

**CUSTOMER PERCEPTION TOWARDS GREEN MARKETING: A STUDY WITH REFERENCE TO COIMBATORE CITY****Allan Joyel C**BBA (Computer Applications), Department of Management Studies,  
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**ABSTRACT**

Green marketing has emerged as a critical business strategy in response to growing environmental concerns globally and at the city level. This study examines customer perception towards green marketing with specific reference to Coimbatore city, a major industrial and commercial hub in Tamil Nadu, India. A structured questionnaire was administered to 70 respondents across varied demographic groups, and data was analyzed using descriptive statistics with percentage analysis. The findings reveal that a majority of consumers are moderately to highly aware of green marketing concepts, hold positive perceptions towards eco-friendly products, and largely associate green products with health and environmental benefits. Despite this positive attitude, barriers such as higher pricing, limited availability, and insufficient trust in environmental claims continue to hinder purchase behavior. The study concludes that green marketing in Coimbatore has significant growth potential, and recommends that businesses adopt transparent eco-labeling, affordable pricing strategies, and awareness-driven promotion to accelerate green consumption.

**Keywords:**

Green Marketing, Customer Perception, Eco-friendly Products, Coimbatore, Sustainable Consumption, Environmental Awareness

**INTRODUCTION**

Green marketing refers to the process of promoting products and services based on their environmental benefits, encompassing eco-friendly production, sustainable packaging, reduced carbon emissions, and responsible waste management. As cities face mounting environmental challenges including air pollution, water scarcity, plastic waste, and resource depletion, businesses are increasingly adopting green marketing strategies to align with both consumer preferences and regulatory demands.

Coimbatore, widely recognized as an industrial and commercial hub in Tamil Nadu, has undergone rapid urbanization and economic expansion across manufacturing, textiles, engineering, and service sectors. This growth has heightened awareness among citizens, policymakers, and businesses about the need for environmentally sustainable practices. The green marketing industry in Coimbatore encompasses manufacturers of sustainable goods, eco-conscious retailers, NGOs, and local government initiatives aimed at urban greening and resource conservation.

Philip Kotler defines green marketing as activities aimed at satisfying human needs with minimal negative impact on the natural environment. Peattie (1995) expanded this to describe it as a holistic management process that identifies, anticipates, and satisfies the requirements of customers and society in a profitable and sustainable way. Despite growing global and national interest, empirical studies on consumer perception in emerging Indian cities such as Coimbatore remain limited. This study aims to fill that gap by analyzing consumer awareness, perception, purchase behavior, and satisfaction related to green marketing.

**OBJECTIVES**

The primary objectives of this study are: (i) to understand the concept and importance of green marketing among consumers in Coimbatore; (ii) to examine consumer awareness and perception toward green products; (iii) to identify the major benefits and challenges perceived by consumers; (iv) to analyze the environmental and health motivations influencing purchase decisions; and (v) to suggest strategies for improving green marketing practices in Coimbatore.

### REVIEW OF LITERATURE

The academic discourse on green marketing has grown substantially over the past three decades. Polonsky (1994) described it as a holistic approach integrating environmental issues into all phases of marketing strategy. Peattie and Crane (2005) further emphasized its role in environmental stewardship and corporate social responsibility. D'Souza, Taghian, and Lamb (2007) found that environmental knowledge and ethical concern significantly influence consumers' intention to buy green products, while Chan (2001) demonstrated that environmentally knowledgeable consumers are more inclined to choose eco-friendly options.

Chen (2008) found that positive consumer attitudes are strongly linked to perceived product performance and eco-label credibility. Young et al. (2010) identified high prices, limited availability, lack of trust, and insufficient information as key barriers that prevent actual purchase of green products despite positive attitudes. Delmas and Burbano (2011) studied the damage caused by greenwashing on consumer trust and brand equity, while Lyon and Montgomery (2015) argued that misleading environmental claims reduce consumer confidence and create regulatory challenges.

Recent systematic reviews by Mahardhika and Suryadi (2025) and Huang and Yue (2025) highlight the continued relevance of consumer trust and environmental awareness as predictors of green purchase decisions, while Sharma and Singh (2025) specifically contextualize green marketing strategies within the Indian market, noting price sensitivity and infrastructure gaps as major deterrents.

### METHODOLOGY

This study adopts a descriptive research design. Primary data was collected through a structured questionnaire distributed to 70 respondents in Coimbatore city using convenience sampling. The questionnaire consisted of 20 questions covering demographic profiles, awareness levels, product preferences, health and environmental perceptions, pricing attitudes, and overall satisfaction with green marketing practices. Secondary data was drawn from academic journals, books, and published reports on green marketing. Descriptive statistics, specifically frequency distribution and percentage analysis, were employed to analyze and interpret the data.

### RESULTS AND DISCUSSION

The analysis covers 20 dimensions of customer perception towards green marketing. Key findings are presented below.

#### Demographic Profile

The sample comprised predominantly young respondents, with 45.7% aged between 21–30 years and 25.7% below 20 years. Males accounted for 57.1% and females for 42.9%. In terms of educational qualification, 42.9% were undergraduates, 24.3% school-level respondents, 22.9% postgraduates, and 10% professionals. The occupational distribution showed 37.7% students, 33.3% private employees, 23.2% businesspersons, and 5.8% government employees. With respect to income, 45.7% earned below ₹10,000 per month, indicating a predominantly lower-income respondent profile.

**Table 1: Demographic Profile of Respondents**

Category	Group	No. of Respondents	Percentage (%)
Age	Below 20 years	18	25.7
	21–30 years	32	45.7
	31–40 years	16	22.9
	Above 40 years	4	5.7
Gender	Male	40	57.1
	Female	30	42.9
Occupation	Student	26	37.7
	Private Employee	23	33.3
	Business	16	23.2
	Govt. Employee	5	5.8

**Awareness and Information Sources**

Green marketing awareness was moderate to high among respondents: 38.6% were moderately aware, 35.7% slightly aware, 21.4% highly aware, and only 4.3% not aware at all. Television and newspapers were the most common sources of learning (37.1%), followed by social media (32.9%), friends and family (25.7%), and retail stores (4.3%).

**Consumer Perception and Preference**

All 70 respondents expressed some degree of preference for eco-friendly products — 34.3% strongly preferred them, 31.4% preferred them, and 34.3% occasionally preferred them. Notably, zero respondents indicated 'do not prefer,' highlighting a universally positive attitude. Regarding health safety, 71.4% agreed or strongly agreed that green products are safer for health, while 22.9% were neutral and only 5.7% disagreed. On the question of environmental protection, 77.1% agreed or strongly agreed that green products help protect the environment.

**Table 2: Consumer Perception Indicators**

Perception Indicator	Agree/Strongly Agree (%)	Neutral (%)	Disagree (%)
Green products are safer for health	71.4	22.9	5.7
Green products help in environmental protection	77.1	20.0	2.8
Eco-labels increase trust in products	70.0	24.3	5.7
Companies in Coimbatore practice genuine green marketing	60.0	34.3	5.7
Support for plastic-free initiatives	81.5	12.9	5.6

**Pricing and Willingness to Pay**

Price perceptions indicate that 44.3% of respondents consider green products slightly more expensive, 15.7% highly expensive, 31.4% at the same price, and 8.6% as cheaper. Despite these pricing concerns, 57.2% of respondents expressed willingness (strongly willing + willing) to pay more for eco-friendly products, while 37.1% were unsure and 5.7% unwilling.

**Availability and Purchase Behavior**

On product availability, 34.3% rated green products as highly available in Coimbatore, while 32.9% found them moderately available, 28.6% not available, and 4.2% rarely available. In terms of actual purchase, 44.3% purchased green products 'sometimes' and 31.4% 'frequently,' with only 4.3% indicating 'never.' Eco-friendly household items were the most purchased category (44.3%), followed by organic food products (34.3%) and reusable bags/packaging (21.4%).

**Advertisement Influence and Satisfaction**

Advertisements were found to be moderately influential on green product purchases for 45.7% of respondents, highly influential for 22.9%, slightly influential for 25.7%, and not influential for 6.7%. Overall satisfaction with green marketing practices in Coimbatore was positive, with 64.3% satisfied or highly satisfied, 30% neutral, and only 5.7% dissatisfied.

**FINDINGS**

- 1) Majority Awareness: Most respondents possess moderate to high awareness of green marketing, with awareness stronger among educated and urban consumers.
- 2) Positive Perception: Consumers broadly associate green products with environmental protection, health safety, and sustainable development.
- 3) Health Motivation: Health and safety are primary motivating factors, particularly in food and personal care product categories.

- 4) Price Sensitivity: Price remains the most significant barrier, as most respondents perceive green products as more expensive than conventional alternatives.
- 5) Youth-Led Preference: Young and educated consumers demonstrate significantly higher preference and willingness to adopt green products.
- 6) Brand Trust: Reputed brands with credible environmental claims significantly influence purchasing decisions.
- 7) Limited Availability: Availability gaps in local retail outlets continue to affect accessibility and suppress purchase intent.
- 8) Advertisement Impact: Social media and television advertising positively shape consumer awareness and perception of green products.
- 9) Eco-Label Trust: 70% of respondents trust eco-labels on products, indicating that visible certification builds consumer confidence.
- 10) Future Purchase Intent: A majority of respondents expressed interest in purchasing more green products if prices were made more affordable and quality was assured.

### SUGGESTIONS

- 1) Increase Consumer Awareness: Businesses should conduct targeted awareness campaigns in colleges, malls, and residential areas in Coimbatore to educate consumers about the benefits of eco-friendly products.
- 2) Affordable Pricing: Companies should explore cost reduction strategies, government subsidies, or loyalty discounts to bring green products within the affordability range of lower-income consumers.
- 3) Clear Eco-Labeling: Firms should adopt proper eco-labels and third-party certifications to build consumer trust and avoid greenwashing, ensuring transparent communication of environmental benefits.
- 4) Reduce Plastic Usage: Retailers can promote reusable bags and biodegradable packaging as standard practice to support Coimbatore's waste reduction goals.
- 5) Local Partnerships: Collaboration between businesses, NGOs, colleges, and environmental groups can strengthen community-level sustainability awareness and practice.
- 6) Government Support: Encouraging tax benefits, subsidies, and policy frameworks for eco-friendly businesses can accelerate the growth of green marketing in the city.

### CONCLUSION

This study provides empirical evidence that consumer awareness and perception towards green marketing in Coimbatore are generally positive, with a significant portion of respondents expressing preference for eco-friendly products and support for sustainable practices. The findings align with global literature demonstrating that environmental concern, health awareness, and eco-label trust are key drivers of green purchase intention. However, price sensitivity, limited product availability, and doubts about the authenticity of environmental claims continue to constrain actual buying behavior.

Coimbatore, as a rapidly developing industrial city, presents a compelling context where green marketing can bridge economic growth and environmental responsibility. With targeted strategies from businesses, institutional support from government, and continued civic engagement, consumer preference for green products is expected to strengthen considerably in the coming years. Green marketing is not merely a promotional strategy — it is a necessary pathway for sustainable urban development and long-term economic resilience.

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