Drivers of Green Marketing: Attitude and Perception of Consumers

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Abstract

The present study explores the awareness, motivation, attitude and perception of Indian people (particularly the National Capital Region) towards green marketing. Descriptive research design has been used in this study.Primary data has been collected mainly through structured questionnaire. A sample of 200 respondents was taken out of which 100 were male and 100 were female. The data has been analysed using means, standard deviation, t-test and ANOVA with the help of SPSS. The findings revealed that the awareness of the customers about green marketing is quite high and they perceive green marketing in a positive manner. It was found that the people are motivated to buy green products. Also, no significant difference exists in the attitude of males and females towards green marketing. Lastly, no significant difference exists between the respondents due to demographic variables while perceiving green marketing. The study had certain limitations as sample size was small. Also the study dealt with the attitude towards green marketing and not the consumer's actual buying behaviour. However, this paper is a useful source of information for marketers as it provides knowledge about what motivates consumers to buy green products and also how they perceive such products. In the time to come, most of the organizations will be adopting green marketing in one way or the other as the customers are becoming more aware, they have a positive inclination towards green marketing, and they care for their environment.

Keywords : Green Marketing, Awareness, Motivation, Attitude, Perception.

JEL Classification M31 Marketing

Introduction

In India green marketing is becoming popular. Earlier it was thought that this concept was applicable in the developed countries only. But now developing countries are also focusing on it as green marketing has a long-term impact on the environment we live in. American Marketing Association in a workshop on "Ecological Marketing" in 1975 defined green marketing as the marketing of products that are presumed to be environmentally safe. Other similar terms used in place of green marketing are Environmental Marketing and Ecological Marketing. Environmental Marketing author (Coddington, 1993), for example, defined environmental

marketing as "marketing activities that recognize environmental stewardship as a business development responsibility and business growth responsibility." Another analyst of green marketing, Greener Marketing editor (Charter, 1992), defines the practice as "a holistic and responsible strategic management process that identifies, anticipates, satisfies and fulfils stakeholder needs for a reasonable reward that does not adversely affect human or natural environmental well-being." Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment. With growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. As resources are limited but human needs are unlimited, so resources must be utilized economically and in an environment friendly way. For the sustainability of the humankind green marketing practice is needed in the society. Marketers should focus on manufacturing and providing products of good quality to the consumers which are not harmful to them in the long run and which will be sustainably developed. Adoption of green marketing in the society may not be easy in the short run, but in the long run surely it will be profitable.

The present study reviews previous literature in the field of green marketing. Many studies have been conducted recently which show the growing interest in this this field. As the need for creating a sustainable environment is felt by people therefore it required to study the awareness levels of people regarding this concept whether they truly understand what green marketing means. There are several motivational factors which drive a consumer to buy a product so it is necessary to study which factors influence the consumer's decisions. Also it is important to know the attitude of people regarding this concept whether they are ready to accept it. Lastly, the perception of Indian consumers towards green marketing pave the way for future strategies to be developed by marketers.

Literature Review

(Peattie and Crane, 2005) reviewed the history of "green marketing" since the early 1990s and provided a critique of both theory and practice in order to understand how the marketing discipline may yet contribute to progress towards greater sustainability. They examined elements of green marketing theory and practice over the past 15 years by employing the logic of the classic paper from 1985 "Has marketing failed, or was it never really tried" of seeking to identify "false marketing" that have hampered progress. That much of what has been commonly referred to as "green marketing" has been underpinned by neither a marketing, nor an environmental, philosophy. Supporting this view (Singh, 2008) attempted to introduce the terms and concepts of green marketing; briefly discussed why going green is important; examined some of the reasons that organizations are adopting a green marketing philosophy; and mentioned some of the problems with green marketing. Also, (Pickett-Baker and Ozaki, 2008) investigated if marketing and branding techniques can help establish green brands and introduce greener patterns of consumption into contemporary lifestyles in the current context where environmentally friendly products are increasingly available. However, (Alsmadi, 2007) said this pro-environmental attitude was not sufficient to turn good intentions into actual buying actions, possibly due to several factors, such as loyalty to traditional products and weak credibility of "green" claims. In his article he stressed the need to link consumers' good intentions to actual buying behaviour through a green marketing strategy, which focuses on the unique characteristics of green products and how they impact the environment. This can be better understood by how (Lee, 2008), tried to identify important factors that affect green purchasing behaviour which showed that social influence was the top predictor of adolescents' green purchasing behaviour, followed by environmental concern as the second, concern for self-image in environmental protection as the third, and perceived environmental responsibility as the fourth top predictor. Similarly, (Agyeman, 2014) investigated the relationship between

variables that affect consumers' buying behaviour for green products and identified the price levels consumers prefer to pay for green products in the district. The findings of the study revealed that there is significant relationship between the variables which affects consumers' buying behaviour for green products. They are willing to pay more for those products which are neither costly nor very costly. (Moisander, 2007) provided insights into the challenges that environmentally concerned 'green consumers' face in the markets and illustrated the limitations of framing and targeting environmental policy measures in terms of individual motivation and morally responsible decision making. (Hasan and Ali, 2015) presented the review of the literature on green marketing and analysed the two factors that will influence the firms' performance. Despite the rising trend of consumers that are willing to spend for a green product and the potential of green product, previous literature revealed that green marketing has encountered some challenges. (Mishra and Sharma, 2010), discussed the growing awareness among the consumers all over the world regarding protection of the environment which has created new vistas of opportunity for green marketing and products. Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, admiring the green-friendliness of some while ignoring that of others. But contrary to these opportunities green marketing also poses certain challenges such as need for standardisation, patience and perseverance. (Murphy et al., 2010) determined if green marketing had an impact on consumer behaviours during a recessionary period. Survey was selected as the most suitable option for data collection. This survey used a large number of participants, as well as some worldwide data, which demonstrated how consumers respond to green marketing and compared different countries with each other. The results indicated while different countries face unique environmental issues, the consumers were generally accepting of green marketing efforts. As (Zaman et al., 2010) showed that most of the eco brands do not comply with environmental justice and ecosystem services in their label policy initiatives. Moreover, there is a gap between policy and practices. Further, (Vermillion and Peart, 2010) discussed reports on some of the many unresolved issues that seem to make the marketing of green products less successful despite the contention that the world is becoming more concerned about the environment and man's impact on it. Consumers claim to care about the environment but seem to only make green purchasing decisions when there are immediate and tangible benefits other than being more environmentally friendly. (Smith and Brower, 2012) identified emerging marketing strategies that are influencing Millennials' awareness of environmentally preferable products and also impacting their consumption behaviour. Data were collected over a three-year period. Results indicated Millennials are taking note of a company's reputation, reading product labels, and looking for clues on product packaging to discern if a product is environmentally preferable. Similarly, (Lu et al., 2013) tried to gain in depth understanding of Millennial Generation's consumption of green products. Their study adhered to prior work that articulates that consumers are not willing to give up certain product attributes just to "go green." (Baker and Sinkula, 2005) in their research operationalized the enviropreneurial marketing (EM) construct and examined its relationship with firm performance. It is the first empirical research to operationalize the EM construct. According to the resource-based view of the firm, a resource such as EM should directly influence firms' capabilities but not competitive advantage. In addition, although market turbulence also affects new product development success, it does not have an impact on EM. This suggests that EM formation is driven by internal rather than external forces. (Welling and Chavan, 2010) tried to study the feasibility of practicing green marketing in case of small and medium scale manufacturers and summarised that Eco labelling is still not popular in small and medium scale manufacturers. They concluded that Green marketing is not going to be an easy concept. To solve these problems (Polonsky, 2011) proposed following actions which need to be undertaken: Marketers need to look for new ways of calculating and communicating value that integrates environmental value, thereby moving away from financial measures which have no real environmental meaning. Change the discourse regarding the environment, highlighting the importance of action and inaction, which needs to be based on increased education about the

human–environment interface. Marketing needs to refocus its emphasis on want satisfaction, shifting away from the acquisition of goods, thereby enhancing how marketers create value. In support of this view (Rahbar and Wahid, 2011) studied the relationship between trust in eco-label, eco-brand and purchase behaviour and found it to be significant. This means that the respondent's trust in eco-label and eco-brand has a positive effect on consumer's actual purchase behaviour. Based on their trust in eco-label and eco-brand, they will choose the environmental friendly products that are less harmful to the environment than their alternatives. As earlier (Chen and Lin, 2008) examined that under different business situations and conditions, the optimal green marketing strategy can be easily chosen by firms through a revised green marketing strategy matrix. They said that to eliminate the environmental problems, environment management concepts, such as green marketing, green innovation, green production, and so on, have to be sought. Therefore, green marketing can play a leading role in each firm under the current business climate. (Dean and Pacheko, 2014) suggested five strategies for environmental marketing which include pure-green play, marketing green status and image, selling functional value, targeting commercial markets and the holistic brand. Further (Fan and Zeng, 2011) explored several factors and analysed marketing strategies of company they interviewed according to four Ps of conventional marketing mix, and finally put forward their own opinions about how green food companies use four Ps of conventional marketing mix to implement green marketing strategy in green food industry in China. In a very recent study (Yeng and Yazdanifard, 2015) discussed green marketing and its sustainability as consumers are becoming more conscious towards their environmental approaches, desires and purchases. Therefore, this has led to increased motive of consumers to purchase environmentally friendly products and services. They are more concerned about environmental issues and hence will consider purchasing products that are more environmentally friendly, even if these products are charged in higher prices. Also an earlier study (Yusof et al., 2012) examined the influence of green image on shopping value and store loyalty. Using structural equation modeling, it was found that green image of retailers has no significant relationship with store loyalty but has a significant influence on shopping value. Shopping value appears to mediate the relationship between green image of retailers and store loyalty. (Leonidou et al., 2012) developed and tested a theoretical model that predicts the role of green marketing programs in influencing firm performance, the impact of slack resources and top management risk aversion on the deployment of such programs, and the conditioning effects that underpin these relationships. Their analysis showed that green marketing programs are being implemented by firms, and evidence was found of significant performance payoffs. Specifically, the results indicated that green product and distribution programs positively affect firms' product market performance, while green pricing and promotion practices are directly positively related to firms' return on assets. (Sonenshein et al., 2014) examined the role of self-evaluations in influencing support for environmental issues. They developed theory about how environmental issue supporters evaluate themselves in a mixed fashion, positively around having assets and negatively around questioning their performance. They explained how these ongoing self-evaluations, which are labelled "situated self-work," are shaped by cognitive, relational, and organizational challenges individuals interpret about an issue from a variety of life domains. (D'Souza et al., 2015) investigated the cross-influences of green marketing strategy and the key internal green functional areas in a firm. They used the antecedents of marketing strategy and identify relationships between green marketing strategy and key supporting internal environmental operations of firms with respect to green suppliers, environmental resource management, green research and development, and environmental manufacturing processes and procedures. The statistical techniques of parallel analysis, factor analysis and multiple regressions are used to analyse data collected from 332 firms. The results identified that among the four functional areas of firms adopting green marketing strategy. Two are more likely to influence green marketing strategy – supplier selection and research and development. (Reijonen and Tryygestad, 2012) addressed the "greening" of markets by inquiring into how different versions of environmental friendliness of a product are constructed and how they are

placed in an order of significance in relation to each other and to other product qualities. Their study extends constructivist market studies by elaborating on the dynamic signification of product qualities. The case analysis of the development and commercialization of an "environmentally friendly" urinary drainage bag in the medical devices market shows these qualities to be temporal and fragile outcomes. It is concluded that, besides a supporting sociotechnical market arrangement around the product, the ability of the product to take different matters of concern into account is crucial for the possibility of "greening" markets.

Objectives of the Study

1. To find out the awareness level of people about green marketing.
2. To find the level of motivation of people towards green marketing.
3. To find the attitude of people towards green marketing.
4. To know the perception of people about green marketing.

Hypothesis

In view of information collected by reviewing the existing literature, the following hypotheses have been developed.
H1: People have high level of awareness about green marketing.
H2: People are motivated towards green marketing.
H3: No significant difference exists in the attitude of male and female towards green marketing.
H4: No significant difference exists between male and female respondents as regards to their perception about green marketing.
H5: No significant difference exists between different age group of respondents as regards to their perception about green marketing.
H6: No significant difference exists between different income groups of respondents as regards to their perception about green marketing.

Research Methodology

Descriptive research design has been used in this research.The study has been conducted in NCR region. Both secondary and primary data has been used in the study. Secondary data related to previous studies was obtained from their official websites and other reliable sources like books, magazines and journals. Primary data has been collected mainly through structured questionnaire in the past year (2015). The survey questionnaire consisted of 5 parts: (1) Demographic profile (2) Awareness (3) Motivation (4) Attitude and (5) Perception towards Green Marketing. A 5-point Likert scale was used for measurement (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and, 5 = strongly agree) of motivation, attitude and perception. A sample of 200 respondents has been drawn using judgemental sampling and quota sampling. Out of 200 respondents 100 were male and 100 were female. The data has been analysed using means, standard deviation, t-test and ANOVA with the help of SPSS.

Analysis and Interpretations

Respondents' Profile

The demographic profile of the respondents is presented in table 1:
- Age: Majority of the respondents were from the young age group of 18-25 (31 per cent), 26 per cent were 25-35, 21 per cent from 35-45, 16 per cent from 45-55 and 6 per cent from 55 or above age group.
- Gender: Equal number of male and female respondents was chosen.
- Income: More than one-third (39 per cent) of the respondents were from income group of Rs. 25000 to Rs. 50000, around one fourth (27 per cent) of the respondents were from below Rs. 25000 income group.

- Occupation: Half of the respondents belonged to service class, 16 per cent were students, 13 per cent businessmen and the rest were housewives or retired people.

Table 1: Demographic profile of respondents

Demographic	Category	%
Age	18-25	31
	25-35	26
	35-45	21
	45-55	16
	55 or above	6
Gender	Male	50
	Female	50
Monthly Income (in Rs.)	Below 25000	36
	25000-50000	48
	50000-75000	13
	75000-100000	2
	100000 or above	1
Occupation	Service	50
	Business	13
	Student	16
	Housewife	5
	Others	16

Source: Survey by Authors

Awareness level of people about green marketing:

To find out the awareness level of people about green marketing the mean of 200 respondents was calculated. Where 0 indicates no awareness and 1 indicates awareness. As seen in the table 2, all the values are above 0.6, some values are close to 1.00, which reflect that respondents are having high awareness level about green marketing.

Hence, hypothesis H1 that people have high level of awareness about green marketing is accepted.

Table 2: Mean score table of Awareness level of people about green marketing

Statements	Mean	Std. Deviation
1.Have you heard of any campaign related to Green Marketing	.99	.100
2.Have you been part of any such campaign	.64	.481
3.Do you think the green marketing will help to create a healthy environment	1.00	.000
4.Have you heard of any eco labelling initiative by the government	.60	.491

Source: Survey by Authors

Motivation towards Green Marketing

Table 3: Percentage Analysis

Question		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.Are you motivated to buy products because you want to contribute in saving the environment	Response	68	84	44	2	2
	Percentage	34	42	22	1	1
2.Do your friends influence you to purchase environment friendly products	Response	30	104	50	14	2
	Percentage	15	52	25	7	1
3.Are you encouraged to purchase products that do not harm the environment because you do not want to disobey the environmental laws and regulations	Response	44	122	16	18	0
	Percentage	22	61	8	9	0
4.You are motivated to buy green products	Response	98	52	26	12	12
	Percentage	49	26	13	6	6
5.You are encouraged to buy environmentally friendly products because of your knowledge about recycling	Response	58	122	18	2	0
	Percentage	29	61	9	1	0
6.You feel the desire to continue buying products of company that carries out green marketing	Response	52	128	16	4	0
	Percentage	26	64	8	2	0
7.Are you willing to spend more on environmentally safe or green products	Response	78	104	16	0	2
	Percentage	39	52	8	0	1
8.Does packaging have an impact on your preference to purchase green products	Response	42	120	28	6	10
	Percentage	21	60	14	3	5
9.You buy green products because	Response	110	58	30	2	0

you want to save resources for next generation	Percentage	55	29	15	1	0
10.You would like to buy more green	Response	64	104	20	6	6
products if they are more accessible in the market	Percentage	32	52	10	3	3
11.Do you notice the eco label of the	Response	26	118	50	2	4
products	Percentage	13	59	25	1	2
12.Do you think there is a difference	Response	40	96	32	8	4
in the quality of green products	Percentage	20	48	16	4	2

Source: Survey by Authors

From table 3 it can be seen that majority of the respondents are very often or often motivated to buy products because they want to contribute in saving the environment. More than half of the respondents agree that they are influenced by their friends to purchase environment friendly products. Two-third respondents agree that they encouraged purchasing products that do not harm the environment because they do not want to disobey the environmental laws and regulations. 49 per cent of the respondents are motivated to buy green products because of radio and television advertisements, 26 per cent because of print advertisements and 13 per cent due to online advertisements. 61 per cent agree that they are encouraged to buy environmentally friendly products because of their knowledge about recycling and no one strongly disagrees to this fact. 64per cent feel the desire to continue buying products of company that carries out green marketing. More than half consumers are willing to spend more on environmentally safe or green products. Two-thirds agree packaging has an impact on their preference to purchase green products. 52 per cent people agree and 32 per cent strongly agree that they would like to buy more green products if they are more accessible in the market. 55 per cent strongly agree that they buy green products because they want to save resources for next generation. 59 per cent agree that they notice the eco labels of the products. Nearly half of the respondents agree that there is a difference in the quality of green products.

After percentage analysis it was found that majority of the respondents were in agreement of the statements which shows that they are motivated towards green marketing. Hence hypothesis H2 is accepted.

Attitude towards green marketing

Independent Samples t-test

Table 4: Independent Samples t-Test between gender and attitude towards green marketing

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	df	Sig. (2-tailed)
1. Are you willing to spend more on environmentally safe or green products	Equal variances assumed	.012	.913	.146	198	.884
	Equal variances not assumed			.146	197.925	.884
2. Does packaging have an impact on your preference to purchase green products	Equal variances assumed	.001	.973	.167	198	.868
	Equal variances not assumed			.167	197.948	.868
3. You buy green products because you want to save resources for next generation	Equal variances assumed	.002	.962	.113	198	.910
	Equal variances not assumed			.113	197.888	.910
4. You would like to buy more green products if they are more accessible in the market	Equal variances assumed	.013	.908	-.011	198	.991
	Equal variances not assumed			-.011	197.820	.991
5. Do you notice the eco label of the products	Equal variances assumed	.014	.904	.038	198	.970
	Equal variances not assumed			.038	197.828	.970
6. Do you think there is a difference in the quality of green products	Equal variances assumed	.019	.891	.032	198	.974
	Equal variances not assumed			.032	197.826	.974

Source: Survey by Authors

For ascertaining whether significant difference exists between the male and female respondents' attitude towards green marketing t-test was employed. Levene's test checks for equality of variance among various groups. Significance value of Levene's test > 0.05 indicates that equal variance is assumed. In the given table 4, all groups have equal variances. T-test

statistics (significance value) less than level of significance (0.05) indicate that the two categories of independent variables (male and female) differ significantly towards their response to the various statements.

In this case no significant difference was observed as all significance value are greater than 0.05. Thus it can be concluded that male and female respondents have no significant difference in their attitude towards green marketing. Hence, hypothesis H3is accepted.

Perception of people about green marketing:

To find out the perception of people about green marketing the mean of 200 respondents was calculated. The scale of perception about green marketing required respondents to rate statements on a five point scale from strongly disagree (score 1) to strongly agree (score 5).

Table 5: Mean score table of perception of people about green marketing

Statements	Mean	Std. Deviation
1.Do you think that Green Marketing and its advertising are good sources of information about green products and services	4.25	.574
2.Do you think that Green Marketing activities are good at addressing environmental issues	4.13	.612
3.Do you think Green Marketing activities results in better products	3.99	.672
4.Do you think that green marketing strengthens company's image in the mind of consumers	4.21	.623
5.Do you think that companies that focus on environmental concerns persuade consumers to buy products	3.83	.803
6. Do you think that by implementing green marketing strategy the companies are able to gain competitive advantage over others	4.01	.626
7.Is integrating Eco design into product development helpful in increasing the likelihood of being successful marketing strategy	3.98	.491

Source: Survey by Authors

The mean score more than 3 indicates agreement on the part of the respondents. In the table 5 it can be seen that all values are above 3 and some values even above 4. So, respondents are in agreement and strong agreement with the statements. They perceive green marketing in positive manner.

Therefore, it can be said that people perceive green marketing in a positive manner.

Effect of the demographics of people on perception:

Independent Samples t-test between gender and perception

For ascertaining whether significant difference exists between the male and female respondents' perception towards green marketing t-test was employed.

Levene's test checks for equality of variance among various groups. Significance value of Levene's test > 0.05 indicates that equal variance is assumed. In the given table 6, all the groups have equal variances. t-test statistics (significance value) less than level of significance (0.05)

indicate that the two categories of independent variables (male and female) differ significantly towards their response to the various statements.

In this case no significant difference was observed as all significance value are greater than 0.05. Thus it can be concluded that male and female respondents perceive green marketing in same manner.

Hence, hypothesis H4 that no significant difference exists between male and female respondents as regards to their perception about green marketingis accepted.

Table 6: Independent Samples t-Test between Gender and Perception towards Green Marketing

Statement No.		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	Df	Sig. (2-tailed)
1.	Equal variances assumed	.151	.698	-.246	198	.806
	Equal variances not assumed			-.246	197.954	.806
2.	Equal variances assumed	.175	.676	-.230	198	.818
	Equal variances not assumed			-.230	197.922	.818
3.	Equal variances assumed	.010	.919	-.210	198	.834
	Equal variances not assumed			-.210	197.898	.834
4.	Equal variances assumed	.134	.714	-.227	198	.821
	Equal variances not assumed			-.227	197.955	.821
5.	Equal variances assumed	.283	.596	-.528	198	.598
	Equal variances not assumed			-.528	197.811	.598
6.	Equal variances assumed	.000	1.000	.000	198	1.000
	Equal variances not assumed			.000	198.000	1.000
7.	Equal variances assumed	.008	.930	-.288	198	.774
	Equal variances not assumed			-.288	197.627	.774

Source: Survey by Authors

Analysis of Variance (ANOVA) between consumer perception and different age groups

To know whether significant difference exists between different age groups of the respondents regarding consumer perception of green marketing, ANOVA was employed. Analysis of variance shown in the table 7 represents that all statements have significance value > 0.05, which indicates that different age groups perceive green marketing in same manner.

Hence, hypothesis H5 that no significant difference exists between different age group of respondents as regards to their perception about green marketing is accepted.

Table 7:ANOVA between consumer perception and different age groups

Statement No.	Sum of Squares	Df	Mean Square	F	Sig.
1.	.905	4	.226	.683	.605
2.	2.010	4	.503	1.350	.253
3.	3.303	4	.826	1.858	.119
4.	1.144	4	.286	.733	.570
5.	3.454	4	.863	1.349	.253
6.	1.693	4	.423	1.082	.367
7.	.503	4	.126	.518	.723

Source: Survey by Authors

Analysis of Variance (ANOVA) between consumer perception and different income groups

Table 8:ANOVA between consumer perception and different income groups

Statement No.	Sum of Squares	Df	Mean Square	F	Sig.
1.	.131	3	.044	.131	.941
2.	2.576	3	.859	2.427	.068
3.	1.124	3	.375	.935	.425
4.	2.721	3	.907	2.422	.068
5.	1.498	3	.499	.752	.523
6.	.869	3	.290	.699	.554
7.	2.852	3	.951	4.177	.068

Source: Survey by Authors

To know whether significant difference exists between different income groups of the respondents regarding consumer perception of green marketing, ANOVA was employed. Analysis of variance shown in the table 8 represents that all statements have significance value >0.05. So, people of different age groups perceive green marketing in same manner.

Hence, hypothesis H6 that no significant difference exists between different income groups of respondents as regards to their perception about green marketing is accepted.

Discussion

The first objective of the study was to find the awareness level of people about green marketing. Through analysis it was found that people have high level of awareness regarding green marketing. Some values close to mean value of 1 indicated the high level of awareness. These results are supported in previous studies as well (for example Alsmadi, 2009 and Murphy et al., 2010). The high level awareness suggests that people are conscious of their environment and look for ways and means to make it green. The second objective was to find the level of motivation. Through percentage analysis it was found that people are motivated to buy green products even if they cost more. This shows that people are motivated enough to buy green

products even if it cuts their pockets. These findings are supported by previous study by Moisander (2007). The next objective was to find the attitude of people towards green marketing. Here t-test was applied among gender (males and females) to find if there was any difference in the attitude between both the genders. It was seen that people have positive attitude towards green marketing and there was no difference among male and female customers' attitude. These results are also in support of studies by previous authors (Alsmadi, 2009; Smith and Brower, 2012). The last objective was to find the perception of people about green marketing. For this both t-test and ANOVA were used to find if any differences existed in perception of various groups (gender, age group and different income groups). It was found that customers perceive green marketing in a positive manner and demographic factors like gender, age group and income do not have any effect on the perception. Green marketing tools such as eco-label, eco-brand and environmental advertisement make easier perception and awareness of green products attributes and characteristics, consequently, guiding customers into purchasing environmentally-friendly products (Rahbar and Wahid, 2011).

Conclusion

From the present study it can be concluded that the awareness of the customers about green marketing is quite high and they think that green marketing will help to create a healthy environment. Awareness and promotional campaigns highlighting the role of green marketing in preserving the environment should be launched by the government and the organizations in the areas where awareness levels are low. Secondly, the companies should try to market more and more green products which are cost-effective which will motivate the consumers. As through previous studies it was found that cost is an important factor in determining their interest in purchasing green products. Also, they should introduce strategies which motivate the customers to buy the green products. Many organizations are using competitive green marketing strategies to make a mark in the market, create goodwill and influence customers. But sometimes these claims are found to be false which creates distrust among consumers. In the time to come most of the organizations will be adopting green marketing in one way or the other so they need to gain the trust of customers as the customers are becoming more aware, they have a positive inclination towards green marketing, they are concerned about their environment.

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