

# A Study on Consumer Perception towards Green Products

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## Abstract

As environmental concerns grow, customer emphasizing eco-friendly products and sustainable practices has become increasingly relevant for business and consumers. This study is investigated to trace out the preference of customers and customer satisfaction towards green products. Specifically, it aims to assess customer satisfaction levels, identify factors influencing green product purchases, and evaluate the awareness of eco-friendly options and preference of customers. The study used a structured survey questionnaire to collect data from 60 respondents and the sample responses belong to the population in only urban areas of Udaipur.

**Keywords:** Green products, consumer behavior, sustainability.

## 1. Introduction

Green Products are items or services that don't harm the environment and are made from materials that can be used again or are renewable. These products help companies lower their effect on the planet. More people are starting to care about how things are made and their impact on the environment, so companies are trying new and clever ways to be more eco-friendly. As more customers choose green options, businesses need to change how they make things to keep up with the demand and remain competitive. Green products are made with two main aims: cutting down waste and using resources as efficiently as possible. They are made using ingredients that are free from harmful chemicals and through processes that are kind to the environment. These products are also approved by well-known groups like Energy Star and Forest Stewardship Council. Some key features of green products include:

- Grown without harmful chemicals and in clean, safe conditions.
- Can be recycled, reused or break down naturally.
- Come in packaging that is good for the environment.
- Use the minimum amount of resources possible.
- Are efficient in terms of environmental impact.
- Have lower or no carbon emissions.
- Use little or no plastic.

Examples of green products are things like reusable water bottles, bags, and coffee cups, clothing made from bamboo, hemp, or recycled materials, solar-powered gadgets, plant-based foods, biodegradable

cleaning products and eco-friendly packaging. These items are designed to help cut down on waste, use fewer resources, and have less impact on the environment than their usual counterparts.

To be considered genuinely eco-friendly, our products need to meet specific standards or earn certifications like USDA Organic, GOTS, FSC, or Cradle to Cradle. These certifications help prove that our products are truly sustainable, ethically sourced, and have a smaller environmental impact.

In 2025, 49% of U.S. consumers said they bought a sustainable product in the last month, which is an increase from 43% in 2024. This shows that more people are becoming aware of environmental issues and are choosing to buy products that align with their values.

Globally, the trend is just as strong. According to Business Research Insights, the eco-friendly products market was worth \$692 billion by 2033, growing at a steady rate of 7.7% per year. For online sellers, these numbers show that eco-friendly products are a major part of global commerce and offer a great chance for future success.

With this growing interest, now is the perfect time to find out which products are in demand.

## Advantages of Green products

### I. Advantages Of Going Green To The Brands:

- Access to new markets: Creating eco-friendly products allows businesses to tap into a growing group of environmentally conscious consumers who are willing to pay more for sustainable options.
- Competitive advantage: It's clear that adopting green practices gives companies a strong edge in today's market.
- Positive public image: When a brand takes steps to help the environment and society, its reputation naturally improves.
- Brand loyalty: Companies that focus on sustainability often build a loyal customer base that prefers their green products over traditional alternatives.

### II. Advantages Of Going Green To The Customers:

- Cost-effective products: Green products tend to last longer than regular products. They also use less energy and other resources, which helps users save money on bills. For instance, solar speakers can run for 10 hours after just a single charge from sunlight.
- Low maintenance: when used and cared for properly, green products require less upkeep and therefore have lower maintenance costs. Take green buildings, for example. They are not only good for the environment but also help reduce ongoing operational expenses.
- Improves health: Eco-friendly products are made from materials that don't contain harmful chemicals, which benefits both physical and mental health. In green buildings, large windows let in plenty of natural light and fresh air, which can boost mood and reduce stress.

### III. Advantages Of Going Green To The Society:

- Generate More Jobs: a study by IRENA, the International Renewable Energy Agency, found that the renewable energy sector created nearly 5 lakh new job opportunities in 2017, which is a 5.3% increase compared to 2016. If the demand for green products keeps growing, the number of jobs is expected to reach 16 million by 2030. So, as green products develop, both the environment and the economy are getting better.
- Prevents Overuse of Resources: Green products help reduce the risk of using too many resources and fossil fuels. They also encourage the use of energy from natural sources.
- Protects the Environment: Green products are made from organic and biodegradable materials. They are designed to use the least amount of non-renewable resources and toxic chemicals to produce energy. This lowers the production of harmful gases like CFCs, ozone, and methane. As a result, it helps prevent pollution and stops the environment from getting worse.

### Green Product Certification

#### 1. Energy Star (EPA): Launched on March 15, 1992.

Energy Star applies to a variety of electronic devices, buildings, and other items. It is a certification program designed to help reduce energy use and lower greenhouse gas emissions. By doing so, it helps cut down on the use of non-renewable resources and support environmental protection. Energy star identifies and labels products, buildings, and appliances that are especially energy efficient, making it easier for consumers to make informed choices.

#### 2. Forest Stewardship Council (FSC): Launched on 1993.

Applicable: Forest and forest products.

FSC focuses on managing the world's forests and certifies products as eco-friendly. Their goal is to maintain clean air and water, and to reduce environmental changes caused by pollution. The FSC logo shows that a forest product comes from sources that are economically viable, environmentally appropriate and socially supportive.

#### 3. Green Seal: Launched on: 1989

Applicable to cleaning products, hotels, household items, paints and numerous other areas, the Green Seal founder aims to reduce the negative impact of raw material extraction, production, usage, and the reuse of waste. Before granting the certificate, the organization conducts a detailed evaluation process that involves reviewing data, examining labels, assessing marketing and advertising materials, and carrying out-on-site inspections.

4. USDA Organic: Launched on: 2002.

Applicable: Food and Agricultural Products.

The USDA is focused on producing 100% organic crops and prevents fraud. They do not allow the use of synthetic chemicals or genetically modified seeds. To ensure the products are pure, they keep non-organic and organic products separate and conduct on-site inspections regularly.

5. Electronic Product Environmental Assessment Tool (EPEAT): Launched on: 2005

Applicable: Electronic Products

EPEAT certification enables consumers to assess the environmental impact of an electronic device. Based on how well the product performs environmentally, it is awarded a rating of gold, silver, bronze.

## Objectives of the study

1. To know about customer satisfaction towards green products.
2. To study the level of awareness of customers for eco-friendly products.
3. To determine various factors influencing customer buying behavior towards green products.
4. To investigate the customer attractiveness towards eco-friendly practices and their impact on purchasing decision.

## Limitations

- i. The study is constrained by time factor and physical limitations.
- ii. The universe for the study is restricted to Udaipur region only.
- iii. The perception of respondents towards e-retailing may be different according to their personal experiences and achievements.
- iv. People hesitate to give a positive response.
- v. The study has not taken into account all dimensions of green products or eco-friendly products.

## 2. REVIEW OF LITERATURE

**(Manjeet Sharma, 2021)** The study found that many FMCG companies have implemented green initiatives and improved their products to make them eco-friendly and clean. These measures include using renewable resources in production, setting up solar and biogas plants, using rainwater harvesting systems etc. EPR (Energy Consumption Ratio) recyclable or biodegradable packaging. These changes include adding Ayurvedic and natural ingredients like bay laurel, pidina and tomar, almond, melon, amla, neem, mint, arrica etc to their products. The packaging contains real fruits and is free from any additives and preservatives. Many companies are also working to produce chemical-free products and increase the nutritional and vitamin content in their products.

**(Liya Maria Thomas, 2024)** State that to achieve sustainable growth and maintain good relationships with people, companies need to provide green products and green services. Of course, this will not end humanity's long journey towards a cleaner, safer environment, but top management should continue to develop different elements and practices that can help provide a new platform for creating a greener

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environment for future generations. Companies should use green marketing as a business responsibility, not as a promotional tool. As humanity continues to progress, many environmental and social problems and challenges will continue to emerge. Therefore, a good approach towards green business can be achieved by integrating green business into the business mix. In green economy, consumers are willing to pay more to maintain a clean and green environment. In developing countries like India, green economy is considered more important and critical. Green business is a necessity in today's global economy. Green products and practices will help us protect the environment and achieve sustainable development. Businesses should start implementing green marketing in their daily business.

**(S. Punitha, 2015)** Revealed that the concept of green economy is gradually developing in Malaysia. People in the country are conscious about environmental work. It is important for the Malaysian government to implement comprehensive measures to address the country's environmental problems. The government's activities and announcements have increasingly influenced the local people to protect the ecosystem. In fact, it is undeniable that the government is taking steps to make the current situation in Malaysia better and "greener". "No Plastic Bags on Saturdays" campaign has been launched by Domestic Trade, Cooperatives and Consumerism Ministry to minimize the use of plastic bags in the country. The money collected from the public will go into a special fund that can be used to protect the environment, implement environmental projects and run activities for local communities.

**(Rasdi, 2013)** Stated that CSR is a part of corporate activity that lies between business and community. The need to behave in a socially always be an important part of business language and operations while it has been supported by many theories concerns of the community related to business and society relations, serious considerations either voluntarily or due to legal requirements, it provides a unique competitive advantage. These days, prosperous companies include their innovative and creative performance and strategy as a type of corporate social responsibility (CSR) into their company culture. Hotels are gradually incorporating a sustainable green business model into their corporate culture, even as they define it more to meet community demands. The corporate values can be used to continuously impose the behavioral change, awareness, conviction, knowledge and attitude among the key stakeholders to support the "Go Green" concept.

**(Andrea Trujillo, 2014)** Revealed that environmental concerns are growing, and eventually pressure from the public and lawmakers will force businesses to integrate a genuine green marketing approach. The following suggestions will be pertinent to businesses choose to compete in their markets by being environmental friendly: using thorough market research, define the product, pricing, communication(promotion) and distribution(location)to align ecological qualities with consumer requirements, attitudes, knowledge and values. Adopt a long-term strategy for environmental issues that goes beyond adaptations or low-value changes to goods and procedures. Examine how products and procedures affect each stage of the product life cycle, keeping in mind that genuine green marketing initiatives must extend beyond production and design. Incorporate within the communication component the company's existing environmental initiatives as well as information that encourage customers to modify their lifestyles. Create accurate measures to gauge the advantages of environmental initiatives and a favorable "green image" that are not quantifiable in monetary terms. Keep in mind that CRS is shared responsibility. Marketing can provide insightful suggestions for going above and beyond existing regulations.

**(Yazdanifard, 2013)** Competitive advantage gives a company an advantage through its competitors and allow it to consistently generate profits. Enterprises use a variety to achieve competitive advantages over their competitors, such as low cost, differentiation and focus strategies. The type of strategy that needs to be used in the business world can also be assumed to respond to consumer needs. For many years, marketing strategies have come to mind the environmental issues affecting global communities. Some have thought about responding to these concerns. Green marketing has begun to take over the meaning of companies finding a way, and is funding for environmental issues. Companies appreciate the importance of eco-friendly marketing as a step towards complying with the needs of their customers, and at the same time appreciate the importance of business growth and expansion. The concept of green marketing includes certain characteristics such as eco-friendly marketing products. Product development and marketing helps to minimize environmental hazards. Products, advertising and packaging in one way to protect your surroundings. Green marketing involves establishing connections between our business and our customers. Green marketing strategies bring qualitative changes to the relationship between customers and the company organization. A proactive approach to green marketing aims to achieve competitive advantages by strategically placing products in customer needs. Eco-friendly marketing strategies to achieve a competitive advantage include market segmentation, green product development, green positioning, green price determination, green application etc. Eco-friendly marketing strategies provide a company with specific benefits that can be used to gain a competitive advantage.

**(Chen, 2014)** Study shows that consumer awareness has a significant positive impact upon perceived quality, perceived value and purchasing intention. This shows that eco-friendly marketing is perceived by consumers of green products reduces pollution and waste of resources worth buying. The more consumers influence the perception of eco-friendly marketing, the more overall product value will increase and the better the intentions of purchasing. Consumer's perceived innovations in the direction of environmental friendly products have a significant positive impact on perceived quality by perceived prices, perceived risks and perceived value. This shows innovation in green products when there is innovation and keeps recognizing green products and recognizing quality changes that enhance quality detection. Furthermore, perceived innovation has a significant impact on perceived prices. This indicates that if consumers are aware of innovation in green products, they are even more aware that prices will increase. If consumers are aware of innovation in eco-friendly products, they will find uncertainties such as uncertain value, risk, negative stereotype image of new products that increase the perceived risk of consumers. Furthermore, new features of innovative green products meet more demand from consumers. Therefore, the higher the perceived value, the more perceived the perceived value of the perceived innovation of green product consumers, the higher the perceived value.

**(Iman Khalid A. Qader, 2011)** This study has shed some light on the problem of pollution, which is caused by the consumption of high-tech electronic products and the disposal of these products at the end of the products life cycle. Hence, this study investigates the influence of media exposure on purchase intention amongst lecturers because lecturers are considered relatively heavy users of electronic products. Due to their profession and technological consumption their intention to purchase lead-free electronic products (green electronics) is the focus of the study. However, through a survey among lecturers working full time in USM main campus and USM engineering campus the study found some

revealing insights. In terms of theoretical contribution, the theory of planned behavior supported the findings of this study for media exposure, and purchase intention which is related to the motivation part of the theory which includes information about a behavior, leads to motivation to perform a behavior. Therefore, from the results of the study media exposure had a significant influence on purchase intention. In terms of practical contribution of this study, it is recommended that marketers should constantly monitor and evaluate the needs and concerns of university lecturers by taking into account lecturers exposure to the media. Hence increasing dose of media will optimize consumer awareness towards environmental problems, and hence influence positive attitudes as media plays an important role in shaping consumers attitudes and their levels of participation in environmental actions and behaviors. Therefore, when catering for this segment of consumers the findings of the study should be taken into consideration.

## **Significance of the Study**

Green marketing helps raise awareness of environmental issues and encourage consumers to make more sustainable decisions. By promoting environmental friendly products and practices, companies can differ from their competitors, for consumers increasingly looking for ecologically responsible products and services. It also helps businesses reduce their environmental impact. By adopting sustainable practices and promoting these marketing campaigns, businesses can help promote positive change and contribute to a more sustainable future.

## **Methodology of Study**

### Sample Design

1. The population of Udaipur region was targeted for the survey.
2. The sampling technique used for survey is Convenience Sampling.
3. The sample size targeted was 60

### Tools for Analysis

1. Table Analysis
2. Chart Analysis

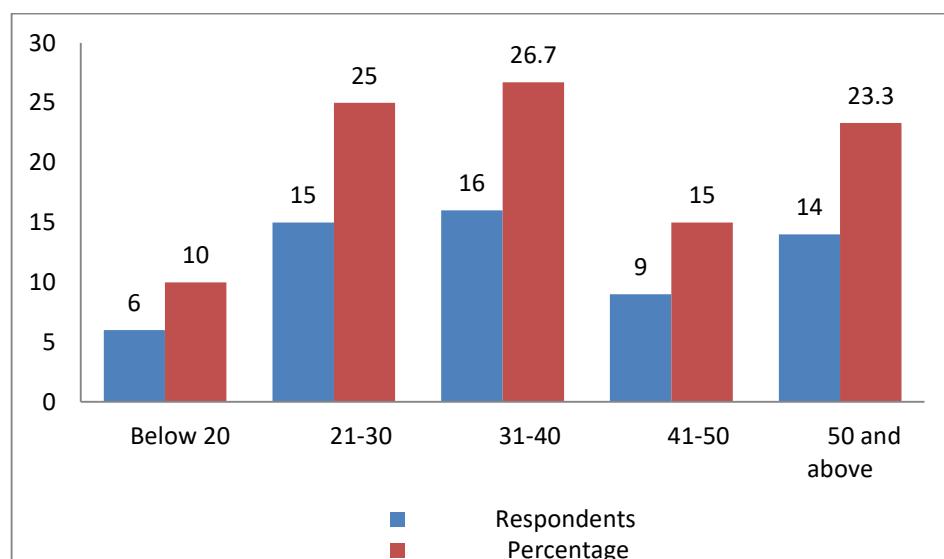
### Tools for Data Collection

1. Primary Data: This includes a questionnaire survey of people from the study area. Primary data may either be collected through the questionnaire method (Google Forms)
2. Secondary Data: Various published articles from journals, books, and internet websites. Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past.

## Data Analysis and Interpretation

**Table 1: Respondents Age-group with regards to the use of Green Products**

| Responses    | Respondents | Percentage |
|--------------|-------------|------------|
| Below 20     | 6           | 10         |
| 21-30        | 15          | 25         |
| 31-40        | 16          | 26.7       |
| 41-50        | 9           | 15         |
| 50 and above | 14          | 23.3       |

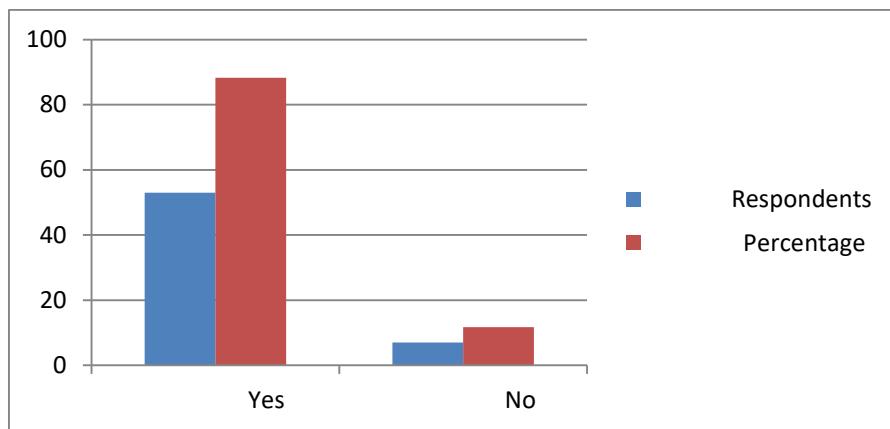


## Interpretation:

The chart shows that consumers who fall in the age group below 20 are 6 respondents which are 10% of total respondents. 21-30 age groups constitute 15 respondents which are 25% of total. 16 respondents fall in the age group of 31-40 which are 26.7% and 41-50 group consist of 9 respondents which are 15% and 50 above are 14. Least no. of respondents falls in the age group of below 20 and 41-50. The maximum no of respondents are in the age group of 31-40.

**Table 2: Based on Environmental Conscious Consumer**

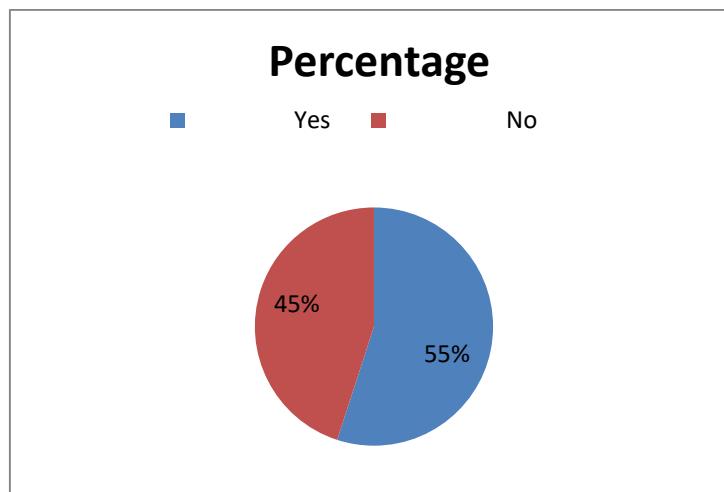
| Responses | Respondents | Percentage |
|-----------|-------------|------------|
| Yes       | 53          | 88.3       |
| No        | 7           | 11.7       |


**Interpretation:**

The above chart shows that out of 60 respondents 53 i.e. 88.3% people consider themselves as an environmental conscious consumer and remaining 7 respondents are not environmental conscious.

**Table 3: Based on purchase of eco-friendly products**

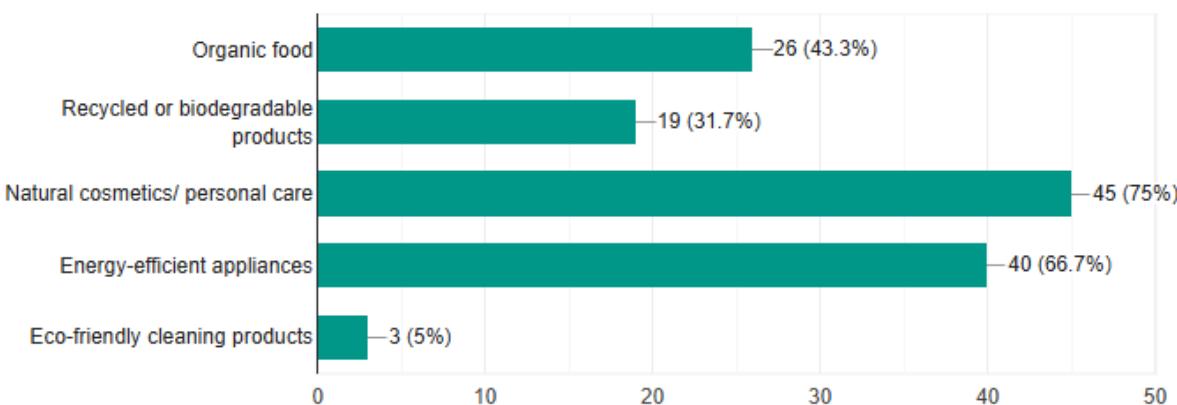
| Responses | Respondents | Percentage |
|-----------|-------------|------------|
| Yes       | 33          | 55         |
| No        | 27          | 45         |


**Interpretation:**

From the above chart, we can interpret that 55% of consumers purchased a product specifically because it was eco-friendly and rest 45% respondents do not prefer to buy a eco-friendly product because of its specifications.

**Table 4: Based on what type of Green Products Respondents usually buy**

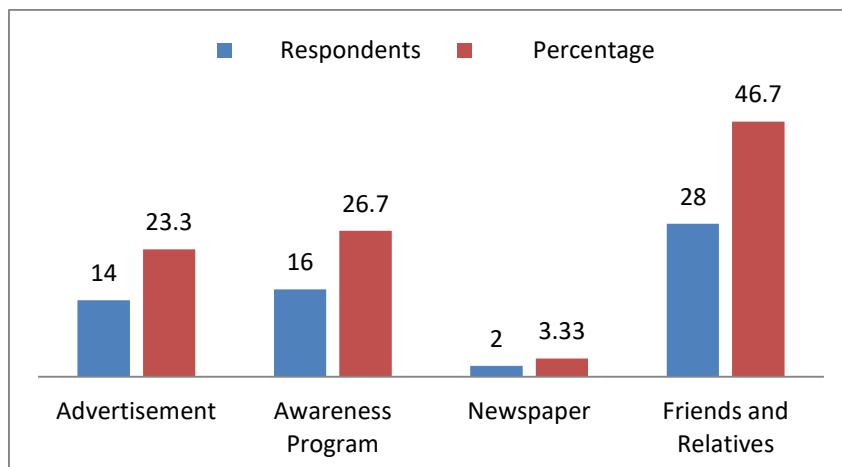
| Responses                          | Respondents | Percentage |
|------------------------------------|-------------|------------|
| Organic Food                       | 26          | 43.3       |
| Recycled or biodegradable products | 19          | 31.7       |
| Natural cosmetics/ Personal care   | 45          | 75         |
| Energy-Efficient Appliances        | 40          | 66.7       |
| Eco-friendly cleaning products     | 3           | 5          |


**Interpretation:**

From the above chart, we can interpret that 75% of respondents i.e. 45 prefer to buy natural cosmetics/ personal care products under green products because natural cosmetics are made from plant-based or organic ingredients with fewer synthetic chemicals. People believe these products are gentler on the skin and less likely to cause irritation, allergies or side effects. After natural cosmetics, 40 respondents prefer to buy energy-efficient appliances with 66.7% because labels like Energy Star or BEE (Bureau of Energy Efficiency) ratings in India assure consumers that the product meets recognized environmental and energy-saving standards. At third comes organic food with 43.3%, reason behind is consumer associate organic diets with lower risks of diseases and a stronger immune system over time and also buying organic supports farmers who use eco-friendly and sustainable agricultural practices. 19 respondents i.e. 31.7% of consumers prefer to buy recycled or biodegradable products because these products reduce waste, pollution and landfill use. They help conserve natural resources and minimize the negative impact on ecosystems. And at last only 3 respondents prefer to buy eco-friendly cleaning products.

**Table 5: Respondents Based on Source of Awareness of Green Product**

| Responses             | Respondents | Percentage |
|-----------------------|-------------|------------|
| Advertisement         | 14          | 23.3       |
| Awareness Program     | 16          | 26.7       |
| Newspaper             | 2           | 3.33       |
| Friends and Relatives | 28          | 46.7       |

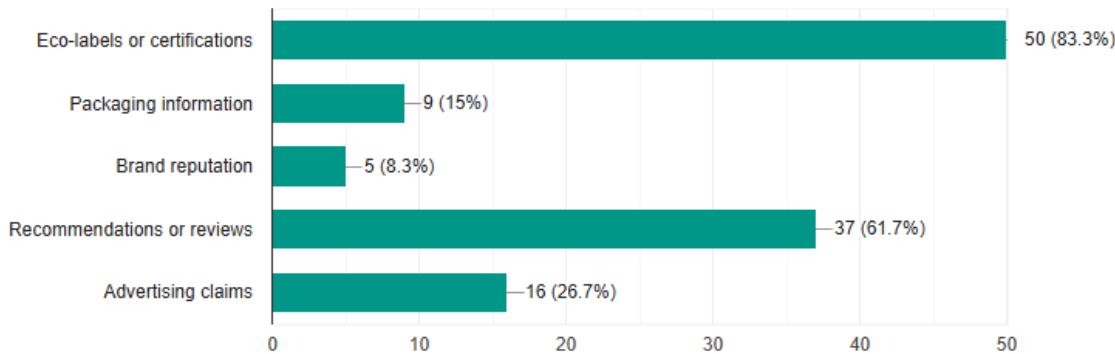


### Interpretation:

The above chart shows that 46.7% of respondents i.e. 28 out of 60 came to know from friends and relatives about green products and their benefits. Friends or relatives share their positive experiences with eco-friendly products, which build confidence and curiosity. Family and friends usually have similar beliefs about health, environment and sustainability, making such information more acceptable. After friends and relatives, awareness program creates awareness with 26.7%. Through workshops, advertisements, social media campaigns, and school programs, awareness initiatives are: encourage trial of green products, build confidence in eco-labels and certifications. At third advertisement with 23.3 creates awareness among respondents through green ads which clearly show how the product helps: reduce pollution, save energy and water and lower carbon footprint. Ads displays eco-labels and certifications like organic certification, energy- star ratings and eco-friendly or sustainable labels. And at last newspaper creates least awareness about green products.

**Table 6: Based on how respondents identify a product as eco-friendly product?**

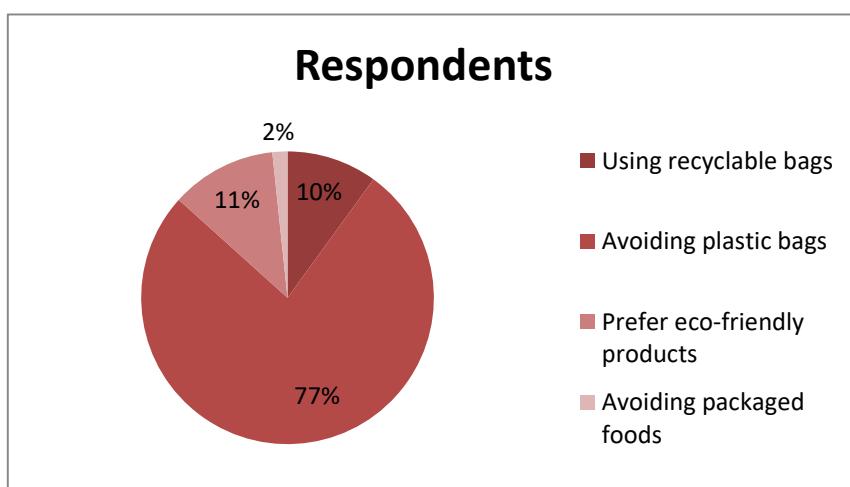
| Responses                    | Respondents | Percentage |
|------------------------------|-------------|------------|
| Eco-labels or Certifications | 50          | 83.3       |
| Packaging information        | 9           | 15         |
| Brand Reputation             | 5           | 8.3        |
| Recommendations or reviews   | 37          | 61.7       |
| Advertising claims           | 16          | 26.7       |


**Interpretation:**

83.3% Respondents identify a product as eco-friendly based on their eco-labels and certifications because eco-labels are marks on products that show they meet specific environmental or sustainability standards. These help consumers make informed, greener choices and push companies towards sustainable practices. After that 61.7% respondent make decision on the basis of recommendations and reviews because reviews show durability, effectiveness and user satisfaction, recommendations often include comparisons that highlight: best value for money, best overall eco- impact. 26.7% respondents respond to advertising claims while choosing green product as green claims explain how the product helps the environment (less pollution, water saving, reduced energy use). This education reduces confusion and helps consumers make informed choices. Many consumers learn about green features for the time through ads. Misleading or false green claims can harm consumer trust, so transparency and verification are crucial. Least no of respondents prefer to go for packaging information and brand reputation.

**Table 7: Based on what green practices respondents follow?**

| Responses                    | Respondents | Percentage |
|------------------------------|-------------|------------|
| Using recyclable bags        | 6           | 10         |
| Avoiding plastic bags        | 46          | 76.7       |
| Prefer eco-friendly products | 7           | 11.67      |
| Avoiding packaged foods      | 1           | 1.67       |

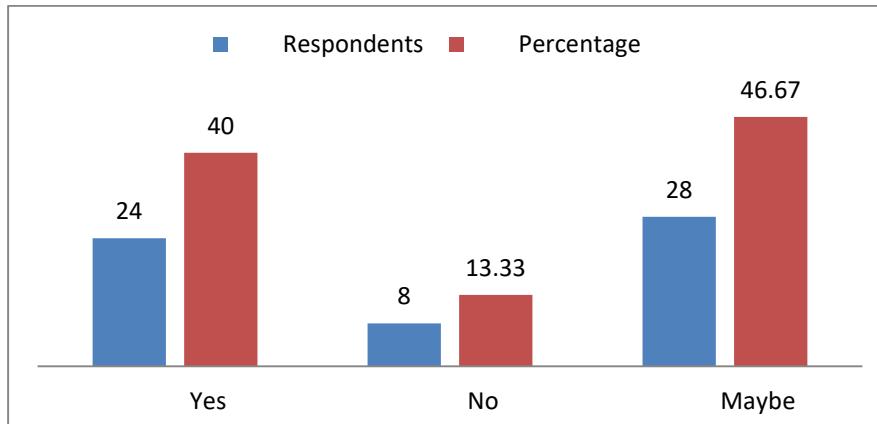


**Interpretation:**

Avoiding plastic bags directly leads to adopting green practices. We can interpret from the above chart that 77% respondents prefer to avoid plastic bags because plastic bags take hundreds of years to decompose. Avoiding them helps cut down land, water, and marine pollution. People shift to cloth, jute, paper or reusable bags, which are biodegradable or recyclable. Less plastic waste means fewer risks to animals and reduced toxic exposure for humans. Small habits like carrying a reusable bag create environmental awareness and encourage other green actions (recycling, waste segregation). Avoiding plastic bags is a simple but powerful green practice. It promotes sustainability, environmental responsibility, and long-term ecological balance.

**Table 8: Respondents Based on Their Willingness to Pay More If the Price Increases Due to Green Features**

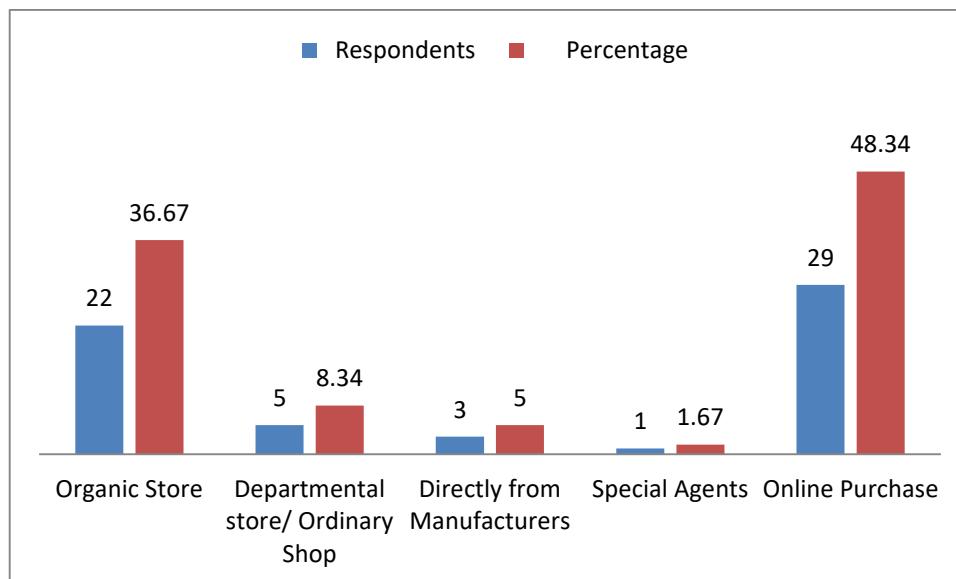
| Response | Respondents | Percentage |
|----------|-------------|------------|
| Yes      | 24          | 40         |
| No       | 8           | 13.33      |
| Maybe    | 28          | 46.67      |


**Interpretation:**

The chart shows that 40 percent of the consumers will change their purchasing decision if the product is labeled as eco-friendly, 13.33 percent of consumers will not change their purchasing decision and 46.67 percent of the consumers change their purchasing decision pending on the product.

**Table 9: Based on from where respondents would like to buy green products?**

| Response                          | Respondents | Percentage |
|-----------------------------------|-------------|------------|
| Organic Store                     | 22          | 36.67      |
| Departmental store/ Ordinary Shop | 5           | 8.34       |
| Directly from Manufacturers       | 3           | 5          |
| Special Agents                    | 1           | 1.67       |
| Online Purchase                   | 29          | 48.34      |



### Interpretation:

From the chart we can interpret that 48.34% respondents prefer to buy green products online because online platforms provide detailed product descriptions, ingredients lists, eco- labels, and sustainability claims. This helps consumers compare green products and make informed decisions. Customer reviews helps buyers judge the authenticity and performance of green products. Buying green product online saves time and effort. For many consumers, especially in urban areas, doorstep delivery makes choosing green products more practical and appealing. After online purchase, respondents with 36.67% opt to buy green products from organic store because organic stores are seen as more credible. Shoppers believe the products are genuinely organic, eco-friendly, and less likely to involve green-washing compared to regular stores. Staff in organic stores are often more knowledgeable and can explain product benefits, ingredients, and environmental impact- helping consumers make informed choices. Least no of respondents prefer to buy green products from departmental store/ordinary shop, directly from manufacturers and special agents.

**Table 10: Based on what discourages respondents from buying green products**

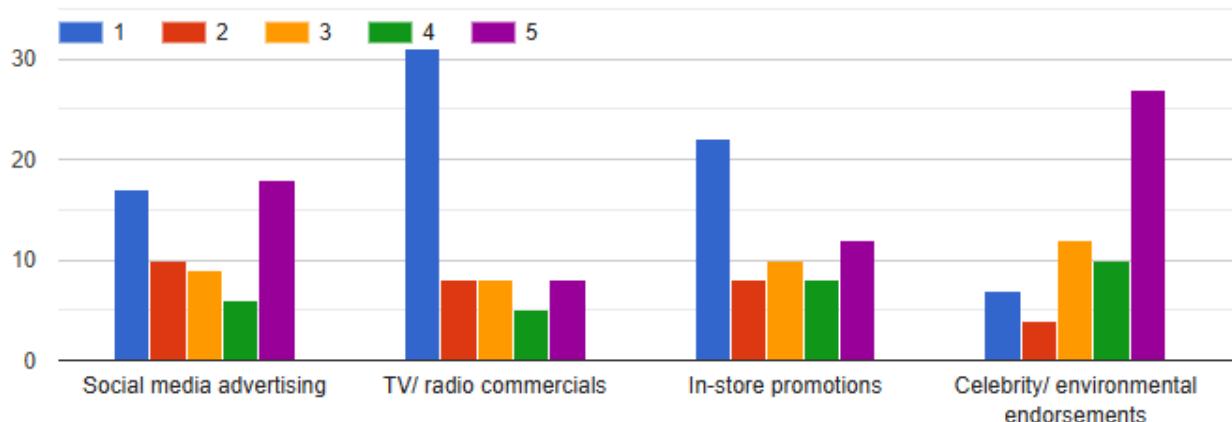
| Responses               | Respondents | Percentage |
|-------------------------|-------------|------------|
| High Price              | 16          | 26.7       |
| Limited Availability    | 24          | 40         |
| Lack of trust in claims | 26          | 43.3       |
| Lack of information     | 25          | 41.7       |
| No perceived benefit    | 0           | 0          |


**Interpretation:**

From the above table and chart we can interpret that 26 respondent hesitate to buy green products because of lack of trust in claims i.e. people often mistrust eco-labels or advertising claims and fear the product is only “green” for marketing purposes. Too many labels and no clear standards create confusion, reducing confidence in green products. 25 respondents feel that lack of information is also a factor that many consumers don’t fully understand what makes a product “green” or how it benefits the environment and health. 24 respondents hesitate to buy green products because green products are not easily available everywhere, especially in local markets or small retail stores. High price is also one of reason because green products are usually more expensive than conventional ones, making price-sensitive consumers hesitate.

**Table 11: Based on effectiveness in promoting green products**

| Rating       | Scale/<br>Platforms | Social Media | TV/<br>Commercials | Radio | In-Store<br>Promotions | Celebrity/<br>environmental<br>endorsements |
|--------------|---------------------|--------------|--------------------|-------|------------------------|---|
| 1            | 17                  | 31           | 22                 |       | 7                      |   |
| 2            | 10                  | 8            | 8                  |       | 4                      |   |
| 3            | 9                   | 8            | 10                 |       | 12                     |   |
| 4            | 6                   | 5            | 8                  |       | 10                     |   |
| 5            | 18                  | 8            | 12                 |       | 27                     |   |
| <b>TOTAL</b> | <b>60</b>           | <b>60</b>    | <b>60</b>          |       | <b>60</b>              |   |



### Interpretation:

Celebrity Endorsements helps in promoting green products because fans tend to admire and follow celebrities' lifestyles. Their endorsement shapes positive attitudes toward green products, encourages imitation of eco-friendly behavior, increase willingness to try or switch to green products. Celebrity endorsement work best when the celebrity genuinely supports environmental causes, there is a strong fit between celebrity image and green values, claims are authentic to avoid green-washing backlash. In-store promotion plays a crucial role in encouraging consumers to notice, trust and purchase green products. Many consumers are not actively searching for green products. In-store displays, shelf tags, and posters draw attention and make shoppers aware that eco-friendly options exist. Social media advertising helps through reviews, unboxing, and personal experiences strongly influence followers' purchase decisions. Likes, comments, shares, and reposts turn consumers into brand advocates. Compared to traditional media, social media advertising is budget-friendly, which is especially helpful for small or local eco-brands. And at last TV and radio have wide reach, making them effective in spreading awareness about green products and environmental issues. Traditional media like TV and radio are often seen as more credible than online ads. When green products are promoted through these channels, consumers are more likely to trust the brands' environmental claims. Radio and Television are highly effective in reaching rural areas and older groups who may have limited access to social media or online platforms.

### 3. Conclusion

Research outcomes indicate that consumers exhibit significant interest in safeguarding the environment and possess positive sentiments toward eco-friendly goods. They emphasize sustainable ecology and increasingly adopt eco-friendly products. Advancements in advertising techniques have enhanced consumer understanding of eco-friendly items while driving corporate commitments towards sustainability. Marketing professionals confront the task of providing attractive pricing without compromising on customer benefit. Advancements in innovation combined with eco-friendly production methods significantly contribute to sustainable practices. Public consciousness is increasing, suggesting an inclination toward eco-friendly options. Companies need to cater to consumers' preferences while guaranteeing easy access via suitable retail outlets. The results hold substantial importance for

manufacturers specifically within the realm of durable goods production. A successful strategy for attracting eco-aware customers hinges on strategic placement and clear messaging.

#### 4. Acknowledgement

We would like to place on record our sincere thanks to all those who contributed to the successful completion of our project work. We express our gratitude to our guide, for helping us in each and every stage of this project.. We thank all our respondents who cooperated with us in the successful completion of the questionnaire on time. We also appreciate the encouragement and constructive criticism that we received from our friends and family which went a long way to make this project a satisfying experience to us. Above all we thank God Almighty for providing us the right atmosphere and mental strength to work and showering all blessings for the successful completion of this project.

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