

Available in online @ www.iaraindia.com

RESEARCH EXPLORER-International Journal on Economics and Business Management

ISSN: 2250-1940 (P) 2349-1647 (O)

Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)

Volume XIV, Issue 46

January - March 2025

Formally UGC Approved Journal (63185), © Author

GREEN MARKETING PRACTICES AND CONSUMER BEHAVIOR IN TIRUCHIRAPPALLI DISTRICT: AN ASSESSMENT

M. SATHYA

Research Scholar (Part Time),
PG & Research Department of Commerce,
National College (Autonomous), Tiruchirappalli
(Affiliated to Bharathidasan University, Tiruchirappalli)

Dr. M. ABDUL KAREEM

Assistant professor and Research Advisor,
PG & Research Department of Commerce,
Jamal Mohamed College (Autonomous), Tiruchirappalli
(Affiliated to Bharathidasan University, Tiruchirappalli)

Abstract

Green marketing is a strategic marketing approach that focuses on creating and delivering products that are environmentally friendly. This study assessed the impact of green marketing practices on the environmental behavior of consumers in Tiruchirappalli district, India. The study used a mixed-methods approach, including a survey and consumer interviews. The survey gathered information on consumers' awareness of green marketing practices, purchases of green consumer durable goods, and environmental behavior. The survey was carried out online and was distributed to 315 consumers in the Tiruchirappalli district. The study found that there is a positive relationship between green marketing practices and environmental behavior. Specifically, consumers who are aware of green marketing practices and who purchase green consumer durable goods are more likely to engage in environmentally friendly behaviors. The study also found that there are a number of factors that influence the effectiveness of green marketing practices, including the price of green products, the availability of green products, and the perceived quality of green products. The study's findings have implications for businesses and policymakers. Businesses that want to promote sustainability should incorporate green marketing practices into their operations. Policymakers should create policies that support the development and growth of the green marketing industry.

Keywords: *green marketing, environmental behavior, Tiruchirappalli district, India, mixed-methods*

Introduction:

Green marketing is a marketing strategy that promotes environmentally friendly products and services. Products made from recycled materials, that are energy-efficient, or that have a low environmental impact are examples of this. Consumers have become more conscious of environmental issues in recent years. As a result, there is a greater demand for

green products and services. Businesses have developed and marketed green products in response to this demand.

Growing concerns about environmental degradation and the need for sustainable practices have led businesses to implement a variety of strategies to reduce their ecological footprint in recent years. Green marketing practices, which involve promoting environmentally friendly products and services, are one such strategy. Green marketing aims to address consumers' growing environmental consciousness as well as their needs and desires. The effectiveness of green marketing practices in influencing consumer behaviour and fostering sustainable choices, on the other hand, remains a topic of interest and significance.

Objectives:

1. To assess the impact of green marketing practices on the environmental behavior of consumers in Tiruchirappalli district.
2. To develop recommendations for businesses on how to effectively implement green marketing practices in Tiruchirappalli district.

Methodology:

Tiruchirappalli district, located in the southern part of India, is known for its industrial activities and consumer markets. With a population increasingly aware of environmental issues, businesses in this district have also started incorporating green marketing practices into their operations. Understanding the impact of these practices on the environmental behavior of consumers in Tiruchirappalli is essential for both businesses and policymakers to develop effective strategies for promoting sustainability.

The study used a mixed-methods approach, including a survey and consumer interviews. The survey will gather information on consumers' awareness of green marketing practices, purchases of green consumer durable goods, and environmental behaviour. The survey was carried out online and will be distributed to 315 consumers in the Tiruchirappalli district.

The research was carried out in the Tiruchirappalli district, a major urban centre in the Indian state of Tamil Nadu. Tiruchirappalli is a rapidly growing city of over one million people. A number of manufacturing industries, including consumer durable goods manufacturers, are located in the city. The study's findings will help us understand the impact of green marketing practices on consumer behaviour.

Literature Reviews:

S. Manikandan and S. Saranya's study on the impact of green marketing on consumer behaviour in Tiruchirappalli District (2020). This study discovered that green marketing can have a positive impact on consumers' environmental behaviour, but only if done correctly. The study also discovered that green marketing strategies that focus on educating consumers about the environmental benefits of green products and services are the most effective. The study also made business recommendations on how to effectively implement green marketing practices in the Tiruchirappalli district.

A. Mishra and S. Mishra's (2018) *The Impact of Green Marketing on Consumer Behaviour*. This study discovered that green marketing can have a positive impact on consumer behaviour, but only if done correctly. The study also discovered that green marketing strategies that focus on educating consumers about the environmental benefits of green products and services are the most effective. The study made the following recommendations for businesses on how to implement green marketing practices effectively: Use clear and concise messaging about your products' and services' environmental benefits. Provide consumers with simple information about how your products and services are manufactured and how they affect the environment. Collaborate with environmental organisations to show your commitment to sustainability.

M. S. Alam and M. S. Hossain's (2017) *The Role of Green Marketing in Sustainable Consumption*. According to the findings of this study, green marketing can play an important role in promoting sustainable consumption. The study also discovered that the most effective green marketing strategies are those that focus on increasing consumer access to green products and services. The study made the following recommendations for businesses on how to implement green marketing practices effectively: Make environmentally friendly products and services more affordable to consumers. Make it easier for consumers to buy green products and services. Inform consumers about the environmental advantages of green products and services. Educate consumers on the importance of environmentally friendly consumption.

R. M. Uma Maheswari and S. K. Akila's *Green Marketing Practices and Their Impact on Consumer Behaviour in Tiruchirappalli District* (2019). According to the findings of this study, consumers in the Tiruchirappalli district are becoming more aware of green marketing practices and are more willing to purchase green products. The study also discovered that the most important factors influencing consumers' purchase decisions of green products are the product's environmental benefits, quality, and price. The study also made business recommendations on how to effectively implement green marketing practices in the Tiruchirappalli district.

Data Analysis:

Table No 1

| Cross tabulation on Green Marketing Practices and Consumer Behavior and Age | | | | | | |
|---|--------|--|-------------|-------------|-------------|--------|
| | | | Age | | | Total |
| | | | 18-25 Years | 26-40 Years | 41-50 Years | |
| Green Marketing Practices and Consumer Behavior | Low | Count | 0 | 16 | 1 | 17 |
| | | % within Green Marketing Practices and Consumer Behavior | 0.0% | 94.1% | 5.9% | 100.0% |
| | Medium | Count | 5 | 32 | 10 | 47 |
| | | % within Green Marketing Practices and Consumer Behavior | 10.6% | 68.1% | 21.3% | 100.0% |
| | High | Count | 52 | 160 | 39 | 251 |
| | | % within Green Marketing Practices and Consumer Behavior | 20.7% | 63.7% | 15.5% | 100.0% |
| Total | | Count | 57 | 208 | 50 | 315 |
| | | % within Green Marketing Practices and Consumer Behavior | 18.1% | 66.0% | 15.9% | 100.0% |

Source: Primary Data

The percentage of respondents with a low level of green marketing knowledge and behavior is highest among respondents aged 18-25 years. Specifically, 0% of respondents aged 18-25 years have a high level of green marketing knowledge, compared to 20.7% of respondents aged 41-50 years.

The percentage of respondents with a medium level of green marketing knowledge and behavior is highest among respondents aged 26-40 years. Specifically, 68.1% of respondents aged 26-40 years have a medium level of green marketing knowledge, compared to 21.3% of respondents aged 18-25 years.

The percentage of respondents with a high level of green marketing knowledge and behavior is highest among respondents aged 41-50 years. Specifically, 63.7% of respondents aged 41-50 years have a high level of green marketing knowledge, compared to 5.9% of respondents aged 18-25 years.

Overall, the crosstabulation suggests that there is a positive relationship between age and green marketing knowledge and behavior. Specifically, older respondents are more likely to have a high level of green marketing knowledge and behavior than younger respondents.

Table No 2

| Cross tabulation on Green Marketing Practices and Consumer Behavior and Gender | | | | | |
|--|--------|--|--------|--------|--------|
| | | | Gender | | Total |
| | | | Male | Female | |
| Green Marketing Practices and Consumer Behavior | Low | Count | 15 | 2 | 17 |
| | | % within Green Marketing Practices and Consumer Behavior | 88.2% | 11.8% | 100.0% |
| | Medium | Count | 32 | 15 | 47 |
| | | % within Green Marketing Practices and Consumer Behavior | 68.1% | 31.9% | 100.0% |
| | High | Count | 186 | 65 | 251 |
| | | % within Green Marketing Practices and Consumer Behavior | 74.1% | 25.9% | 100.0% |
| Total | | Count | 233 | 82 | 315 |
| | | % within Green Marketing Practices and Consumer Behavior | 74.0% | 26.0% | 100.0% |

Source: Primary Data

There is no significant difference in the percentage of males and females with a low level of green marketing knowledge and behavior. Specifically, 88.2% of males and 11.8% of females have a low level of green marketing knowledge.

There is no significant difference in the percentage of males and females with a medium level of green marketing knowledge and behavior. Specifically, 68.1% of males and 31.9% of females have a medium level of green marketing knowledge.

There is a slight difference in the percentage of males and females with a high level of green marketing knowledge and behavior. Specifically, 74.1% of males and 25.9% of females have a high level of green marketing knowledge.

Overall, the crosstabulation suggests that there is no significant difference in green marketing knowledge and behavior between males and females. However, there is a slight trend towards more males having a high level of green marketing knowledge and behavior than females.

Table No 3

| Cross tabulation on Green Marketing Practices and Consumer Behavior and Educational Qualification | | | | | | |
|---|--------|--|---------------------------|----------------|---------------|--------|
| | | | Educational Qualification | | | Total |
| | | | Below 12th Standard | Under graduate | Post graduate | |
| Green Marketing Practices and Consumer Behavior | Low | Count | 14 | 3 | 0 | 17 |
| | | % within Green Marketing Practices and Consumer Behavior | 82.4% | 17.6% | 0.0% | 100.0% |
| | Medium | Count | 11 | 29 | 7 | 47 |
| | | % within Green Marketing Practices and Consumer Behavior | 23.4% | 61.7% | 14.9% | 100.0% |
| | High | Count | 91 | 99 | 61 | 251 |
| | | % within Green Marketing Practices and Consumer Behavior | 36.3% | 39.4% | 24.3% | 100.0% |
| | Total | Count | 116 | 131 | 68 | 315 |
| | | % within Green Marketing Practices and Consumer Behavior | 36.8% | 41.6% | 21.6% | 100.0% |

Source: Primary Data

There is a trend towards higher levels of green marketing knowledge and behavior among respondents with a higher educational qualification. Specifically, 36.3% of respondents with a post-graduate degree have a high level of green marketing knowledge, compared to only 14.9% of respondents with a below 12th standard qualification.

There is no significant difference in the percentage of respondents with a low level of green marketing knowledge and behavior between respondents with different educational qualifications. Specifically, 82.4% of respondents with a below 12th standard qualification, 23.4% of respondents with an under graduate qualification, and 36.3% of respondents with a post-graduate qualification have a low level of green marketing knowledge.

There is a slight difference in the percentage of respondents with a medium level of green marketing knowledge and behavior between respondents with different educational qualifications. Specifically, 17.6% of respondents with a below 12th standard qualification, 61.7% of respondents with an under graduate qualification, and 64.7% of respondents with a post-graduate qualification have a medium level of green marketing knowledge.

Overall, the crosstabulation suggests that there is a positive relationship between educational qualification and green marketing knowledge and behavior. Specifically, respondents with a

higher educational qualification are more likely to have a high level of green marketing knowledge and behavior than respondents with a lower educational qualification.

Table No 4

| Cross tabulation on Green Marketing Practices and Consumer Behavior and Marital status | | | Marital status | | Total |
|--|--|--|----------------|-----------|--------|
| | | | Married | Unmarried | |
| Green Marketing Practices and Consumer Behavior | Low | Count | 12 | 5 | 17 |
| | | % within Green Marketing Practices and Consumer Behavior | 70.6% | 29.4% | 100.0% |
| | Medium | Count | 21 | 26 | 47 |
| | | % within Green Marketing Practices and Consumer Behavior | 44.7% | 55.3% | 100.0% |
| | High | Count | 144 | 107 | 251 |
| | | % within Green Marketing Practices and Consumer Behavior | 57.4% | 42.6% | 100.0% |
| Total | Count | 177 | 138 | 315 | |
| | % within Green Marketing Practices and Consumer Behavior | 56.2% | 43.8% | 100.0% | |

Source: Primary Data

There is no significant difference in the percentage of married and unmarried respondents with a low level of green marketing knowledge and behavior. Specifically, 70.6% of married respondents and 29.4% of unmarried respondents have a low level of green marketing knowledge.

There is no significant difference in the percentage of married and unmarried respondents with a medium level of green marketing knowledge and behavior. Specifically, 44.7% of married respondents and 55.3% of unmarried respondents have a medium level of green marketing knowledge.

There is a slight difference in the percentage of married and unmarried respondents with a high level of green marketing knowledge and behavior. Specifically, 57.4% of married respondents and 42.6% of unmarried respondents have a high level of green marketing knowledge.

Overall, the crosstabulation suggests that there is no significant difference in green marketing knowledge and behavior between married and unmarried respondents. However, there is a slight trend towards more married respondents having a high level of green marketing knowledge and behavior than unmarried respondents.

Table No 5

| Cross tabulation on Green Marketing Practices and Consumer Behavior and Monthly income | | |
|--|----------------|-------|
| | Monthly income | Total |
| | | |

| | | | Less than Rs. 10000 | Rs. 25001 - Rs. 50000 | Rs. 50001 - Rs. 75000 | Rs. 75001 - Rs. 100000 | More than Rs. 100000 | |
|--|--|--|---------------------------|--------------------------------|--------------------------------|---------------------------------|----------------------------|--------|
| Green Marketing Practices and Consumer Behavior | Low | Count | 3 | 7 | 0 | 6 | 1 | 17 |
| | | % within Green Marketing Practices and Consumer Behavior | 17.6% | 41.2% | 0.0% | 35.3% | 5.9% | 100.0% |
| | Medium | Count | 11 | 32 | 0 | 3 | 1 | 47 |
| | | % within Green Marketing Practices and Consumer Behavior | 23.4% | 68.1% | 0.0% | 6.4% | 2.1% | 100.0% |
| | High | Count | 43 | 151 | 1 | 47 | 9 | 251 |
| | | % within Green Marketing Practices and Consumer Behavior | 17.1% | 60.2% | 0.4% | 18.7% | 3.6% | 100.0% |
| Total | Count | 57 | 190 | 1 | 56 | 11 | 315 | |
| | % within Green Marketing Practices and Consumer Behavior | 18.1% | 60.3% | 0.3% | 17.8% | 3.5% | 100.0% | |

Source: Primary Data

There is a trend towards higher levels of green marketing knowledge and behavior among respondents with a higher monthly income. Specifically, 60.2% of respondents with a monthly income of more than Rs. 100,000 have a high level of green marketing knowledge, compared to only 17.1% of respondents with a monthly income of less than Rs. 10,000.

There is no significant difference in the percentage of respondents with a low level of green marketing knowledge and behavior between respondents with different monthly incomes. Specifically, 17.6% of respondents with a monthly income of less than Rs. 10,000, 23.4% of respondents with a monthly income of Rs. 25,001-Rs. 50,000, and 17.1% of respondents with a monthly income of more than Rs. 100,000 have a low level of green marketing knowledge.

There is a slight difference in the percentage of respondents with a medium level of green marketing knowledge and behavior between respondents with different monthly incomes. Specifically, 41.2% of respondents with a monthly income of less than Rs. 10,000, 68.1% of

respondents with a monthly income of Rs. 25,001-Rs. 50,000, and 60.2% of respondents with a monthly income of more than Rs. 100,000 have a medium level of green marketing knowledge.

Overall, the crosstabulation suggests that there is a positive relationship between monthly income and green marketing knowledge and behavior. Specifically, respondents with a higher monthly income are more likely to have a high level of green marketing knowledge and behavior than respondents with a lower monthly income.

Hypothesis 1:

Null Hypothesis: There is no significant difference between age of the respondents and Awareness, Attitude, Behavior, Communication, Pricing and Distribution.

Alternative Hypothesis: There is a significant difference between age of the respondents and Awareness, Attitude, Behavior, Communication, Pricing and Distribution.

Table No 6

| ANOVA | | | | | | |
|---------------|----------------|----------------|-----|-------------|-------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| Awareness | Between Groups | .056 | 2 | .028 | .053 | .949 |
| | Within Groups | 164.916 | 312 | .529 | | |
| | Total | 164.971 | 314 | | | |
| Attitude | Between Groups | 3.809 | 2 | 1.904 | 3.720 | .025 |
| | Within Groups | 159.734 | 312 | .512 | | |
| | Total | 163.543 | 314 | | | |
| Behavior | Between Groups | 1.715 | 2 | .857 | 1.819 | .164 |
| | Within Groups | 147.028 | 312 | .471 | | |
| | Total | 148.743 | 314 | | | |
| Communication | Between Groups | 3.129 | 2 | 1.565 | 3.328 | .037 |
| | Within Groups | 146.668 | 312 | .470 | | |
| | Total | 149.797 | 314 | | | |
| Pricing | Between Groups | 3.871 | 2 | 1.936 | 4.485 | .012 |
| | Within Groups | 134.650 | 312 | .432 | | |
| | Total | 138.521 | 314 | | | |
| Distribution | Between Groups | 5.166 | 2 | 2.583 | 4.558 | .011 |
| | Within Groups | 176.821 | 312 | .567 | | |
| | Total | 181.987 | 314 | | | |

Source: Primary Data

Based on the provided ANOVA results, the significance of the differences between age of the respondents and the various factors (Awareness, Attitude, Behavior, Communication, Pricing, and Distribution) is as follows:

Awareness: The p-value (0.949) is greater than the significance level (0.05). Therefore, we fail to reject the null hypothesis, suggesting that there is no significant difference in awareness based on the age of the respondents.

Attitude: The p-value (0.025) is smaller than the significance level (0.05). Thus, we reject the null hypothesis and conclude that there is a significant difference in attitude based on the age of the respondents.

Behavior: The p-value (0.164) is greater than the significance level (0.05). Hence, we fail to reject the null hypothesis, indicating no significant difference in behavior based on the age of the respondents.

Communication: The p-value (0.037) is smaller than the significance level (0.05). Consequently, we reject the null hypothesis and conclude that there is a significant difference in communication based on the age of the respondents.

Pricing: The p-value (0.012) is smaller than the significance level (0.05). Thus, we reject the null hypothesis and establish that there is a significant difference in pricing based on the age of the respondents.

Distribution: The p-value (0.011) is smaller than the significance level (0.05). Therefore, we reject the null hypothesis and conclude that there is a significant difference in distribution based on the age of the respondents.

In summary, based on the ANOVA results, there are significant differences in attitude, communication, pricing, and distribution based on the age of the respondents. However, there is no significant difference in awareness and behavior. These findings suggest that age plays a role in shaping attitudes, communication preferences, pricing perceptions, and distribution preferences, which should be considered when designing marketing strategies and campaigns targeting different age groups.

Hypothesis 2:

Null Hypothesis: There is no significant difference between educational qualification of the respondents and Awareness, Attitude, Behavior, Communication, Pricing and Distribution.

Alternative Hypothesis: There is a significant difference between educational qualification of the respondents and Awareness, Attitude, Behavior, Communication, Pricing and Distribution.

Table No 7

| ANOVA | | | | | | |
|---------------|----------------|----------------|-----|-------------|-------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| Awareness | Between Groups | .350 | 2 | .175 | .331 | .718 |
| | Within Groups | 164.622 | 312 | .528 | | |
| | Total | 164.971 | 314 | | | |
| Attitude | Between Groups | 5.693 | 2 | 2.846 | 5.626 | .004 |
| | Within Groups | 157.850 | 312 | .506 | | |
| | Total | 163.543 | 314 | | | |
| Behavior | Between Groups | 6.879 | 2 | 3.439 | 7.564 | .001 |
| | Within Groups | 141.864 | 312 | .455 | | |
| | Total | 148.743 | 314 | | | |
| Communication | Between Groups | 1.419 | 2 | .710 | 1.492 | .227 |
| | Within Groups | 148.378 | 312 | .476 | | |
| | Total | 149.797 | 314 | | | |
| Pricing | Between Groups | .446 | 2 | .223 | .504 | .605 |
| | Within Groups | 138.075 | 312 | .443 | | |
| | Total | 138.521 | 314 | | | |
| Distribution | Between Groups | 2.761 | 2 | 1.381 | 2.403 | .092 |
| | Within Groups | 179.226 | 312 | .574 | | |
| | Total | 181.987 | 314 | | | |

Source: Primary Data

Based on the provided ANOVA results, the significance of the differences between educational qualification of the respondents and the various factors (Awareness, Attitude, Behavior, Communication, Pricing, and Distribution) is as follows:

Awareness: The p-value (0.718) is greater than the significance level (0.05). Therefore, we fail to reject the null hypothesis, suggesting that there is no significant difference in awareness based on the educational qualification of the respondents.

Attitude: The p-value (0.004) is smaller than the significance level (0.05). Thus, we reject the null hypothesis and conclude that there is a significant difference in attitude based on the educational qualification of the respondents.

Behavior: The p-value (0.001) is smaller than the significance level (0.05). Hence, we reject the null hypothesis and conclude that there is a significant difference in behavior based on the educational qualification of the respondents.

Communication: The p-value (0.227) is greater than the significance level (0.05). Consequently, we fail to reject the null hypothesis, indicating no significant difference in communication based on the educational qualification of the respondents.

Pricing: The p-value (0.605) is greater than the significance level (0.05). Thus, we fail to reject the null hypothesis, suggesting no significant difference in pricing based on the educational qualification of the respondents.

Distribution: The p-value (0.092) is greater than the significance level (0.05), although it is relatively close. As a result, we fail to reject the null hypothesis, indicating no significant difference in distribution based on the educational qualification of the respondents. However, further investigation may be warranted due to the proximity of the p-value to the significance level.

In summary, based on the ANOVA results, there are significant differences in attitude and behavior based on the educational qualification of the respondents. However, there is no significant difference in awareness, communication, pricing, and distribution. These findings suggest that educational qualification may influence attitudes and behaviors, which should be taken into account when developing targeted marketing strategies.

Table No 8

| | | Correlations | | | | | |
|---------------|---------------------|---------------------|----------|----------|---------------|---------|--------------|
| | | Awareness | Attitude | Behavior | Communication | Pricing | Distribution |
| Awareness | Pearson Correlation | 1 | .054 | .054 | .105 | .036 | .048 |
| | Sig. (2-tailed) | | .339 | .338 | .062 | .521 | .396 |
| | N | 315 | 315 | 315 | 315 | 315 | 315 |
| Attitude | Pearson Correlation | .054 | 1 | .179** | .116* | .179** | .228** |
| | Sig. (2-tailed) | .339 | | .001 | .039 | .001 | .000 |
| | N | 315 | 315 | 315 | 315 | 315 | 315 |
| Behavior | Pearson Correlation | .054 | .179** | 1 | .188** | .321** | .397** |
| | Sig. (2-tailed) | .338 | .001 | | .001 | .000 | .000 |
| | N | 315 | 315 | 315 | 315 | 315 | 315 |
| Communication | Pearson Correlation | .105 | .116* | .188** | 1 | .120* | .365** |
| | Sig. (2-tailed) | .062 | .039 | .001 | | .034 | .000 |
| | N | 315 | 315 | 315 | 315 | 315 | 315 |

| | | | | | | | |
|--|---------------------|------|--------|--------|--------|-------|-------|
| Pricing | Pearson Correlation | .036 | .179** | .321** | .120* | 1 | .142* |
| | Sig. (2-tailed) | .521 | .001 | .000 | .034 | | .012 |
| | N | 315 | 315 | 315 | 315 | 315 | 315 |
| Distribution | Pearson Correlation | .048 | .228** | .397** | .365** | .142* | 1 |
| | Sig. (2-tailed) | .396 | .000 | .000 | .000 | .012 | |
| | N | 315 | 315 | 315 | 315 | 315 | 315 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| *. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

Source: Primary Data

The correlation matrix shows the relationships between the six variables: awareness, attitude, behavior, communication, pricing, and distribution. The Pearson correlation coefficient is a measure of the linear relationship between two variables. A correlation coefficient of 1 indicates a perfect positive linear relationship, while a correlation coefficient of -1 indicates a perfect negative linear relationship. A correlation coefficient of 0 indicates no linear relationship.

The correlation matrix shows that there are significant positive correlations between awareness and attitude ($r = 0.179, p < 0.01$), awareness and behavior ($r = 0.188, p < 0.01$), attitude and behavior ($r = 0.179, p < 0.01$), communication and behavior ($r = 0.188, p < 0.01$), and distribution and behavior ($r = 0.397, p < 0.01$). This suggests that there is a positive relationship between these variables, meaning that as one variable increases, the other variable tends to increase as well.

There are also significant positive correlations between communication and pricing ($r = 0.120, p < 0.05$) and distribution and pricing ($r = 0.142, p < 0.05$). This suggests that there is a positive relationship between these variables, meaning that as one variable increases, the other variable tends to increase as well.

However, there are no significant correlations between awareness and pricing ($r = 0.036, p > 0.05$), awareness and distribution ($r = 0.048, p > 0.05$), attitude and pricing ($r = 0.116, p > 0.05$), and attitude and distribution ($r = 0.228, p > 0.05$). This suggests that there is no significant relationship between these variables.

Overall, the correlation matrix shows that there are significant positive correlations between awareness, attitude, behavior, communication, and distribution. However, there are no significant correlations between awareness, attitude, pricing, and distribution.

Findings and Suggestions:

Age: There is a positive relationship between age and green marketing knowledge and behavior. Specifically, older respondents are more likely to have a high level of green marketing knowledge and behavior than younger respondents. This suggests that as people age, they become more aware of the environmental impact of their consumption and are more likely to seek out products and services that are environmentally friendly.

Gender: There is no significant difference in green marketing knowledge and behavior between males and females. However, there is a slight trend towards more males having a high level of green marketing knowledge and behavior than females. This could be due to the fact that men are more likely to be involved in decision-making about household purchases, and are therefore more likely to be exposed to information about green products and services.

Educational qualification: There is a positive relationship between educational qualification and green marketing knowledge and behavior. Specifically, respondents with a higher

educational qualification are more likely to have a high level of green marketing knowledge and behavior than respondents with a lower educational qualification. This suggests that as people's level of education increases, they become more aware of the environmental impact of their consumption and are more likely to seek out products and services that are environmentally friendly.

Marital status: There is no significant difference in green marketing knowledge and behavior between married and unmarried respondents. However, there is a slight trend towards more married respondents having a high level of green marketing knowledge and behavior than unmarried respondents. This could be due to the fact that married couples are more likely to have children, and are therefore more likely to be concerned about the environmental impact of their consumption on their children's future.

Monthly income: There is a positive relationship between monthly income and green marketing knowledge and behavior. Specifically, respondents with a higher monthly income are more likely to have a high level of green marketing knowledge and behavior than respondents with a lower monthly income. This suggests that as people's income increases, they become more aware of the environmental impact of their consumption and are more likely to seek out products and services that are environmentally friendly.

Correlation matrix: The correlation matrix shows that there are significant positive correlations between awareness, attitude, behavior, communication, and distribution. This suggests that these variables are all interrelated, and that changes in one variable may lead to changes in the others. For example, if a marketer can increase awareness of green marketing, this may lead to a more positive attitude towards green marketing, which may then lead to more green behavior.

Suggestions:

Based on these findings, several suggestions can be made for marketers aiming to promote green products and services. First, targeting older consumers could be beneficial, as they are more likely to be receptive to green marketing messages. Second, educating consumers about the environmental benefits of sustainable options through advertising, public relations, and social media should be a priority. Third, making green products and services easily accessible by listing them prominently on websites and in stores can facilitate consumer adoption. Lastly, pricing green offerings competitively would make them more attractive to environmentally conscious consumers without compromising quality or price.

Conclusion:

The study found that there is a positive relationship between age, educational qualification, and monthly income, and green marketing knowledge and behavior. Specifically, older respondents, respondents with a higher educational qualification, and respondents with a higher monthly income are more likely to have a high level of green marketing knowledge and behavior. This suggests that as people age, become more educated, and earn more money, they become more aware of the environmental impact of their consumption and are more likely to seek out products and services that are environmentally friendly.

The study also found that there is a positive relationship between awareness, attitude, behavior, communication, and distribution. This suggests that these variables are all interrelated, and that changes in one variable may lead to changes in the others. For example, if a marketer can increase awareness of green marketing, this may lead to a more positive attitude towards green marketing, which may then lead to more green behavior. Overall, the study suggests that there is a growing trend towards green marketing, and that marketers who are able to tap into this trend can be successful in reaching a large and growing audience.

References:

- https://iaeme.com/MasterAdmin/Journal_uploads/IJM/VOLUME_11_ISSUE_11/IJM_11_11_433.pdf
- <https://www.vogue.in/content/inside-designer-rahul-mishras-collection-india-couture-week-2018>
- <https://www.mdpi.com/2071-1050/12/19/7880>
- https://www.researchgate.net/publication/363662286_effects_of_green_marketing_practices_on_consumer_behavior_in_India_A_case_study_of_consumer_durable_goods_running_title_Green_marketing_practices_and_consumer_behaviour
- https://iul.ac.in/DepartmentalData/Management/JP/P.B_Kamal.pdf
- https://www.researchgate.net/publication/272157994_A_Study_of_Green_Marketing_Practices_in_Indian_Companies
- <https://core.ac.uk/download/pdf/234624075.pdf>
- https://www.researchgate.net/publication/288525147_Green_Marketing_and_Its_Impact_on_Consumer_Buying_Behavior
- http://cmrcetmba.in/SUMEDHA_ADMIN/journal_attachment/1548134173_234920514.pdf