



A STUDY ON GREEN MARKETING PRACTICES AND CONSUMER AWARENESS IN TIRUPATTUR DISTRICT

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ABSTRACT

This study examines consumer awareness and attitudes toward green marketing in Tirupattur District. Green marketing involves promoting products based on environmental benefits through sustainable production, packaging, and communication. The methodology is based on both primary and secondary data; primary data were collected from 50 respondents using a well-structured Google Form questionnaire, and secondary data were sourced from publications, journals, and websites. Convenience sampling was adopted, and simple percentage analysis was used for interpretation. The findings reveal a growing preference for eco-friendly products, with consumers actively seeking information mainly through online and social media platforms and considering environmental impact in their purchase decisions. Respondents show awareness of product labels, green packaging, and eco-certifications, reflecting informed buying behavior. The study highlights increasing willingness to pay for sustainable products and strong expectations that companies adopt environmentally responsible practices.

Keywords: Green Marketing, Consumer Awareness, Sustainable Products, Eco-friendly Behaviour, and Environmental Responsibility

Introduction

Green marketing refers to the marketing items that are environmentally promotion and selling of products or safe and produced using sustainable services based on their environmental practices in production, packaging,

benefits, focusing on developing and

marketing items that are environmentally

safe and produced using sustainable

practices in production, packaging,

distribution, and communication. This concept aligns with increasing consumer awareness and concern about issues like climate change, pollution, deforestation, and resource depletion. Beyond simply adding eco-friendly claims, green marketing reflects a deeper commitment by businesses to operate responsibly. Companies adopt green marketing to meet regulatory requirements, gain a competitive advantage, enhance brand image, and fulfil corporate social responsibility (CSR) goals. It promotes products for their real or perceived environmental benefits and is becoming increasingly important in today's eco-conscious market. Effective strategies include reducing energy use during manufacturing, adopting sustainable packaging, and engaging in environmental philanthropic activities that portray the company as socially and ecologically responsible.

Statement of The Problem

To identify research gaps and gain a deeper understanding of the subject, the researchers reviewed 26 relevant studies. These works provided valuable insights into various aspects of green marketing. In today's eco-conscious marketplace, the demand for environmentally friendly products is increasing, yet businesses still struggle to understand consumer awareness, attitudes, and behaviour. There remains limited clarity on the demographics of sustainable consumers and the influence

of digital and social media on their choices. Additionally, consumers' willingness to pay a premium and their trust in corporate environmental responsibility continue to be major concerns. The relationship between green marketing practices, consumer awareness, and purchase behaviour is also insufficiently explored. This study seeks to address these gaps and offer meaningful insights to support businesses and policymakers in promoting sustainable consumption.

Importance of The Study

The present study on Green Marketing and Consumer Behaviour towards eco-friendly products provides a clear understanding of consumers who are aware of and actively choose environmentally safe products. It emphasizes the strong influence of digital and social media in shaping awareness and guiding purchase decisions. The study also examines how environmental concerns affect preferences across product categories and highlights consumers' willingness to pay a premium for sustainable options. It further underscores the importance of trust in corporate environmental responsibility. By analysing the relationship between green marketing practices, consumer awareness, and buying behaviour, the research offers valuable guidance for businesses and policymakers to promote sustainable consumption and support a greener future.



Review of Literature

Many scholars have taken a keen interest in studying green marketing awareness and consumer preference towards green marketing. Here, it would be appropriate to express a brief review of some of the works done so far in this area. This would help to identify the new areas for research study.

Shameem. S and Sagaya Pricilla. V (2020), in their study on “A Study on Consumer Awareness of Green Marketing in Tiruchirapallai City,” have shown that, to protect the planet, individuals must act responsibly and contribute to reducing pollution. Green marketing has become the need of the hour, as today’s generation is increasingly willing to pay more for environmentally friendly products. Social media plays a significant role in spreading awareness, enabling consumers to share information about green products available in the market.

Ankit Tiwari (2021), in the study on “A Study of Consumer Awareness for Green Marketing,” has found that 60% of the respondents are aware of the concept of green marketing, thereby supporting the stated hypothesis. The analysis further indicates that there is no significant association between income level, educational qualification, or occupation and the level of awareness of green marketing. However, respondents employed in the service sector demonstrate comparatively

higher awareness and a greater inclination toward purchasing eco-friendly products. Despite this awareness and preference, consumers are generally unwilling to pay a higher price for eco-friendly products. Consequently, the second hypothesis of the study is not supported.

Priyanka P. Tarikar and Tamra Gundi, A.N (2022), in their study on “Consumers’ Awareness towards Green Marketing Practices with Reference to Consumer Electronics and Home Appliances Sector, have stated that green marketing has gained global importance as countries increasingly recognize the adverse impacts of climate change. In India, although marketers have adopted certain green practices and consumer awareness exists, a strong and systematic legal framework is still required. This study examines consumer awareness of green marketing practices among selected sample units. Most respondents are male graduates, primarily engaged in business, aged between 31 and 40 years, married, and belonging to lower-income families with two earning members. The findings from both rural and urban areas indicate that about ten respondents lack adequate awareness of ROHS compliance, recyclability, and eco-friendly packaging in televisions.

Anuj Verma and Anshul Malik (2024), in their study on “Green Marketing: Assessing Consumer Perception and

Industry Practices, have stated that Consumer attitudes toward green marketing are shaped by elements such as credibility, perceived benefits, social and cultural context, and personal values. As consumers become more selective and skeptical of environmental claims, transparent and genuine communication by businesses has become increasingly important. In addition, green marketing practices involve a range of strategies and initiatives, including the development of environmentally friendly products, the adoption of sustainable supply chains, the use of green packaging, and clear disclosure of environmental efforts.

Deep Shikha Bohra and Rashmi Sharma (2025), in their study on "Green Marketing and its Influence on Consumer Behavior: A Systematic Literature Review, have found that green marketing has emerged as an important approach for promoting environmentally responsible consumption in response to increasing ecological concerns. The review indicates that green marketing has a positive effect on environmental attitudes and purchasing intentions; however, this effect is influenced by factors such as environmental awareness, perceived product quality, trust in environmental claims, and socio-demographic variables. Although consumers often express favorable attitudes, a noticeable gap persists between attitudes and actual

purchasing behavior due to issues related to product performance, higher prices, and skepticism about greenwashing. Additionally, digital platforms and social influencers play an expanding role in strengthening green marketing outcomes by building emotional engagement and a sense of community among consumers.

Objectives of The Study

- To know the demographic profile of the respondents.
- To identify the major sources through which consumers are exposed to green marketing messages.
- To examine consumers' awareness and consideration of environmental impact while purchasing products.
- To analyze consumer preferences for different categories of green and eco-friendly products.

Research Methodology

The present study is based on primary as well as secondary data. A well-structured questionnaire was administered through Google Form to collect primary data from the respondents. The secondary data were obtained from e-journals, articles, and reports.

Limitations of The Study

- The research was only conducted in Tirupattur District.
- The research is limited to a sample size of 50 respondents.



Analysis and Interpretation

The analyzed data is presented in the form of tables. The following tables consist of a demographic profile of the respondents, the major sources through which consumers are exposed to green

marketing messages, consumers' awareness and consideration of environmental impact while purchasing products, and consumer preferences for different categories of green and eco-friendly products.

Particulars		Frequency	Percentage
Gender	Male	33	66
	Female	17	34
	Total	50	100
Age	Below 20 years	16	32
	20– 40 years	24	48
	40 – 60years	10	20
	Above 60 years	-	-
	Total	50	100
Marital Status	Married	21	42
	Single	29	58
	Total	50	100
Educational Qualification	Upto School Level	2	4
	Graduate	35	70
	Post Graduate	5	10
	Professional Course	1	2
	Others	7	14
	Total	50	100
Occupation	Student	15	30
	Private Employees	17	34
	Government Employees	2	4
	Others	16	32
	Total	50	100
Family Income	L Less than Rs.20,000	26	52
	Rs.20,001 to Rs.40,000	19	38
	Rs.40,001 to Rs.60,000	2	4
	Rs.60,001 and Above	3	6
	Total	50	100
Number of Members in Family	Below 3	9	18
	3 to 6	37	74
	Above 6	4	8

	Total	50	100
Domicile	V Village	27	54
	Town	23	46
	Total	50	100
Type of Family	Nuclear	31	62
	Joint Family	19	38
	Total	50	100

Table 1

Demographic Profile of the Respondents

The above table shows the demographic profile of the respondents, such as gender, age, marital status, educational qualification, occupation, family income, number of members in the family, domicile, and type of family. 66% of the respondents were male, 48% of the respondents were belonging to the age group of 20 to 40 years old, 58% of the respondents were single, 70% of the respondents are graduate, 34% of the respondents are related to private employees category, 52% of the respondent's family income was less than Rs.20,000, 74% of the respondents number of members in their family is 3 to 6, 54% of the respondents are residing in village side and 62% of the respondents belongs to nuclear family.

The Major Sources Through Which Consumers are Exposed to Green Marketing Messages

To identify whether the public is aware of green marketing, the study examines how they have encountered green marketing messages, and four factors were considered.

Name of the Sources	No. Of. Respondents	Percentage of Respondents
Television or Newspapers	19	38
Social media & Online platforms	26	52
Product packaging	2	4
Word of mouth	3	6
Total	50	100

Table 2

Major Sources through which Consumers are Exposed to Green Marketing Messages

From the above table, 2 reveals that 52% of the respondents encountered knowledge through social media and online platforms, 38% of the respondents received it through television or newspapers, 6% of the respondents heard by mouth, and 4% of the respondents were informed by product packaging.



Consumers' Awareness and Consideration of Environmental Impact While Purchasing Products

To examine consumers' awareness and consideration of environmental impact while purchasing products 4 factors were considered.

Table with 3 columns: Factors, No. Of. Respondents, Percentage of Respondents. Rows include Yes, aware (30, 60%), Very aware (13, 26%), Somewhat aware (6, 12%), Heard about it (1, 2%), and Total (50, 100%).

Table 3

Consumers' Awareness and Consideration of Environmental Impact While Purchasing Products

The above table 3 states that 60% of the respondents are aware of the green products available in the market, 26% of the respondents were very aware, 12% of the respondents are somewhat aware, and 2% of the respondents never heard of it.

Consumer Preferences for Different Categories of Green and Eco- Friendly Products

To analyze consumer preferences for different categories of green and eco-friendly products, four factors were taken.

Table with 3 columns: Factors, No. Of. Respondents, Percentage of Respondents. Rows include Always (19, 38%), Often (20, 40%), Sometimes (9, 18%), Never (2, 4%), and Total (50, 100%).

Table 4

Consumer Preferences for Different Categories of Green and Eco- Friendly Products

From the above table, 4 states that 40% of the respondents often prefer eco-friendly products, 38% of the respondents always prefer, 18% of the respondents prefer sometimes, and 4% of the respondents never prefer eco-friendly products.

Conclusion respondents show a positive attitude toward green marketing and express a strong interest in eco-friendly products. The study reveals a noticeable shift toward environmental awareness and sustainable consumption. Most They actively seek information—mainly

through online and social media platforms—and consider environmental impact when making purchases. Consumers are conscious of product labels, green packaging, and eco-certifications, indicating informed buying behavior. Education and information access significantly influence their preferences for sustainable products. Overall, individuals display a growing sense of environmental responsibility and prioritize health, safety, and sustainability. Many are willing to pay a premium for eco-friendly goods and expect companies to act responsibly toward the environment. Their positive attitudes toward recyclable, organic, and energy-saving products reflect increasing loyalty to green brands. This trend underscores the need for businesses to integrate sustainability into marketing strategies to meet the expectations of environmentally conscious consumers.

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