



Green Marketing Strategies And Consumer Perception: A Comparative Analysis

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Abstract

This study compares and contrasts the effects of green marketing tactics on customer perception in various sectors. Businesses are using green marketing strategies to promote eco-friendly goods and services in response to rising customer awareness of environmental issues. A synopsis of the study's aims, methods, important results, and consequences are included in the abstract. To start, the abstract emphasises how important green marketing is for solving environmental problems and satisfying customer demand for eco-friendly goods. It stresses how important it is for companies to learn how diverse green marketing tactics affect customer perception across different sectors.

This research takes a comparative approach to studying green marketing and customer perception in several industries, such as the fashion, automotive, electronics, and fast-moving consumer goods (FMCG) industries. To get a better idea of how people in each sector feel about eco-friendly goods and businesses, we sent out questionnaires to see what they thought. In addition, the summary summarises the study's main points, which include: how CSR actions affect brand perception; customer attitudes towards eco-friendly goods; and the efficacy of various green marketing techniques. The intricacies of green marketing strategies in many industries are illuminated by the comparison analysis, which uncovers industry-specific trends and customer preferences.

The study's ramifications for companies and lawmakers are discussed in the abstract's last section, with an emphasis on the significance of coordinating green marketing initiatives with customer tastes and market trends. Businesses must take genuine and open steps towards sustainability if they want their green efforts to connect with customers and help achieve their long-term objectives. In sum, the study sheds light on how green marketing approaches influence customer perception and sustainable consumption habits across sectors, and it gives companies practical advice on how to improve their environmental responsibility and reputation.

Keywords - Green Marketing, Consumer Perception, Comparative Analysis, Environmental Sustainability, Fast-Moving Consumer Goods (FMCG)

Introduction

The term "green marketing" refers to an approach to advertising goods and services that prioritises reducing negative impacts on the natural world throughout their life cycle. Some examples of green marketing tactics include making all marketing materials digital only, utilising recycled or environmentally friendly materials for product packaging, reducing or eliminating the use of paper entirely, and implementing appropriate waste disposal methods. Studies on the relationship between environmentally conscious advertising and customer sentiment are proliferating. Green marketing methods and goods are somewhat known to consumers, according to one research. Respondents' commitment to environmental sustainability was also highlighted in the report. There is a robust correlation between marketing tactics, product characteristics, customer green values, and perception, according to another research. According to the research, customers' knowledge of green marketing greatly influences their purchasing decisions.

In essence, the findings point to the potential efficacy of green marketing tactics in shaping customer attitudes and actions. The variables that impact customers' propensity to purchase environmentally friendly goods, however, need more investigation. Sustainability is becoming a critical component of modern business plans, impacting customer actions, market trends, and overall company direction. More and more companies are using green marketing tactics to highlight their eco-friendly goods and activities in response to the growing global awareness of environmental problems. This introductory section explores the relevance of green marketing and lays the groundwork for a comparative study of green marketing tactics and their influence on customer perception in various sectors.

Within the larger framework of sustainability and corporate responsibility, the introduction places the ascent of green marketing. Businesses are under increasing pressure to include environmental issues into their marketing strategies in response to growing customer demands for transparency and more environmental consciousness. Businesses may show their customers they care about sustainability, stand out from the competition, and satisfy the growing demands of environmentally concerned customers via green marketing. The introduction stresses the need to compare green marketing techniques, recognising the varied nature of businesses, customer tastes, and legal frameworks. The concepts of green marketing are applicable everywhere, but how well they work in practice could differ from industry to industry. Finding industry-specific trends, problems, and best practices, this study intends to shed light on green marketing practices in sectors like fashion, electronics, fast-moving consumer goods (FMCG), and automotive in order to help businesses navigate the sustainability landscape.

Essentially, the introduction lays the framework for a thorough examination of environmentally conscious marketing tactics and how they influence customer perception using a comparative perspective. Sustainable marketing strategies and corporate environmental stewardship may be advanced via this study's examination of industry-specific subtleties and customer preferences.

Literature review

According to Jacquelyn Ottman (2018), organisations should include environmental issues into all parts of marketing, including new product creation, communications, and more. According to this all-encompassing theory of green marketing, it's important to include not only retailers and suppliers, but also new stakeholders including community members, regulators, educators, and NGOs. Prioritising the demands of customers above environmental concerns is unacceptable. Customers are more likely to buy from companies that advertise themselves as "green" because they behave in an eco-conscious manner in both their operations and their goods.

The idea that people's attitudes reveal their true intentions has persisted throughout history. There have been a lot of research aimed at making people's behaviour easier to anticipate. The attitude of customers is linked to their level of knowledge and personal experience, according to Davidson et al. (2015). However, when it came to environmentally conscious purchasing, there were discrepancies in the correlation between customer sentiment and actual actions. Consumers' attitudes and environmentally conscious actions were not significantly correlated, according to Mainieri et al. (2017). Consumers' environmental views and actions are not strongly correlated, according to earlier studies (Tracy and Oskamp, 2014). According to Spruyt et al. (2017), customer attitude is crucial for behaviour prediction. According to research by Gadenne et al. (2011) and Wulf and Schroder (2013), measuring attitudes should be focused on a particular environmental concern, such as buying green items, in order to make predictions about specific behaviours. True-Blue Greens, Greenback Greens, Sprouts, Groshers, and Basic Browns were the categories into which American consumers were categorised in the Green Gauge Study of Roper Organisation (Crumbell, 2011). In an effort to offset the shortfalls, there is a subset of customers known as "True-Blue Greens" who only purchase environmentally friendly items. There are four types of environmentally conscious consumers: those who are ready to spend money on environmental protection but lack the time and energy to actually do something about it, those who are able to purchase green products but aren't doing anything about it, those who care about the environment but find excuses not to use green products, and those who are completely unconcerned about protecting the environment and aren't ashamed to admit it.

Although there is a lot of consumer knowledge about eco-friendly goods, it is not simple for businesses to implement green marketing strategies (Juwaheer, 2005). According to

Antonio et al. (2009), research on green consumerism will be the major emphasis point in the future for detecting consumer attitudes, behaviours, and intentions, thanks to the increasing environmental awareness. According to research by Braimah and Tweneboah-Koduah (2011), customers in Ghana have a poor degree of understanding about green marketing concerns, which impacts their purchasing decisions. The price of environmentally friendly items was also identified as a factor that impacts their buying behaviour. Green concerns, however, are more likely to sway younger buyers. Companies are still not putting much effort into creating environmentally friendly goods, according to research by Cherian and Jacob (2012), which is a direct result of customers' lack of green understanding.

Multiple scholars have pointed out numerous problems and difficulties with Green Marketing (Welling and Chavan, 2010). At first, green marketing could be expensive since it promotes environmentally friendly goods and services, green technology (the acquisition of new technology or the modification of current technology), and green power and energy, all of which need substantial investments in research and development. Promoting green goods and their benefits requires a substantial financial outlay. The company's bottom line might take a hit if consumers aren't prepared to pay a premium for environmentally friendly goods. Companies are obligated to inform their consumers about the existence and advantages of green marketing via the use of different integrated marketing communication methods.

Eco-labeling has the potential to persuade consumers that a product is environmentally friendly. Product quality, safety for the environment, fuel economy, and lack of danger are all factors that could influence whether or not consumers are prepared to pay a premium for a product. A solid customer base and a competitive edge are two things that businesses may achieve via green marketing. As stated by Renfro (2010).

The lack of public clarity on what defines "green" is another obstacle that green marketers confront, according to Joel Makower (quoted by Shafaat & Sultan, 2012). Regardless, green marketing is still on the rise, thanks in large part to the increased awareness of climate change throughout the world. There has been a recent uptick in the number of public displays of corporate resolve to lessen the environmental toll of various goods and services. Companies need to come up with new ways to stay afloat in the competitive market, and green marketing is a great way to do just that.

Objectives of the study

- To assess Green Marketing Adoption
- Comparative Analysis of Green Marketing Strategies.
- To understand Consumer Perception.

Research methodology

Primary data will be gathered from consumers across various demographic categories via the use of a structured survey. Green marketing awareness and participation, customer views, attitudes, and actions towards green brands and goods will all be part of the survey questions. To guarantee a varied representation of demographics and industries, sampling methods such stratified random sampling will be used. We will use statistical methods including descriptive statistics, correlation analysis, and regression analysis to find trends, patterns, and correlations in how consumers perceive and act in connection to green marketing based on the quantitative data we get from surveys. The purpose of this thematic analysis is to identify overarching themes, insights, and narratives in the qualitative data collected from case studies in the sector.

Data analysis and interpretation

Providing an overview of eco-friendly product marketing

S N	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	I am cognizant of the fact that eco-friendly goods are good for your health.	65	18	8	6	3
2	I am cognizant of the fact that eco-friendly goods are better for the planet.	69	15	5	6	5
3	I know where to get eco-friendly goods for sale.	44	31	7	15	3
4	A number of companies that sell eco-friendly goods are known to me.	33	37	4	18	8
5	Several marks, certificates, and other identifiers designate a product as environmentally friendly, and I am familiar with them.	41	42	8	7	2

For the purpose of interpreting the data, we will examine the replies to each statement using a scale from "Strongly agree" to "Strongly disagree."

Eco-friendly products are beneficial to human health: In other words, most people think that eco-friendly items are excellent for their health; 83% of those who took the survey said they agree or strongly agree with this statement. Green Products Are Better for the Environment: In a similar vein, 84% of respondents are in agreement or strong agreement that environmentally friendly items are better for the globe, indicating that the environmental advantages of these goods are widely recognised.

Aware of Where to Find Eco-Friendly Products for Sale: Conclusion: There is space for improvement in the knowledge and accessibility of eco-friendly items for sale, since a sizeable majority of respondents (75%) either strongly agree or agree that they know where to purchase them, but a considerable portion (18%) disagree or strongly disagree.

Knowledge of Businesses Offering Eco-Friendly Products: The results show that 70% of people are acquainted with firms providing eco-friendly items, with 30% strongly agreeing and 30% agreeing. This is a very balanced distribution of responses. On the other hand, 26% of people are unsure or strongly disagree, which might indicate ignorance.

Knowledge of environmentally friendly product labels: Meaning: 83% of those who took the survey are acquainted with the signs that indicate a product is eco-friendly, such as marks, certifications, and the like. This points to a rather high degree of understanding when it comes to environmentally friendly product labelling. The results show that people usually think highly of environmentally friendly products and the beneficial effects they have on people's health and the planet. On the other hand, there is room for learning and understanding, especially when it comes to locating eco-friendly products and recognising the businesses that provide them.

Discussion

"Green Marketing Strategies and Consumer Perception: A Comparative Analysis" discusses the study's results in depth, places them in the context of previous research, and offers ideas on what these results may mean for companies, customers, and lawmakers.

Starting with an analysis of green marketing tactics' efficacy in various sectors, the topic moves on to further case studies. across order to identify industry-specific trends and best practices, the research compares the adoption and effect of green marketing campaigns across sectors including fashion, electronics, fast-moving consumer goods (FMCG), and automobiles. It delves into the tactics that have been effective in boosting brand image, encouraging customer involvement, and encouraging eco-friendly consumption.

Consumer Attitudes and Behaviour: This section explores how consumers feel about and act in relation to eco-friendly companies and goods. It delves at the elements that impact customer choices, including eco-consciousness, product labelling, and faith in companies' sustainability initiatives. The research delves at the ways in which marketing methods influence customer choices for environmentally friendly items and how consumer views differ across different sectors.

The debate focuses on the potential and problems that are unique to the sector when it comes to implementing green marketing tactics. It looks at how competitive dynamics,

supply chain complexity, and regulatory frameworks affect the success or failure of green marketing campaigns across industries. Businesses looking to manage industry-specific difficulties may get insights from the report, which identifies hurdles and facilitators to sustainable practices.

Drawing on the study's comparative analysis, this section discusses how various sectors' green marketing tactics and customer perceptions are similar and different. Recognising industry-specific subtleties that effect the adoption and impact of green marketing approaches, it investigates similarities in successful methods including openness, honesty, and alignment with consumer values.

The conversation comes to a close by going over what the results mean for companies, customers, and lawmakers in terms of policy and business. In order to promote sustainable practices, it stresses the need of governmental backing and industry cooperation in addition to the necessity of strategic alignment between green marketing campaigns and customer preferences. Businesses may improve their brand image and green marketing strategies by following the study's suggestions, which are in line with sustainability objectives.

In short, the conversation sheds light on how green marketing works across sectors to influence customer image and encourage sustainable purchase habits. The research helps promote environmental stewardship in the business sector and advances sustainable marketing practices by combining results from the comparative analysis.

Conclusion

Finally, "Green Marketing Strategies and Consumer Perception: A Comparative Analysis" sheds light on how sustainability, marketing, and consumer behaviour interact in various sectors. Green marketing programmes' efficacy, customer views, and industry-specific difficulties and possibilities have all been illuminated by the research. Businesses, consumers, and lawmakers may all learn something from this research. It is recommended that companies base their marketing strategy on what customers want, put an emphasis on being honest and open, and implement sustainable practices company-wide. There has to be legislation and incentives put in place to help spur green innovation and business accountability, and policymakers should listen. Future research and action may be guided by the study's recommendations. More research into the dynamics of consumer behaviour, developments in green technology, and the function of public-private partnerships in sustainability promotion might enhance our knowledge and hasten the process of creating a future that is less harmful to the environment. "Green Marketing Strategies and Consumer Perception: A Comparative Analysis" concludes that all sectors should work to increase their beneficial influence on the environment by increasing consumer knowledge and participation in sustainable marketing practices. Businesses may get an edge in the market and help create a better, more equitable society

for generations to come by using green marketing tactics and working together with stakeholders.

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