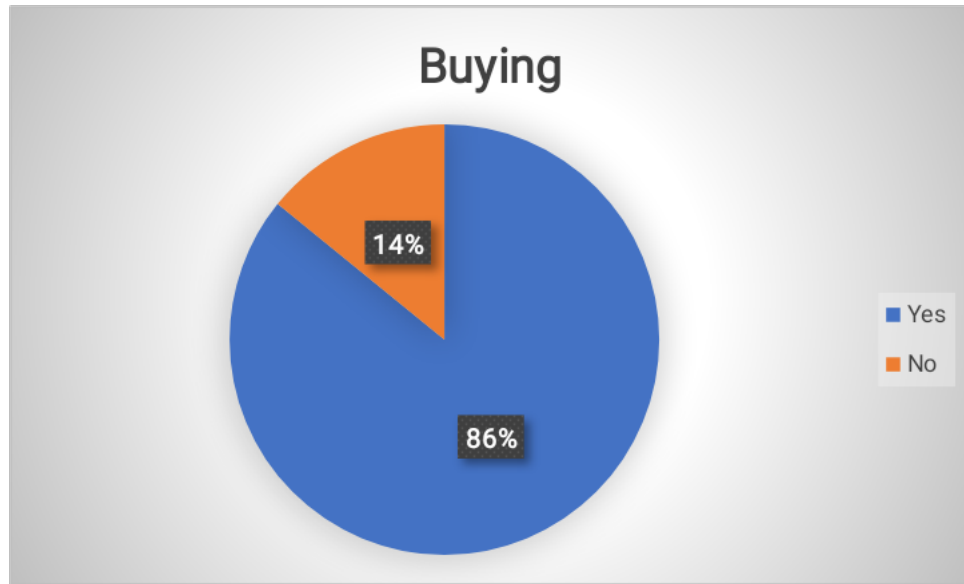


Figure-6

- The final outcome of the purchase analysis states that majority respondents have bought the green products i.e. is 86%.

Code	Value	Frequenc y	Percentag e
1	Once in a Week	15	7%
2	Once in a Month	51	25%

3	Once in a Year	33	16%
4	Regularly when needed	106	52%

Table-7

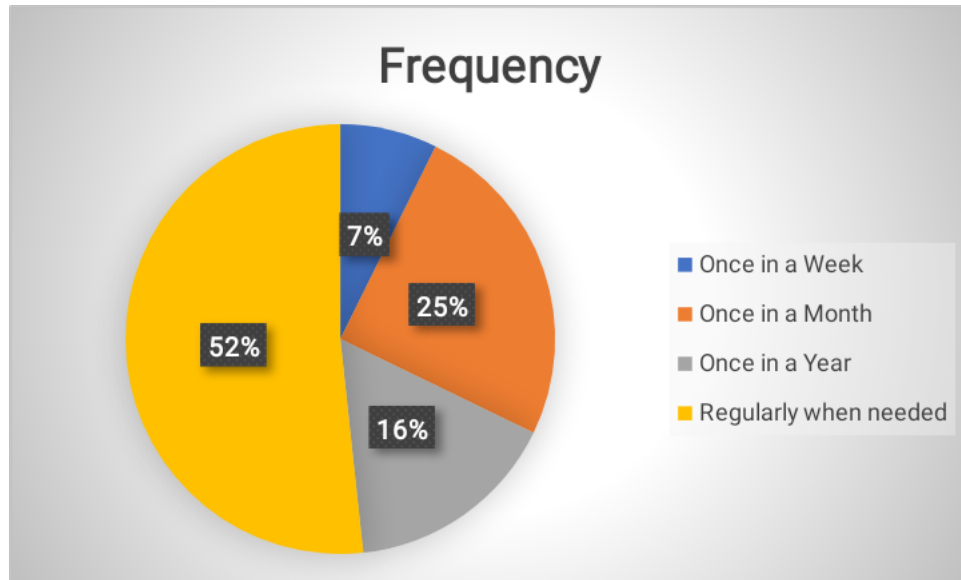


Figure-7

- Above data it was found that that most of the respondents bought the product whenever they needed i.e. 52%. whereas 7% were those who bought once in a week, 25% once in a month and 16% once in a year.

Code	Value	Frequenc	Percentage
------	-------	----------	------------

		y	
1	Very Satisfied	39	19%
2	Satisfied	130	63%
3	Neutral	36	18%
4	Dissatisfied	0	0%
5	Very Dissatisfied	0	0%

Table-8

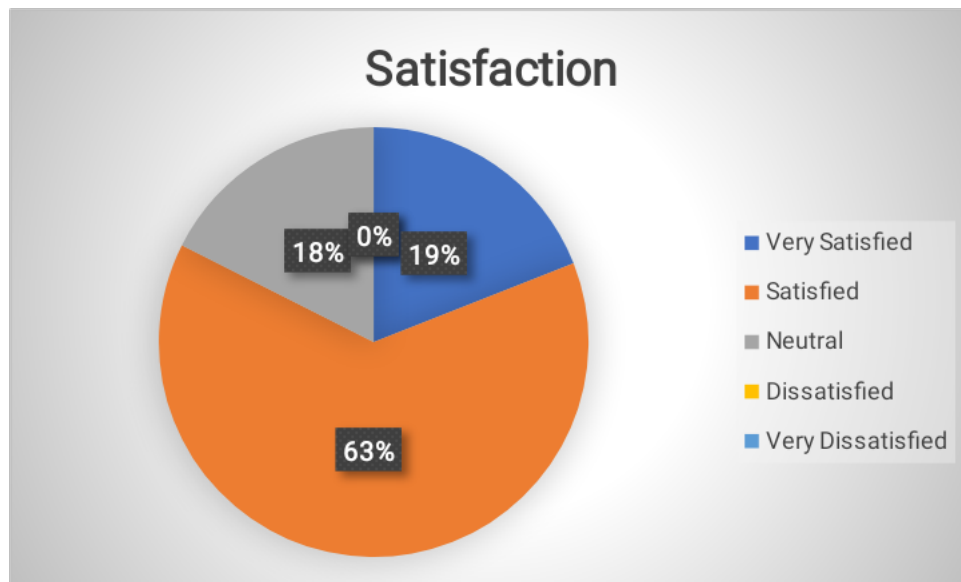


Figure-8

- The analysis of the satisfaction level showed that 63% responded were satisfied, 19 were very satisfied, 18% were neutral. Hence this resulted in good level of satisfaction among consumers in relation to green product.

Code	Value	Frequency	Percentage
1	Yes	141	69%
2	No	64	31%

Table-9

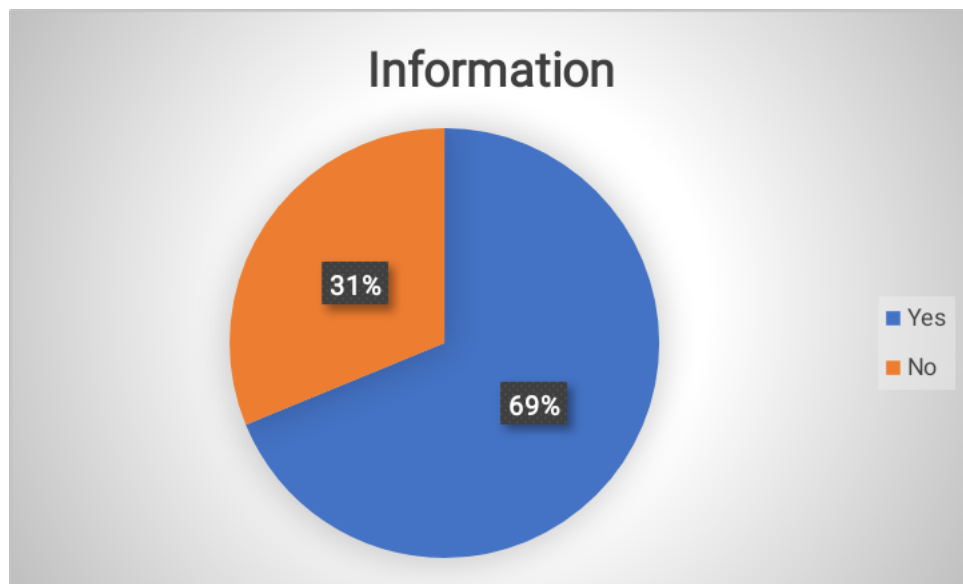


Figure-9

- In the above analysis it was found that 69% of respondents said yes that the information about the green features is available while buying the products.

Code	Value	Frequency	Percentage
1	Quality of the Product	57	28%
2	Environmental Protection Responsibility	85	41%
3	Less harmful in nature	63	31%

Table-10

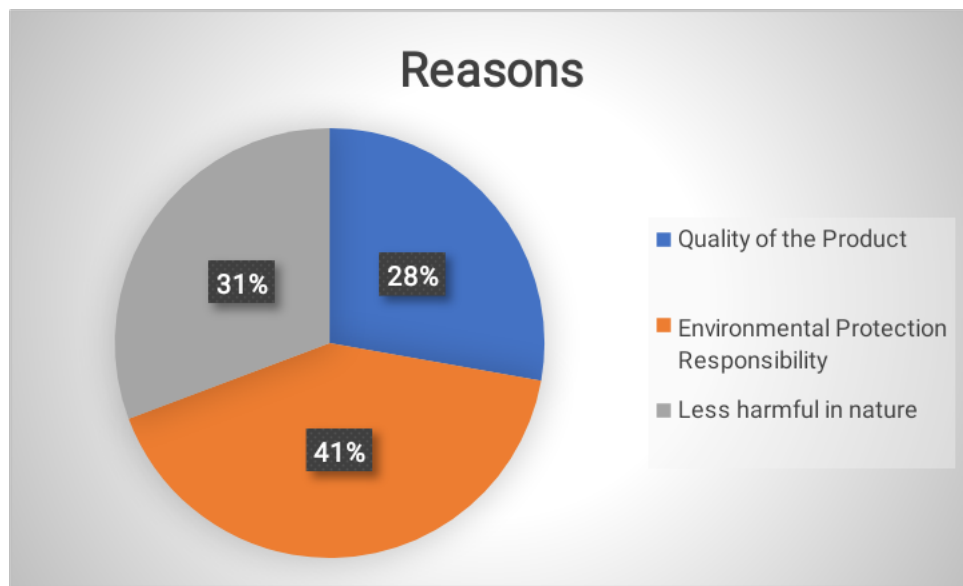


Figure-10

- Above data concluded that most of the respondents bought green products with the perspective of Environmental protection responsibility i.e. 41%. Then followed by less harmful in nature i.e. 31% and quality of the product i.e. 28%.

Code	Value	Frequency	Percentage
1	Yes	108	53%
2	No	15	7%
3	May be	82	40%

Table-11

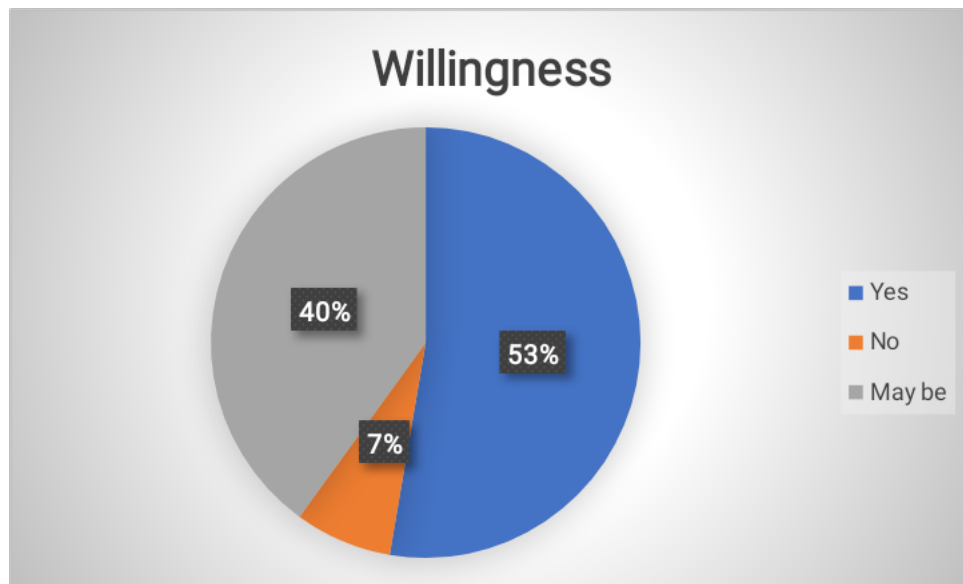


Figure-11

- 53% respondents showed their willingness that if the prices of the green product increase still they will buy the product. 40% of respondents were not sure and 7% said no.

Code	Value	Frequency	Percentage
1	Cannot see the benefits of these features	17	22%
2	Product cost is to high cannot afford them	36	46%
3	Producers only claim actually it's not	17	22%
4	Others	8	10%

Table-12

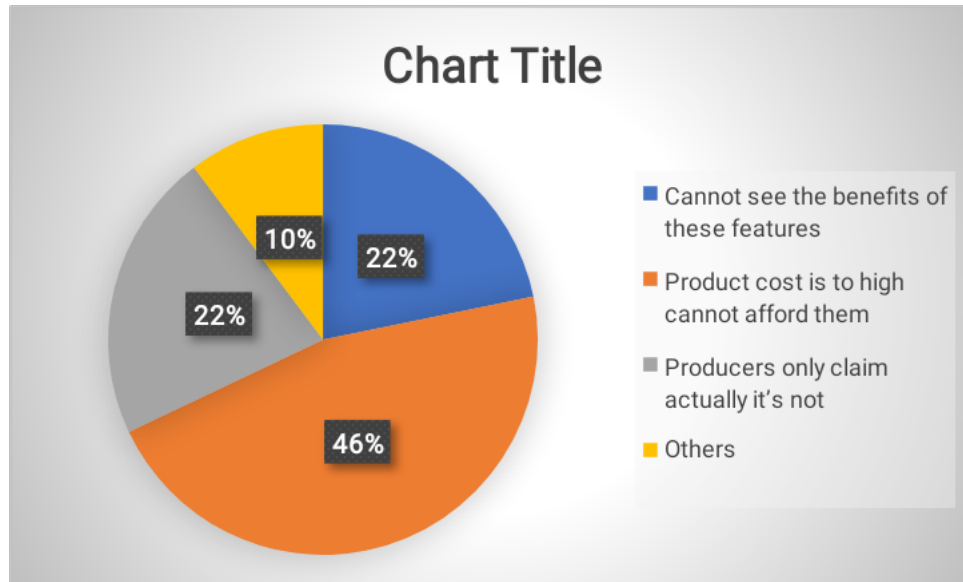


Figure-12

- Above data it was found that 46% respondents will not buy the product because the cost is too high and they cannot afford it, 22% said that they cannot see the benefits of these features, 22% said that the producers only claim but actually it's not that worth it, 10% belongs to others category.

Hypothesis 1:

SUMMARY				
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
15000-20000	3	47	15.66667	17.33333
20000-25000	3	33	11	52
25000-30000	3	50	16.66667	156.3333
30000-35000	3	34	11.33333	234.3333
35000-Above	3	41	13.66667	22.33333

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	76.66667	4	19.16667	0.198687	0.933385	3.47805
Within Groups	964.6667	10	96.46667			
Total	1041.333	14				

At 5% level of criticalness, with an alpha estimation of 0.05 in the table, esteem is seen as 0.933385. Since the table worth is little than the alpha worth the invalid theory can be acknowledged. Hence, we can presume that the pay bunch doesn't have sway on the observation towards green promoting.

Hypothesis 2:

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Graduation	3	78	26	217
Post-Graduation	3	127	42.333333	292.3333

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	400.1667	1	400.1667	1.571335	0.278281	7.708647
Within Groups	1018.667	4	254.6667			
Total	1418.833	5				

At 5% level of criticalness, with an alpha estimation of 0.05 in the table worth is seen as 0.278281. Since the table worth is more noteworthy than the alpha worth the invalid speculation can be acknowledged. In this manner, we can presume that the capability doesn't have sway on the discernment towards green advertising.

Hypothesis 3:

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Row 1	3	79	26.333333	404.3333
Row 2	3	126	42	637

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	368.1667	1	368.1667	0.707106	0.447736	7.708647
Within Groups	2082.667	4	520.6667			
Total	2450.833	5				

At 5% level of significance, with an alpha value of 0.05 in the table value is found to be 0.447736. Since the table value is greater than the alpha value the null hypothesis can be accepted. Thus, we can conclude that the gender does not have impact on the perception towards green marketing.

CHAPTER-5
CONCLUSION

5.1 Conclusion

Green/Eco-coherent/Environmental showcasing exist of all exercises design to initiate and encourage any contributions to fulfill a human need or needs in a manner its satisfaction of the kinds of necessities and needs happens with a negligible negative impact on the characteristic air. Green showcasing incorporates a wide scope of exercises incorporating thing adjustment changes in the generation procedure, bundling, and promoting. Other comparable words are Environmental Marketing and Sustainable Marketing. The ongoing most meaning of green promoting states that Green Marketing incorporates techniques that are utilized to acquire firms budgetary just as key objectives while limiting the negative results on the earth. During study it is found that most of the respondent belong to 25000-30000 income group, 79% were aware about the green product and most of them got aware through the internet. Majority of the respondent have bought the green products and were satisfied by them too and they bought the product regularly when needed and the main perspective behind buying green products environmental protection responsibility. While some of respondents refused to buy green products due to the cost is too high and they cannot afford it. Also testing the impact of income, gender, and qualification on the perception towards green marketing showed that there was no such significant impact on the perception of consumers.

Limitations of the study

- Since the data is collected on convenience of the researcher so the interpretation cannot be generalized due to very same reason.
- Size of the sample can also be one among the limitations reason being research is interpreted on the basis of only 205 responses.
- In availability of more time the research could be conducted at much larger extent with large sample size and with ratio scales.

CHAPTER-6

APPENDIX

QUESTIONNAIRE

Hello Sir/Madam,

I Saif Zaidi, here to direct an examination on the theme **"Consumer perception towards green marketing"** If it's not too much trouble offer your legitimate input and be comprehended that this data gathered will be simply secret and not to be shared for any reason other than look into.

Name:

1. Age:

- 15-20
- 20-25
- 30-35
- 35- above

2. Gender:

- Male
- Female

3. Income:

- 15000-20000
- 20000-25000
- 25000-30000
- 35000- above

4. Qualification:

- 10th
- 12th
- Graduation
- Post-Graduation

5. Are you aware about Green Products?

- Yes
- No
- Little Bit

6. How you became aware about Green Products?

- Television
- Newspaper
- Friends/ Family
- Magazine
- Internet
- Others _____

7. Have you ever bought any Green Product?

- Yes
- No

8. If Yes how frequently do you buy green products?

- Once a week
- Once a month
- Once a year
- Regularly when needed

9. How will you describe your level of satisfaction regarding green products?

- Very much dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

- Yes
- No

10. What are the fundamental motivation to purchase green product?

- Quality of the Product
- Environmental Protection Responsibility
- Less unsafe in nature

11. If green highlights increment the cost of the item would you say you will pay more?

- Yes
- No
- Little Bit

12. If no what is the primary explanation that makes you not ready to pay more for green items

- Cannot see the advantages of these highlights
- Product cost is too high and unaffordable
- Producers only claim actually it's not
- Others

13. Please rate your level of satisfaction with these specific aspects of your perception on green marketing

"1 is strongly disagree", "2 is disagree", "3 is neutral", "4 is agree" and "5 is strongly agree".

Perception of Consumer	1	2	3	4	5
Green Marketing exercises are acceptable at tending to ecological issues					
Green Marketing activities bring about better items					
Organizations that emphasis on ecological concerns convince buyers to purchase items.					
Green products are healthy.					
Green products have better quality or					

performance than conventional products.					
Eco well-disposed items have a decent taste/smell/surface.					
Eco well-disposed items are sensible estimated.					
Eco neighborly items are all around advanced.					
Government isn't doing what's necessary to advance Green items					
Government can advance green items purchase offering impetuses to the associations.					

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