



**STUDY ON GREEN MARKETING TOWARDS CONSUMER COGNISANCE WITH SPECIAL REFERENCE TO PALGHAR DISTRICTS**

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**Abstract:**

*There has been a change in consumer cognisance towards a green lifestyle. People are actively trying to scale back their impact on the environment. Green marketing could be a phenomenon that has developed particular importance within the modern market and has emerged as a very important concept in India. Consumer's Cognisance of green products is vital in guiding green consumer purchasing behavior. The study brings out green products among the consumers in Palghar District. The most objective of this study is to know the consumer cognisance of Green Marketing. Dates back to the 1980s were Green Marketing was first coined. Global climate change, increasing globalisation, and Industrialisation have given more focus to green marketing among Industrialists moreover as consumers. A recent study says that firms have become more concerned about their social responsibility. They need taken social responsibility as a decent strategic move to make up a picture within the heart of consumers. Changes in consumer attitudes with increasing concern about the environment, and consumer attitudes towards firms having green policies or green products like low power consumption (energy efficient), organ-free paints, recyclable papers, phosphate-free detergents, and electrical appliances have become motivating factors.*

**Keywords:** *Green Marketing, warming, Green products, social responsibility, Consumer Cognisance.*

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**Introduction:**

Marketing is additionally referred to as Environmental Marketing and Ecological Marketing. Thus, Green Marketing may be a holistic marketing concept wherein the assembly, marketing consumption and disposal of products and services happen in an exceedingly manner that's less detrimental to the environment with growing awareness. Green Marketing isn't limited to adding a green theme to a brand or making websites or product/packaging designs with green color. It is to the overall efforts of a corporation to eliminate processes that are detrimental to the environment and use environmentally friendly processes and packaging for manufacturing and presenting the products.

**Green marketing:**

Green marketing involves products and services that satisfy consumers' want and want for Quality, Performance, Affordable Pricing, and Convenience without having a detrimental input on the environment. Consistent

with the American Marketing Association, green marketing is that the marketing of products that are presumed to be environmentally safe. Thus, green marketing comprise activities, including product modification, changes to the assembly process, packaging changes, as well as modifying advertising. Yet defining green marketing isn't an easy task where several meanings intersect and contradict each other; an example of this may be the existence of varying social, environmental, and retail definitions attached to the current term. Other similar terms used are Environmental Marketing and Ecological Marketing.

### **Literature Review:**

The following is a few literature that has been reviewed from the reputed journals of both National and International Journals about Green Marketing and its related issues. The literature has also been reviewed in Textbooks, Magazines, & Websites.

1. Sherlekar (2007) has identified that employing a titled earthen pitcher as its symbol, the Eco mark label is meant to enable consumers to decide on environmentally friendly products. The products demanding immediate Eco marking are textiles, toilet soaps, detergents, paper, paints, packages, pesticides, drugs, etc.
2. MulchandSen (2007) explored that Green Marketing covers quite a firm's marketing claims. Has recognized that Green Marketing shouldn't neglect the economic aspect of marketing. Marketers must understand the implications of Green Marketing. Thus, Green Marketing may be a golden goose and might be a really powerful marketing strategy though when it's done right. in step with Vemuri Lakshmi
3. Narayana & Dhinesh Babu (2008), a creative marketer is one who not only convinces the consumer but also involves the marketing his product. Green marketing shouldn't be considered as only one more approach to marketing but should be pursued with much greater vigour, because it has an environmental dimension to that.

### **Research Gap:**

The review of the literature shows that the sooner studies were conducted on factors affecting the Consumer cognisance of green marketing. The research gap is that the association between variables and therefore the status of awareness of green marketing. The current study is assessed to understand the relationship between variables like gender, level of education, level of monthly income and age group, and standing of awareness of green marketing.

### **The problem of the study:**

As the concept of "GREEN" was introduced within the year 1975 but got more importance and more weightage within the decades 1980 and 1990. the attention and buying decisions of green product consumers are suffering from various factors. the current study is assessing the various attribute-wise influences on green market awareness and green product buying decisions.

### **Research objectives:**

#### **Primary objective:**

To conduct an empirical study on Green marketing supported consumer cognisance.



### **Secondary objectives;**

1. To provide suggestions to enhance the consumers' awareness and buying decisions of Green Products
2. To spot the factors that influence the consumers buying decision on green products
3. To know the problems and challenges of green marketing practices.
4. To live the green values of the consumers
5. To check the attention of consumers for eco-friendly products.
6. To review consumer satisfaction towards green products.

### **Scope of the Study:**

Green marketing isn't just setting products supported their environmental benefits, but it's a wider concept. Green marketing involves products environment-friendly or less harmful to the environment. It includes many areas starting from conservation to regulate of pollution. Companies should make every possible effort to undertake research and development to return up with eco-friendly products within the interest of the consumer's wellbeing specifically which of societies generally. As resources are limited and human wants are unlimited, it's necessary for marketers to use resources efficiently, so that organizational objectives are achieved without waste of resources.

### **Limitations of the Study:**

- Feedback is simply representative of the whole population; it only states the opinion of a few respondents.
- Time constraint was a significant limitation.
- The people don't seem to be very responsive.
- The Sample size used for the research is a smaller amount.

### **Research Methodology:**

#### **Research Design:**

Research design may be a logical and systematic plan prepared for guiding a research study. It is a quest for knowledge. Research is also defined as a process of knowing new facts and verifying old ones by application of scientific methods social phenomenon. The review of related literature helped the investigator to possess a transparent background about the topic of study and also a technique and procedures to be adopted for the current study. This chapter deals with the methodology of the concerned study in terms of the statement of the Problem, Research methodology, Limitation of Study, Findings and suggestions of the study have been explained.

#### **Structure of Questionnaire:**

For data collection, a well-structured questionnaire is employed. With easy and understandable questions. and therefore the questions are multiple-choice questions, Likert scale questions closed-ended questions, and also ranking questions.

#### **Sample Technique:**

Non-probability sampling is employed for the study and respondents are randomly selected. Especially who are within the world of Palghar Districts were selected for primary data collection.



**Sources of data:**

There are two forms of data.

**Primary data:**

primary data is collected from direct observation or personally. It refers thereto data that's collected for a particular purpose from the sphere of inquiry and is original. For the project primary data were collected mainly through the survey method, using the tool questionnaire.

**Secondary data:**

on the opposite hand, are those which have already been collected by someone else and which have already been more established the statistical process. Here the secondary data was obtained. Various textbooks, registers, magazines, and journals. Dissertations etc. Websites of the organization.

**Sample Size:**

A respondent both male and feminine drawn from Palghar Districts. A Sample of fifty consumers both male and feminine drawn from Palghar has given back the filled-up questionnaire. Out of the total population of consumers in Palghar 50 respondents are taken because the sample size.

**Findings:**

- 66% are female and 33% are male, which shows a majority of the feminine involved within the shopping process are attentive to green products.
- there's an association between gender and awareness of green marketing,
- 83% are conscious of the advantages of green products for the environment.
- 83% are satisfied and 16% aren't satisfied with Green Products.

**Suggestions:**

- The businesses should create more awareness using various promotions.
- Companies should give more range of green products that support having an improved choice among the shoppers.
- More efforts should be made to motivate consumers to be more environmentally friendly.
- Special offers must be provided by green product producers and service providers to attract more consumers.

**Conclusion:**

From the study, it is concluded that the majority of the Palghar District consumer's cognisance of Green Marketing concepts and products. There's an association between gender, levels of education, and therefore the status of awareness of Green marketing. Most the consumers have strongly agreed with the various descriptions of green products. It means people are able to accept but still, the entrepreneurs and also the Government should take initiative in promoting and accomplish the concept of green products and marketing. As environmental issues continue to affect human activities, society is more concerned during this regard. Most firms have started employing a sustainable development framework which is understood as green marketing and most organizations have acknowledged about green products are environmentally friendly. A major barrier within the purchasing of green products is concern over whether the merchandise will perform evidently. The essence of this study says that "People buy products that are less harmful to the



environment so they feel better". We are able to conclude that the corporate can go green by providing training to their employees, especially sales representatives. This is to give them knowledge on a way to promote the green product effectively by clearly presenting the main message to the consumers. The corporate has to make new strategies and marketing mix to go green. Companies have to make responsive to the concept to their consumers.

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