

Consumer Perception and Preference Towards Green Marketing on Select Consumer Durables with Special Reference to Coimbatore City

Ms, P Keerthana¹, Kanika S²

Student, School of Business and Commerce, Rathinam Global Deemed to be University, Coimbatore, Tamil Nadu, India

Ms. C K Sruthi³,

Assistant Professor, School of Business and Commerce, Rathinam Global Deemed to be University, Coimbatore, Tamil Nadu, India³

Abstract – In recent years, environmental sustainability has become a significant concern for both consumers and businesses. Green marketing has emerged as an important strategy for promoting environmentally friendly products and encouraging sustainable consumption. This study examines consumer perception and preference towards green marketing practices in the purchase of select consumer durables with special reference to Coimbatore City. The primary objective of the study is to analyze the level of awareness, perception, and purchasing preference of consumers regarding green marketing initiatives related to consumer durable products such as refrigerators, washing machines, air conditioners, and televisions. The research also attempts to identify the factors influencing consumer attitudes toward eco-friendly products and the role of green marketing in shaping their buying decisions. The study is based on primary data collected from consumers in Coimbatore City through a structured questionnaire. Secondary data were obtained from journals, books, and online sources. Statistical tools such as percentage analysis, mean analysis, and chi-square tests were used to interpret the data. The findings of the study indicate that consumers are increasingly aware of environmental issues and show a positive attitude toward green marketing practices. However, factors such as price, product quality, brand reputation, and availability significantly influence their purchasing decisions. The study concludes that effective green marketing strategies can enhance consumer trust and encourage the adoption of eco-friendly consumer durables, thereby contributing to environmental sustainability.

Keywords – Green Marketing, Consumer Perception, Consumer Preference, Eco-friendly Products, Consumer Durables, Environmental Awareness, Green Consumer Behaviour.

I. INTRODUCTION

Globalization and economic liberalization are enabling individuals in emerging economies like India to access lifestyles like the resource-intensive West. The rapid increase in population, the planet is pressurized with heavy consumption of goods and services; this is leading to degradation of Environment of the Planet. Imbalance is causing due to heavy depletion of natural resources which leading to problems of Climate Change, Global Warming, Disasters like Tsunami and Earthquakes etc, thus there are many issues and problems which are posing problems to all the countries on the earth. This spread of consumerism poses substantial ecological challenges, and calls for studies that investigate the environmental values, ethics, and politics of India's new consumers. Green purchasing refers to the purchase of environmentally friendly products and avoiding products that harm the environment. "Green Marketing" refers to holistic marketing concept wherein the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., Both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. Consumer's environmental concern and products functional attributes emerged as the two major determinants of consumer green purchase behaviour. Due to an increasing awareness in environmental impact, consumers are more sensitive towards green products when

making their purchasing decisions. The young generation, who represents the future of our society, seems to have a different attitude and belief which enables them to reflect on their choice of green products. This project identifies various prevalent motives, facilitators and barriers affecting purchase decision-making towards green products and provides possible explanations for inconsistencies reported in green purchase behaviour the end it explains the Rationale of A Study on consumer perception and preference towards green marketing on select consumer durables with special reference to Coimbatore city

Objectives of the Study

- To examine the awareness and level of the respondents using green products.
- To study the perception of the respondents towards green products.
- To determine the level of satisfaction of the respondents towards green products.
- To suggest the measures that, would meet consumer's expectations adaptability of Green products.

Statement of Problem

In the present era, environmental degradation, climate change, and resource depletion have become major global concerns. As a response to these issues, businesses have increasingly adopted green marketing practices to promote environmentally friendly products and sustainable consumption. Green marketing focuses on designing, promoting, and distributing products that minimize

negative environmental impact. Consumer durables such as refrigerators, washing machines, air conditioners, and televisions consume significant energy and resources during their lifecycle. To address environmental concerns, many companies have introduced eco-friendly and energy-efficient versions of these products. However, the success of green marketing largely depends on consumers' awareness, perception, and willingness to prefer environmentally friendly products. Despite the increasing availability of green consumer durables in the market, many consumers still prioritize factors such as price, brand reputation, and product performance over environmental benefits. There may also be limited awareness, lack of trust in green claims, and insufficient knowledge about the long-term benefits of eco-friendly products. In a rapidly developing city like Coimbatore, where consumer demand for durable goods is growing, it becomes important to understand how consumers perceive green marketing initiatives and whether these perceptions influence their purchase preferences. Therefore, this study aims to examine the level of awareness, perception, and preference of consumers towards green marketing practices in select consumer durables in Coimbatore City and identify the factors that influence their buying behavior.

Scope of the Study

Green marketing is not just setting products based on their environmental benefits, but it is a wider concept. Green marketing involves developing products and packages that are environment friendly or less harmful to the environment. It includes many areas ranging from conservation to control of pollution. Companies should make every possible effort to undertake research and development in order to come up with eco-friendly products in the interest of the consumers wellbeing and that of society's in general. This study covers literatures, research questions and structure, a designed research method, and a questionnaire created and distributed to general regarding green market.

II. RESEARCH METHODOLOGY

The methodology used to get information about consumer perception towards green products in Coimbatore city. The questionnaire is designed and distributed through google forms. The population for this study is based on Coimbatore city. The questionnaire is intended to be applied to a sample that provided general responses to inquiries about the consumer's gender, age group, education level, occupation, location, and consumer perception.

Research Design

- Nature of Study: The research design used in this study is a descriptive research method.
- Nature of Data: The data is collected in both Primary and secondary data.
- Area of Study: This study is focused on Coimbatore only.

Source of data

- Primary Data: Primary data are the main source of information used to evaluate hypothesis and it is collected through google form.
- Secondary Data: Secondary data is used to construct the hypothesis and it is collected through internet, journals, articles.

Sampling Design

- Nature of Population: The respondents of this study considered were the people satisfaction on green products in Coimbatore city. The data is collected among 150 consumers who prefer green products.
- Sample Size: The sample size used in this study is 150 respondents
- Sample Method: Convenience sampling technique is used in this study.

Tools Used

- Percentage analysis.
- Rank analysis.
- Chi- Square Analysis.

III. LITERATURE REVIEW

SHARMA, A. P. (2024) explored purchasing behavior of consumer towards green products. It is analyzed personal factors affecting green purchase; green purchase; and Organic Products mix. Study analyzed various concern for eco-environment, eco-labeling and perceived usefulness have been identified as major influencers of green consumer behavior. Further, found that Lack of environmental knowledge, price, perceived associated risks, organizational image, trust, and willingness to pay has been identified as barriers, creating a gap between attitude and actual purchase behaviour of consumers towards green products

T. Mohanasundari & A. Kalaivani (2023) studied consumer awareness and attitude towards green products. Their study highlighted that consumers are aware of environmentally friendly products but are not always loyal to such products due to factors such as price and availability. The research emphasized that effective promotion and increased availability of green products can improve consumer adoption. The findings are relevant to green marketing practices in consumer durables as well, where awareness and trust play an important role in influencing consumer purchase decisions.

Mayank Bhatia and Amit Jain (2013) conducted a study titled "Green Marketing: A Study of Consumer Perception and Preferences in India." The study examined consumer awareness, perception, and attitudes towards green marketing practices. It found that green consumer values, awareness of eco-friendly products, and trust in green marketing significantly influence purchasing intention.

Limitations of the Study

- The study is limited only to Coimbatore City, and therefore the findings may not be applicable to other regions.
- The sample size of 150 respondents is relatively small and may not represent the entire population.
- Some respondents may have limited awareness of green marketing, which could influence their responses.
- Due to time and resource constraints, the research could not cover a larger geographical area.

Demographic Profile of the Respondents

S. No.	Demographic Profile		Frequency	Percent (%)
1	Gender	Female	90	60.1
		Male	60	39.9
		Total	150	100.0
2	Age(years)	Below 25 years	60	40.2
		25 – 35 Years	40	26.8
		36 – 45 Years	24	16.2
		Above 45 years	26	16.8
		Total	150	100.0
3	Marital status	Unmarried	45	29.8
		Married	101	67.4
		Widow/Widower	04	2.8
		Total	150	100.0
4	Family size	Upto 3 Members	73	48.6
		4-5 Members	62	41.1
		6-7 Members	10	6.5
		Above 7 Members	05	3.8
		Total	150	100.0
5	Educational Qualification	School Level	69	46.1
		Under Graduate	44	29.6
		Post Graduate	11	7.5
		Professional	26	16.8
		Total	150	100.0
6	Occupation	Self Employed	32	21.5
		Government Employee	20	13.4
		Private Employee	80	53.6
		Others	18	11.5
		Total	150	100.0
7	No. of Earning Members in Family	Upto 2 Members	106	70.4
		3-4 Members	38	25.5
		5-6 Members	03	2.2
		Above 6 Members	03	1.9
		Total	150	100.0
8	Family Earnings per Month (Rs)	Below Rs.15000	43	28.5
		Rs.15001-Rs. 25000	44	29.1
		Rs.25001-Rs.35000	21	14.3
		Above Rs.35000	42	28.1
		Total	150	100.0
		Parents	39	26.3
		Husband & Wife	96	63.7

9	Decision Maker to buy Durables	Children	11	7.2
		Others	04	2.8
		Total	150	100.0

Interpretation

The gender-wise analysis shows that out of the 150 respondents, 90 are female and 60 are male. Among the male respondents, 40% disagree with the purchase decision towards green marketing on consumer durables, followed by 30% strongly disagree, while 21.7% agree and 5% strongly agree with the purchase decision.

Among the female respondents, 36.7% agree with the purchase decision towards green marketing on consumer durables, followed by 27.8% neutral responses, while 15.6% disagree and 12.1% strongly agree with the purchase decision.

From the analysis, it can be inferred that female respondents show a comparatively more positive attitude towards purchasing green consumer durables than male respondents.

Garrett Ranking

Influential Attributes of Green Marketing on Select Consumer Durables

S. No	Attributes	Garrett Mean Score	Rank
1	Quality	68.42	I
2	Energy Conservation / Eco-Friendly	65.87	II
3	Price	63.15	III
4	Warranty / Guarantee	60.48	IV

S. No	Attributes	Garrett Mean Score	Rank
5	Technology Adopted	57.92	V
6	Availability	55.36	VI
7	Post Purchase Service	52.74	VII
8	Attractive Offers	49.18	VIII
9	Range of Collections	46.63	IX
10	Government Initiatives	42.25	X

Interpretation

The above table presents the Garrett mean scores and ranking of various attributes influencing consumers while purchasing green consumer durables. Among the attributes, quality ranks first with the highest Garrett mean score of 68.42, indicating that consumers give top priority to the quality of the product. Energy conservation / eco-friendly nature of the product ranks second with a score of 65.87, showing that environmental concern is an important factor

for consumers. Price occupies the third rank with a score of 63.15, suggesting that affordability also plays a significant role in purchase decisions. Warranty/guarantee and technology adopted rank fourth (60.48) and fifth (57.92) respectively, indicating that consumers value reliability and modern technology in durable products. Availability and post-purchase service rank sixth and seventh with scores of 55.36 and 52.74. Attractive offers (49.18) and range of collections (46.63) occupy the eighth and ninth ranks. Finally, government initiatives receive the lowest score (42.25) and rank tenth, indicating that it has the least influence on consumer purchase decisions.

Chi-Square Analysis

Hypothesis

- H_0 : There is no significant relationship between gender and the level of opinion towards purchase decision of green marketing on consumer durables.
- H_1 : There is a significant relationship between gender and the level of opinion towards purchase decision of green marketing on consumer durables.

Gender and Level of Outcome Towards Purchase Decision (Two-Way Table)

Gender	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Male	18 30.0%	24 40.0%	2 3.3%	13 21.7%	3 5.0%	60 100.0%
Female	7 7.8%	14 15.6%	25 27.8%	33 36.7%	11 12.1%	90 100.0%
Total	25 16.7%	38 25.3%	27 18.0%	46 30.7%	14 9.3%	150 100.0%

Interpretation

The gender-wise analysis shows that out of the 150 respondents, 90 are female and 60 are male. Among the male respondents, 40% disagree with the purchase decision towards green marketing on consumer durables, followed by 30% strongly disagree, while 21.7% agree and 5% strongly agree with the purchase decision.

Among the female respondents, 36.7% agree with the purchase decision towards green marketing on consumer durables, followed by 27.8% neutral responses, while 15.6% disagree and 12.1% strongly agree with the purchase decision.

From the analysis, it can be inferred that female respondents show a comparatively more positive attitude towards purchasing green consumer durables than male respondents.

Chi-Square Test

Demographic Variable	Calculated Chi-square Value	DF	p-value	S/N	Remarks
Gender	156.216	4	.000**	S	Rejected

The chi-square test expose that the p-value (.000) is less than 0.01 and the result is significant at 1 per cent level. Hence, the null hypothesis has rejected. From the analysis it is concluded that there is a relationship between gender and level of opinion towards outcome purchase decision among purchasing of green marketing on consumer durables.

IV. CONCLUSION

In the competitive era, where people are increasingly health conscious, the significance of green products has gained greater importance. Although consumers are willing to purchase environmentally friendly products, many business organizations still lag behind in meeting the needs of an eco-friendly society. Green marketing provides business opportunities and long-term benefits despite the initial investment required. Companies should focus on developing environmentally responsible products and packaging such as recyclable, biodegradable, and reusable materials while maintaining high product quality standards. Green marketing has become an important strategy for promoting environmentally responsible consumption. The findings of the study reveal that consumers in Coimbatore show a positive perception towards green consumer durables, especially with respect to product quality and energy efficiency. However, factors such as price, product availability, and brand reputation significantly influence purchasing decisions. The study concludes that increasing consumer awareness, improving product availability, and offering competitive pricing can enhance the adoption of green consumer durables. Therefore, companies should focus on effective green marketing strategies and sustainable product development to meet consumer expectations and contribute to environmental protection.

REFERENCE

1. Bhatia Mayank and Amith Jain(2013) Green Marketing: A study on consumer perception and preferences in India. <https://escholarship.org/content/qt5mc39217/qt5mc39217.pdf>
2. Gupta, S., & Ogden, D. T. (2009). To buy or not to buy? A social dilemma perspective on green buying. *Journal of Consumer Marketing*, 26 (6),376-391.

3. J. Vidhya Jawahar & K. Tamizha Jyothi(2013) Green Products: A Consumer Attitude Towards Cosmetics Products.
4. Linu James , A Study On Consumer Perception Towards Greenmarketing, Volume 9, Issue 5 May 2021, Issn: 2320-2882.
5. Md.Julfikar Ali , Md.Julfikar Ali Jony , Ahnaf Shakil , Consumer Perception Towards Green Practice: An Empirical Study On Young Consumer From Bangladesh Perspective, *Journal Of Economics And Sustainable Development* , Issn 2222-1700 (Paper) Issn 2222-2855 (Online) Vol.8, No.23, 2017.
6. Monika , Apeejay Saraswati , Green Marketing – A Study On Perception Of People Towards Green Products , Volume 6 Issue 2 April – June 2019 , Issn 2348 –1269, Print Issn 2349-5138
7. Ms. M Padmaja Vani , A Study On Consumer Perception Towards Green Marketing With Reference To Bengaluru, *Journal of Positive School Psychology* <http://journalppw.com> 2022, Vol. 6, No. 3, 7391 – 7400.
8. Ms. R. VIJAYALAKSHMI , Dr. ANITA RAMAN , Consumer Perception Towards Green Products – A Study With Reference To Chennai City , *Journal of Contemporary Issues in Business and Government* Vol. 27, No. 3, 2021, P-ISSN: 2204-1990; E-ISSN: 1323-6903 DOI: 10.47750/cibg.2021.27.03.329
9. N. Divyapriyadharshini, S.Devayani, V.Agalya, J.Gokulapriya, Consumer Awareness towards Green Products And Its Impacts , Volume III, Issue X, October 2019|ISSN 2454-6186.
10. Dr. S. O. Junare , A Study on Consumers' Perception towards Eco- friendly Products in Ahmedabad, Vol. 6 Issue 7, July 2016, pp. 14~28 ISSN(o): 2231- 4334.