



"IMPACT OF GREEN MARKETING PRACTICES ON CONSUMER BEHAVIOUR IN TAMILNADU"

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Abstract

Purpose: Green marketing has evolved as an essential method to promote ecologically friendly products and to influence consumer behaviour. The present study analyses the influence of green marketing strategies on customer behaviour in Tamil Nadu with special reference to awareness, attitudes and purchase decisions. **Design / Methodology / Approach:** The study used descriptive research design with primary and secondary data. The primary data were obtained by a structured questionnaire from 270 respondents with the use of stratified sampling approach from four zones of Tamil Nadu. The data has been analysed by using statistical methods like percentage analysis and five point Likert scale analysis to assess the consumer views and behaviour towards green marketing practices **Findings:** The results show that consumers are well aware (64%) and strongly believe (68%) that green products benefit the environment. However, this good attitude does not entirely convert into purchase activity as only 50% of respondents are prepared to buy eco-friendly products at higher prices, highlighting the influence of cost and accessibility constraints. Furthermore, eco-labeling and packaging have a moderate influence on purchase decisions (57%) and the faith in green marketing claims is quite low (46%), which testifies to consumer scepticism.

Keywords: Green marketing, Ecologically friendly, Consumer behaviour, Environment benefit.

Paper Type: Research Paper

Introduction

Green marketing, which focuses on promoting sustainable and ecologically friendly goods and services, has become a prominent strategy in today's commercial world. Growing environmental issues like pollution, resource depletion, and climate change have prompted businesses and consumers to embrace greener methods in recent years. In this regard, green marketing is essential in influencing customer behaviour by raising awareness of environmentally friendly products and promoting sensible consumption habits. Environmental concerns have drawn a lot of consumer attention in Tamil Nadu, a rapidly developing state with increasing urbanisation and industrialisation. Customers are become more mindful of how their purchases affect the environment as knowledge of sustainability grows. This change has prompted businesses to use eco-labeling, sustainable packaging, and ecologically conscious production methods as green marketing strategies.

Tamil Nadu's consumer behaviour is steadily changing, with a discernible preference for goods that are thought to be safe, organic, and ecologically friendly. Consumer acceptance of green products is heavily influenced by factors including education, income level, social influence, and environmental consciousness. The significance of green consumption in the area has also been reinforced by government programs and environmental campaigns. Even if consumers are



becoming more interested in eco-friendly items, issues including high costs, ignorance, and scarcity continue to affect their choices. Therefore, it becomes crucial for marketers and legislators to comprehend how green marketing tactics affect consumer behaviour. The purpose of this study is to investigate how Tamil Nadu consumers' attitudes, preferences, and purchase decisions are impacted by green marketing tactics. Additionally, it aims to pinpoint the critical elements that either promote or impede customers' acceptance of green products. In the end, the study encourages ecologically conscious purchasing behaviour, which advances sustainable development.

Statement of the Problem

The increasing use of green marketing techniques in Tamil Nadu is indicative of consumers' growing environmental consciousness, yet there is still a noticeable disconnect between awareness and actual purchasing activity. Although many consumers have favourable opinions on eco-friendly items, their purchasing decisions are frequently hampered by issues including high prices, limited availability, inadequate information, and doubts about the products' genuineness. Consumer acceptability of green products is also inconsistent due to differences in social influence, income levels, and educational attainment. The effectiveness of these green marketing techniques in influencing actual customer behaviour is largely unknown, despite corporate and governmental attempts to promote sustainability. This needs a thorough assessment of how and to what degree green marketing strategies influence Tamil Nadu consumers' attitudes and purchase decisions. To create strategies that effectively bridge the gap between environmental knowledge and actual green consumption, marketers and policymakers must have a thorough understanding of these problems.

Scope of the Study

The study's focus is on how green marketing strategies affect Tamil Nadu consumers' behaviour, especially in light of rising environmental consciousness and sustainable consumption patterns. It addresses important topics such as consumer attitudes, preferences, and decisions to buy environmentally friendly items. The study also examines how social influence, education, economic level, and environmental awareness impact consumers' acceptance of green products. Additionally, it assesses how well green marketing techniques like eco-labeling, sustainable packaging, and ecologically friendly industrial practices work. The study takes into account both opportunities and problems, including obstacles like high cost and limited availability, and is restricted to specific consumers in Tamil Nadu. The study's overall goal is to offer information that will enable marketers and legislators to more successfully encourage sustainable consumer behaviour.

Objective of the Study

1. To examine the level of awareness of green marketing practices among consumers in Tamil Nadu.

H₀₁: There is no significant difference between the Factors Consumer Perception towards Green Marketing Practices and Age of Respondents

Research Methodology

For the purpose measure and explain the effects of green marketing strategies on consumer behaviour in Tamil Nadu, the current study is based on a descriptive research approach. The study makes use of both primary and secondary data. A standardised questionnaire that asks about awareness, attitudes, preferences, and purchase behaviour about green products is used to get primary data directly from customers. To support the theoretical framework, secondary data is collected from books, journals, publications, and internet sources.



Sample Design

S. No	Tamil Nadu Zone	No. of. Respondents
1	North Zone	84
2	South Zone	75
3	Central Zone	57
4	West Zone	54
Total		270

Based on Primary Data

As per the sample design, 270 respondents in all were chosen from Tamil Nadu's four main zones in order to guarantee regional representation. With 84 responses, the North Zone has the most replies, suggesting that consumers are more concentrated or easily accessible there. With 75 responses, the South Zone comes in second, demonstrating a balanced contribution to the research. With 54 responders, the West Zone has the lowest representation, while the Central Zone has 57 respondents.

Statistical Tools

Appropriate statistical procedures, including mean score analysis, percentage analysis, and Likert scale approaches, are employed for data analysis in order to evaluate the results. The methodology guarantees a methodical approach to comprehending customer behaviour and offers trustworthy insights on Tamil Nadu's green marketing tactics' efficacy.

Review Of Literature

Mayakkannan, R. (2019)ⁱ Green advertising is a comprehensive approach to advertising that encompasses the creation, consumption, and disposal of goods and services. The industry has become the first degree today, and we are moving forward with the shared goal of protecting the environment and achieving sustainable improvement. The business community has been pushed to reconsider and plan their strategies in order to conduct their operations in a more innovative and ecologically friendly manner due to the growing strength of the new marketing philosophy. This essay focused on certain criticisms of green marketing and advertising, as well as new green initiatives in India and distinctive promotional strategies. Additionally, the future prospects of green marketing in India were addressed in this research.

Thakkar, R. (2021)ⁱⁱ Customers are also conscious of environmental problems, such as the effects of pollution and global warming. The concept, necessity, and significance of green marketing have been the primary focus of this research work. In addition to books, journals, websites, and newspapers, data must be gathered from a variety of evidentiary sources. It examines the primary problems with implementing green marketing strategies. The study examines the opportunities and difficulties that companies face when using green marketing, as well as the current state of the Indian market. Why businesses are implementing it, the future of green marketing, and the conclusion that demand for and use of green marketing will only increase.

Mehraj, D., et. al., (2023)ⁱⁱⁱ The purpose of the study was to investigate how demographics, particularly gender, age, income, and education, affect Indian consumers' decisions to make environmentally friendly purchases. Millennials (graduate, post-graduate, and PhD students) in educational institutions in the Uttar Pradesh of Jammu and Kashmir were given the structured, closed-ended questionnaire. This study used stratified random sampling with 700 students in total. The data was analysed using t-tests and ANOVA. The study's findings indicate that while age and gender have no bearing on young Indian consumers' green shopping behaviour, education and income do. As they create strategies for Indian consumers of different genders, age



groups, educational backgrounds, jobs, and socioeconomic statuses, green marketers will find the study's insights useful.

Akude, D. N., et. al., (2025)^{iv} This study looks into the connection between manufacturing companies' sustainability performance in emerging markets and green marketing strategies. 270 respondents completed a self-administered questionnaire, and Smart PLS-SEM (version 4) was utilised for the analysis. The findings show a strong positive correlation between the firms' overall sustainability performance and green internal marketing. In particular, it was discovered that green marketing communication improved social and environmental performance while having no discernible impact on financial performance. Similarly, the use of eco-friendly items greatly enhanced environmental performance but had little effect on social or financial performance. The study also demonstrates a favourable correlation between sustainability performance and the use of green strategies.

Table – 1 : Respondents Based on the Gender

S.No	Gender	No. of Respondents	Percentage
1	Male	140	52
2	Female	119	44
3	Trigender	11	4
Total		270	100

Primary data Source:

According to the table 1, the majority of respondents are men (52%, or 140 respondents), followed by women (44%, or 119 respondents), and transgender people (4%, or 11 respondents). This suggests that while female representation is similarly noteworthy, male participants marginally predominate the sample.

TABLE – 2 : Age of the Respondents

S.No	Age	No. of Respondents	Percentage
1	Below - 18	34	13
2	19 – 25	38	14
3	26 – 35	52	19
4	36 – 45	69	25
5	Above 45	77	28
Total		270	100

Source: Primary data

From the table 2, age distribution of 270 respondents is displayed in the surface, with the highest percentage falling into the "Above 45" category (28%), followed by those between the ages of 36 and 45 (25%). This suggests that a sizable fraction of respondents are middle-aged or older. 19% of respondents are between the ages of 26 and 35, which is a moderate segment. In contrast, younger respondents make up only 13% of the sample, with 14% of respondents being between the ages of 19 and 25. Overall, the data shows a distinct tendency toward higher participation across older age groups, suggesting that the sample is more strongly biased toward adults than children.

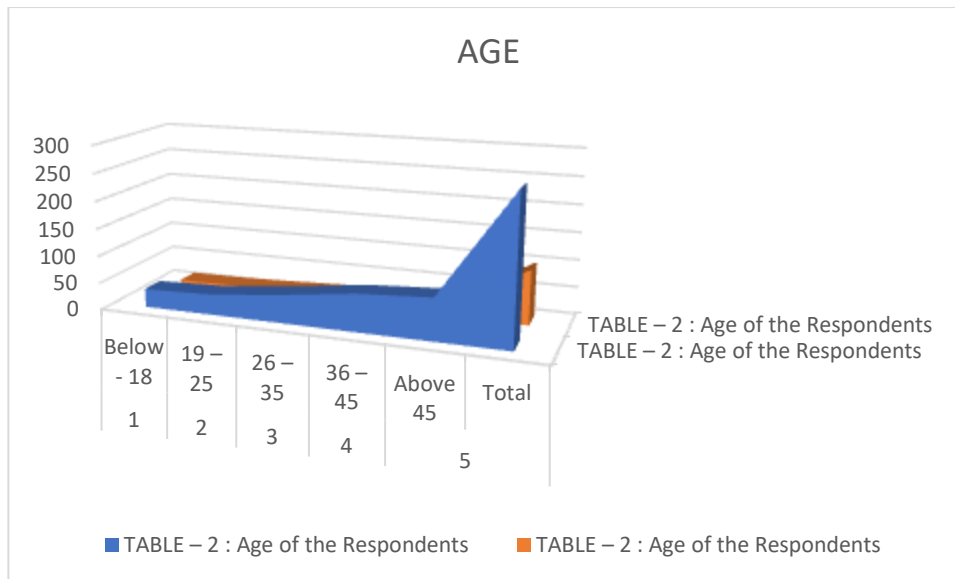


Table – 3 : Consumer Perception towards Green Marketing Practices

S. No	STATEMENT	SA	A	N	DA	SDA	TOTAL
1	Awareness of green marketing practices and eco-friendly products	85	90	40	35	20	270
		31	33	15	13	8	100
2	Green products are better for the environment than conventional products	95	88	32	30	25	270
		35	33	12	11	9	100
3	I prefer buying eco-friendly products despite higher prices	60	75	55	45	35	270
		22	28	20	17	13	100
4	Eco-labeling and green packaging influence my purchase decisions	70	85	50	40	25	270
		26	31	19	15	9	100
5	I trust the authenticity of green marketing claims made by companies	55	70	65	45	35	270
		20	26	24	17	13	100

Primary data Source:

From the table 3, consumers' perceptions of green marketing strategies makes it evident that respondents have differing degrees of agreement with various claims, indicating both favourable attitudes and some reservations. High levels of knowledge are shown by the fact that a sizable majority of respondents either strongly agree (31%) or agree (33%) that they are aware of green marketing practices. A significant conviction in environmental advantages is also demonstrated by the assertion that green products are better for the environment, which has the highest strong agreement (35%). Comparing this to real purchasing behaviour, however, just 22% strongly agree and 28% agree that they prefer eco-friendly products despite higher pricing, while a significant 30% (neutral, disagree, and strongly disagree combined) exhibit hesitation, indicating price sensitivity. Eco-labeling and packaging are moderately supported in terms of marketing influence, with 26% strongly agreeing and 31% agreeing, while a sizable minority remain



indifferent or negative. Consumer scepticism is demonstrated by the lowest strong agreement (20%) and somewhat high neutral answer (24%) regarding trust in green marketing claims, as well as the 30% disagreement levels. Overall, actual purchase decisions and trust factors trail behind environmental awareness and positive perception, indicating a gap between attitude and conduct mostly owing to cost concerns and credibility issues.

Table 4
Consumer Perception towards Green Marketing Practices and Age of Respondents

Variables	Age	N	Mean	S.D.	F Value	Sig.
Awareness of green marketing practices and eco-friendly products	Below - 18	34	3.85	1.08	4.210	0.001*
	19 – 25	38	3.78	1.10		
	26 – 35	52	3.70	1.12		
	36 – 45	69	3.62	1.15		
	Above 45	77	3.55	1.18		
	Total	270	3.69	1.13		
Green products are better for the environment than conventional products	Below - 18	34	3.95	1.05	5.120	0.001*
	19 – 25	38	3.88	1.08		
	26 – 35	52	3.80	1.10		
	36 – 45	69	3.72	1.12		
	Above 45	77	3.65	1.15		
	Total	270	3.80	1.10		
I prefer buying eco-friendly products despite higher price	Below - 18	34	3.70	1.12	4.560	0.002*
	19 – 25	38	3.65	1.10		
	26 – 35	52	3.58	1.14		
	36 – 45	69	3.50	1.16		
	Above 45	77	3.42	1.18		
	Total	270	3.57	1.14		
Eco-labeling and green packaging influence purchase decisions	Below - 18	34	3.82	1.09	3.980	0.003*
	19 – 25	38	3.75	1.10		
	26 – 35	52	3.68	1.12		
	36 – 45	69	3.60	1.14		
	Above 45	77	3.52	1.16		
	Total	270	3.67	1.12		
Trust in the authenticity of green	Below - 18	34	3.60	1.10	5.330	0.001*



marketing claims made by companie	19 – 25	38	3.55	1.12		
	26 – 35	52	3.48	1.15		
	36 – 45	69	3.40	1.18		
	Above 45	77	3.32	1.20		
	Total	270	3.47	1.15		

Primary data Source:

Table 4 shows that the ANOVA analysis indicates variations in the mean scores of consumer perception toward green marketing practices across different age groups. For awareness of green marketing practices and eco-friendly products, the mean scores are 3.85, 3.78, 3.70, 3.62, and 3.55 with $F = 4.210$ and $p = 0.001$. For the statement green products are better for the environment than conventional products, the mean values are 3.95, 3.88, 3.80, 3.72, and 3.65 with $F = 5.120$ and $p = 0.000$. The factor preference for buying eco-friendly products despite higher prices shows mean scores of 3.70, 3.65, 3.58, 3.50, and 3.42 with $F = 4.560$ and $p = 0.002$. For eco-labeling and green packaging influence purchase decisions, the mean values are 3.82, 3.75, 3.68, 3.60, and 3.52 with $F = 3.980$ and $p = 0.003$. Finally, trust in the authenticity of green marketing claims made by companies has mean scores of 3.60, 3.55, 3.48, 3.40, and 3.32 with $F = 5.330$ and $p = 0.001$.

Since all p-values are less than 0.05, the null hypothesis is rejected for all variables, indicating that there is a significant difference in consumer perception toward green marketing practices among different age groups.

Findings

1. **High Awareness Level** Strong consumer awareness is demonstrated by the fact that the majority of respondents (64%) are aware of green marketing strategies, with 31% strongly agreeing and 33% agreeing.
2. **Strong Environmental Belief** Green products are better for the environment, according to almost 68% of respondents (35% strongly agree and 33% agree), which is the highest level of agreement among all assertions.
3. **Moderate Purchase Intention** Despite higher pricing, only 50% of respondents (22% strongly agree and 28% agree) prefer to purchase eco-friendly products, while a sizable 30% express reservations (neutral and disagreement), indicating price sensitivity.
4. **Marketing Factors' Impact** Eco-labeling and green packaging had an impact on about 57% of respondents (26% strongly agree and 31% agree), indicating the moderate efficacy of green marketing tactics.
5. **Low Confidence in Green Claims** In contrast, only 46% of respondents (20% strongly agree and 26% agree) accept green marketing promises, and 30% disagree, demonstrating scepticism toward firm claims.

Suggestions

1. **Make eco-friendly items more accessible and affordable** Companies should concentrate on cutting expenses, providing discounts, and expanding product availability because only 50% of respondents are eager to buy eco-friendly products despite higher prices, and 30% express hesitation. Government assistance in the form of tax breaks or subsidies can also lower the cost of green products and promote their wider use.
2. **Increase openness and foster customer confidence** Companies should offer transparent, verifiable information about their products through verified eco-labels, genuine disclosures, and awareness initiatives, as just 46% of respondents accept green marketing promises and 30%



express scepticism. Increasing credibility will boost consumer confidence in eco-friendly products and lessen consumer scepticism.

Conclusion:

The study concludes that green marketing methods significantly influence customer behaviour in Tamil Nadu, notably in terms of awareness and environmental concern. The majority of respondents are highly knowledgeable (64%) and have positive perceptions (68%) about the environmental benefits of green products. This favourable attitude does not fully translate into shopping behaviour, however, with only 50% prepared to pay a greater price for eco-friendly products. Cost, limited availability and lack of trust are the main challenges to adoption. Eco-labeling and packaging have a moderate influence on purchasing decisions (57%) but consumer trust in green claims remains relatively low (46%). This clearly illustrates the difference between knowledge and practice. Therefore, affordability and trustworthiness of green products are crucial to increase their uptake. In conclusion, green marketing is promising but its success depends on solving economic and trust issues.

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