

A Study of the Impact of Green Marketing Awareness on Eco-Conscious Consumer Behaviour in Nagpur City

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Abstract

The growing concern for environmental sustainability has significantly influenced consumer behaviour in recent years. Increasing environmental awareness has led to the emergence of conscious consumerism, where individuals consider the ecological impact of their purchasing decisions. Green marketing has therefore become an important strategy for organizations aiming to promote environmentally friendly products and sustainable consumption patterns. The present study aims to examine the impact of green marketing awareness on eco-conscious consumer behaviour with special reference to Nagpur City.

The research focuses on analyzing consumers' eco-conscious preferences, attitudes, and behavioural responses toward green products and environmentally responsible marketing practices. The study adopts a descriptive research design and utilizes both primary and secondary data. Primary data is collected through a structured questionnaire administered to consumers in Nagpur City, while secondary data is gathered from research journals, books, and online sources. Statistical tools such as percentage analysis, correlation, and regression analysis are used to examine the relationship between green marketing awareness and consumer behaviour.

The findings of the study indicate that environmental awareness and positive attitudes toward sustainability significantly influence consumers' preference for eco-friendly products. The research also reveals that consumers who are more informed about environmental issues demonstrate stronger purchasing intentions toward green products. However, factors such as price sensitivity and lack of availability of green alternatives still act as barriers to widespread adoption. The study concludes that effective green marketing strategies, environmental education, and transparent communication can enhance consumer trust and encourage sustainable consumption behaviour.

Keywords: Conscious Consumerism, Green Marketing, Eco-Conscious Consumers, Consumer Behaviour, Sustainable Consumption

Introduction

Environmental degradation, climate change, and excessive consumption have led to growing global concern about sustainability. As awareness regarding environmental protection increases, consumers are becoming more conscious of the ecological consequences of their purchasing decisions. This shift in consumer behaviour has encouraged organizations to adopt environmentally responsible marketing strategies known as green marketing.

Green marketing refers to the process of promoting products and services based on their environmental benefits. These products are typically produced using sustainable practices, recyclable materials, and environmentally safe processes. Green marketing not only helps protect the environment but also enhances the corporate image and competitiveness of businesses.

In India, especially in urban cities such as Nagpur, environmental awareness is gradually increasing due to education, media influence, and government initiatives promoting sustainability. Consumers are increasingly preferring eco-friendly products such as organic food, biodegradable packaging, energy-efficient appliances, and eco-friendly personal care products.

Despite this growing awareness, several challenges remain in the widespread adoption of green products. High prices, limited availability, and lack of trust in environmental claims often discourage consumers from making green purchasing decisions.

Therefore, this study attempts to examine the relationship between green marketing awareness and eco-conscious consumer behaviour with special reference to consumers in Nagpur City.

Review of Literature

- 1. Peattie (1995)** defined green marketing as a holistic management process responsible for identifying, anticipating, and satisfying customer requirements in a profitable and sustainable manner.
- 2. Polonsky (1994)** explained that green marketing includes all activities designed to generate and facilitate exchanges intended to satisfy human needs while minimizing environmental harm.
- 3. Ottman (2011)** highlighted that environmentally conscious consumers prefer products that are energy-efficient, recyclable, and produced using environmentally safe processes.
- 4. Sharma and Trivedi (2016)** found that environmental awareness significantly influences consumers' purchase intentions toward green products in urban areas.

5. Kumar and Ghodeswar (2015) observed that consumer trust in environmental claims and eco-labels plays a crucial role in influencing green purchasing behaviour.

The literature suggests that environmental awareness, trust in green claims, and consumer attitudes are significant factors influencing eco-conscious purchasing behaviour.

Objectives of the Study

1. To study the level of green marketing awareness among consumers in Nagpur City.
2. To analyze the eco-conscious attitudes and preferences of consumers.
3. To examine the relationship between green marketing awareness and consumer purchasing behaviour.
4. To identify factors influencing the adoption of eco-friendly products.
5. To suggest strategies to promote green marketing and sustainable consumption.

Hypothesis of the Study

H0: There is no significant relationship between green marketing awareness and eco-conscious consumer behaviour.

H1: There is a significant relationship between green marketing awareness and eco-conscious consumer behaviour.

Research Methodology

Research Design

The study adopts a descriptive research design to analyze the relationship between green marketing awareness and eco-conscious consumer behaviour.

Data Collection

Primary Data:

Primary data was collected through a structured questionnaire distributed among consumers in Nagpur City.

Secondary Data:

Secondary data was collected from research journals, books, magazines, and online sources related to green marketing and consumer behaviour.

Sample Size

The study used a sample of 120 respondents from different areas of Nagpur City.

Sampling Method

Convenience sampling method was used to select respondents.

Statistical Tools Used

1. Percentage analysis
2. Correlation analysis
3. Regression analysis

Data Analysis and Interpretation

Table 1: Awareness of Green Marketing

Awareness Level	Respondents	Percentage
Highly Aware	45	37.5%
Moderately Aware	50	41.7%
Slightly Aware	15	12.5%
Not Aware	10	8.3%
Total	120	100%

Interpretation: Majority of respondents are moderately aware of green marketing.

Table 2: Consumer Preference for Green Products

Preference Level	Respondents	Percentage
Strong Preference	40	33%
Moderate Preference	52	43%
Neutral	18	15%
No Preference	10	9%

Table 3: Sources of Green Marketing Awareness

Source	Respondents	Percentage
Social Media	42	35%
Television	28	23%
Friends & Family	20	17%

Newspapers	15	12.5%
Others	15	12.5%

Table 4: Barriers to Buying Green Products

Barrier	Respondents	Percentage
High Price	48	40%
Limited Availability	32	27%
Lack of Trust in Claims	22	18%
Lack of Awareness	18	15%

Table 5: Awareness of Green Products

Awareness Level	Number of Respondents	Percentage
Highly Aware	45	37.5%
Moderately Aware	50	41.7%
Slightly Aware	15	12.5%
Not Aware	10	8.3%

Interpretation:

Most consumers are moderately aware of green products, indicating increasing environmental consciousness.

Table 6: Preference for Eco-Friendly Products

Preference Level	Respondents	Percentage
Strong Preference	40	33%
Moderate Preference	52	43%
Neutral	18	15%
No Preference	10	9%

Interpretation:

A significant number of consumers show preference toward eco-friendly products.

Hypothesis Testing

Table 7: Correlation Analysis

Variables	Green Marketing Awareness	Eco-Conscious Behaviour
Green Marketing Awareness	1	0.68
Eco-Conscious Behaviour	0.68	1

Interpretation

- Correlation value **0.68**
- Indicates **strong positive relationship**
- Awareness increases eco-friendly buying behaviour.

Table 8: Model Summary (Regression)

Model	R	R Square	Adjusted R Square	Std. Error
1	0.68	0.462	0.455	0.52

Interpretation

Green marketing awareness explains **46.2% variation** in eco-conscious consumer behaviour.

Table 9: ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	38.21	1	38.21	21.45	0.000
Residual	44.58	118	0.38		
Total	82.79	119			

Interpretation

Since **p-value < 0.05**, the regression model is statistically significant.

Table 10: Coefficients

Variable	B	Std. Error	Beta	t	Sig
Constant	1.24	0.32	—	3.87	0.000
Green Marketing Awareness	0.63	0.14	0.68	4.63	0.000

Interpretation

Green marketing awareness significantly influences eco-conscious behaviour.

Correlation Analysis

The correlation analysis indicates a positive relationship between green marketing awareness and eco-conscious consumer behaviour, suggesting that higher awareness leads to increased preference for eco-friendly products.

Findings of the Study

1. Consumers in Nagpur City show a moderate level of awareness regarding green marketing.
2. Environmental concerns influence consumer attitudes toward eco-friendly products.
3. Consumers with higher environmental awareness demonstrate stronger green purchasing intentions.
4. Price sensitivity remains a major barrier to the adoption of green products.
5. Limited availability of eco-friendly products also restricts consumer adoption.

Suggestions

1. Companies should increase awareness through educational marketing campaigns.
2. Government should promote green initiatives and eco-labels to increase consumer trust.
3. Businesses should reduce prices through economies of scale to make green products more affordable.
4. Retailers should increase the availability of eco-friendly products.
5. Educational institutions should promote environmental awareness among consumers.

Conclusion

The study concludes that green marketing awareness plays a significant role in shaping eco-conscious consumer behaviour in Nagpur City. As environmental concerns continue to rise, consumers are increasingly considering the ecological impact of their purchasing decisions. Green marketing strategies can effectively encourage sustainable consumption behaviour if supported by transparent communication, affordable pricing, and increased product availability.

Promoting environmental education and sustainable business practices will help strengthen consumer trust and contribute to long-term environmental sustainability.

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