A Study on Impact of Green Marketing on Consumer Attitudes Towards Eco-Rabbit Products, Piler

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ABSTRACT - This study examines consumer attitudes and behavioral responses toward green marketing strategies implemented by manufacturing companies, with a particular emphasis on Eco Rabbit Pvt. Ltd., located in Piler, Chittoor district, Andhra Pradesh. As sustainability becomes an increasingly important societal and economic concern, manufacturing companies are incorporating eco-friendly practices and messaging to align with consumer values. However, these efforts often fail to achieve desired impact due to consumer skepticism, lack of awareness, and generic marketing strategies that do not resonate with diverse demographics.

Product quality is identified as the most influential factor in purchasing decisions, while packaging and price also play important roles. Moreover, media channels—especially social media and peer recommendations—have a stronger influence on consumer perception than traditional advertisements.

KeyWords: Green marketing, trust, awareness, quality, price and brand awareness
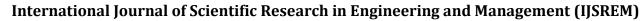
1.INTRODUCTION

"A Study on the Impact of Green Marketing on Consumers' Attitudes in Manufacturing Company, Piler" focuses on Eco Rabbit Manufacturing Industry, a company that actively adopts and promotes sustainable business practices. The company recognizes the growing consumer demand for environmentally responsible products and positions itself as a leader in green manufacturing within the region. It integrates eco-friendly principles into various aspects of its production processes, packaging methods, and marketing strategies, thereby reflecting its commitment to minimizing its environmental impact. In today's market, consumers do not merely evaluate products based on price or quality alone; they also consider the ethical and environmental practices behind the product. Eco Rabbit Manufacturing Industry presents its products as not only functional and high-quality but also as environmentally responsible choices. The company communicates these values through transparent eco-labeling, sustainable packaging materials, and the use of clear marketing messages that highlight its green initiatives.

2.1 SCOPE OF THE STUDY

Geographical Limitation: The study is geographically confined to Piler, Chittoor district (Andhra Pradesh), and 33 focuses on local consumer behavior regarding green marketing in the manufacturing sector. • Target Audience: The research specifically targets consumers who purchase manufactured products, including categories such as household goods, apparel, electronics, and packaged food. • Focus Area: The study examines green marketing strategies within the manufacturing sector, including eco-labels, packaging, pricing, and product quality. • Consumer Perceptions and Behavior: It assesses consumer awareness, trust, and perception of green claims made by manufacturing companies and how these factors

influence their purchasing decisions. • Influence of Media and Marketing Channels: The study explores the role of media (such as social media, advertising) and other marketing channels (in-store marketing, word-of-mouth) in shaping consumer awareness of eco-friendly products. **REVIEW OF LITERATURE** Peattie and Crane's (2005) seminal work, Green Marketing: Legend, Myth, Farce or Prophesy provides a critical and thought-provoking analysis of the development, application, and pitfalls of green marketing, especially in industries like manufacturing where environmental claims are often met with public skepticism.

Leonidou, Katsikeas, and Morgan's (2013) study titled "Greening" the Marketing Mix: Do Firms Do It and Does It Pay Offoffers a significant empirical contribution to the literature on green marketing, particularly within the context of manufacturing industries The findings are especially relevant for manufacturing sectors where environmental pressures, regulatory compliance, and stakeholder scrutiny are intensifying in both developed and emerging markets.

Dhyani, D. (2022) – Exploring the Impact of Green Marketing on Consumer Attitudes and Purchase Behavior: A Comparative Study Dhyani (2022) investigates how green marketing strategies influence consumer attitudes and purchase behavior within the manufacturing industry, employing a comparative lens across product categories.
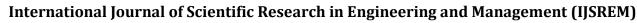
Mehraj, D., Qureshi, I.H., Singh, G., Nazir, N.A., Basheer, S., & Nissa, V.U. (2023) – Green Marketing Practices and Green Consumer Behavior: Demographic Differences among Young ConsumersThis study by Mehraj et al. (2023) explores the intersection of green marketing strategies and consumer behavior among young demographics, with a specific focus on how age, gender, and education levels influence attitudes toward environmentally responsible brands.

2.2 STATEMENT OF THE PROBLEM

Green marketing in the manufacturing sector often fails to create meaningful impact because many companies use a one-size-fits-all approach that ignores important factors like product type, consumer demographics, regional context, and environmental knowledge. As a result, consumers may not trust green claims, and companies struggle to build lasting engagement, align with consumer values, and influence sustainable buying behavior.

2.3 OBJECTIVES OF THE STUDY

- To assess consumer awareness and recognition of green marketing strategies used by manufacturing companies.
- To evaluate consumer trust and perception toward eco-friendly claims and labels on manufactured products.
- To examine the influence of green product quality, packaging, and pricing on consumer purchasing decisions.
- To explore the role of media and marketing channels in shaping consumer awareness of eco-friendly products.

2.4 RESEARCH METHODOLOGY

Surveys and Questionnaires: Structured questionnaires distributed to consumers to understand their awareness, attitudes, perception, trust, behaviourand preferences towards green marketing strategies in the manufacturing sector.

Interviews: Personal or telephonic interviews with customers, company representatives, or stakeholders to gather in-depth insights.

Secondary Data: Academic journals, government reports, green marketing case studies, sustainability reports of manufacturing companies, and industry publications.

Company Records and Reports: Internal documents and product brochures from Eco Rabbit Pvt. Ltd., including sustainability initiatives and product data.

2.5 DATA ANALYSIS & INTERPRETATION

3. DESCRIPTIVE STATISTICS:

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20-25	190	45.9	45.9	45.9
26-30	103	24.9	24.9	70.8
31-35	65	15.7	15.7	86.5
36-40	50	12.1	12.1	98.6
Above 40	6	1.4	1.4	100.0
Total	414	100.0	100.0	

INTERPRETATION:

Out of the 414 respondents, the largest age group is 20 to 25 years old, comprising 190 people or 45.9% of the total. The second largest group falls in the 26 to 30 age range, making up 24.9%. Respondents aged 31 to 35 years account for 15.7%, while 12.1% are in the 36 to 40 age bracket. Only a small portion—6 people or 1.4%—are above 40 years old.

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	209	50.5	50.5	50.5
Male	169	40.8	40.8	91.3
Prefer not to say	36	8.7	8.7	100.0
Total	414	100.0	100.0	

INTERPRETATION:

Out of the 414 respondents, the majority are female, with 209 people, making up 50.5% of the total. Male respondents number 169, accounting for 40.8%. Additionally, 36 people (8.7%) chose "Prefer not to say" when asked about their gender.

REGRESSION:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.371[a]	.138	.067	.626	.138	1.954	31

INTERPRETATION:

The model shows a small to medium connection with the outcome, as indicated by the number 0.371. It explains about 14% of the reason behind the results, and when adjusted for the number of predictors, it still explains around 7%, which means it's a moderate but not very strong model. The average difference between what the model predicted and what actually happened is about 0.63. By adding this factor, the model's ability to explain the results improved by roughly 14%. The value 1.954 shows some improvement in the model, but it's important to check whether this improvement is statistically significant.

ANOVA:

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.722	31	.765	1.954	.002 b
	Residual	148.458	379	.392		
	Total	172.180	410			

INTERPRETATION:

The regression model explains some of the variation in the data—about 23.7 units' worth—while 148.5 units remain unexplained, meaning there's still room for improvement. In total, the differences across the data add up to 172.2 units. The model used 31 variables and was tested on 379 responses. The F-value is 1.954, which shows how well the model fits overall, and the p-value is 0.002, which is very small. This means the results are statistically significant and not just due to random chance.

CHI-SUARE:

Gender * Have you heard of the term "green marketing"?

Crosstab

Count

		Have you heard of the term "green marketing"?			Total
		Maybe	No	Yes	
Gender	Female	27	53	129	209
	Male	13	37	119	169
	Prefer not to say	13	14	9	36
Total		53	104	257	414

INTERPRETATION:

Most females (129 out of 209) and males (119 out of 169) said "Yes" to having heard of green marketing.Those who preferred not to say their gender were less aware — only 9 out of 36 said "Yes".Overall, 257 people (62%) are aware of the term, while 104 (25%) said "No", and 53 (13%) were unsure ("Maybe").This shows that awareness of green marketing is generally high, especially among those who disclosed their gender.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.018a	4	.000
Likelihood Ratio	29.411	4	.000
Linear-by-Linear Association	4.917	1	.027
N of Valid Cases	414		

INTERPRETATION:

The Pearson Chi-Square value is 32.018 with a p-value of .000, which means there is a significant relationship between gender and awareness of green marketing. The test is valid, even though 1 cell (11.1%) had a low expected count — the lowest was 4.61, which is acceptable.

FACTOR ANALYSIS:

KMO and Bartlett's Test

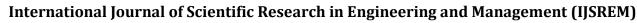| Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.866
Bartlett's Test of Sphericity	Approx. Chi-Square	2756.220
	df	496
	Sig.	.000

INTERPRETATION:

The value ranges from 0 to 1, and anything above 0.80 is considered very good. In this case, the value is 0.866, which means the data is highly suitable for factor analysis. The Chi-Square value is 2756.220 with 496 degrees of freedom, and the significance (Sig.) value is 0.000. This

test checks if the variables are closely related to one another. Since the Sig. value is less than 0.05 (in fact, it's 0.000), it means there are enough strong correlations between the variables. So, this confirms that you can confidently move forward with factor analysis.

3.1 FINDINGS

1. A moderate level of awareness about green marketing practices exists among consumers, but recognition of specific eco-labels and certifications is low. Consumers are more familiar with broad terms like "eco-friendly" or "natural" than with certified labels like Energy Star, FSC, or BIS Eco Mark.

2. Trust in green marketing claims varies significantly across demographic segments. Educated and higher-income groups tend to be more skeptical and demand proof of authenticity, while lower-income groups often take claims at face value.

3. A common perception is that many companies "greenwash" or exaggerate eco-friendly aspects. Product quality remains the top factor influencing purchasing decisions, followed by price and packaging.

4. Consumers are willing to pay a small premium for eco-friendly products only if they do not compromise on quality or functionality. Overly minimal or unconventional green packaging is sometimes perceived as inferior or unattractive.

5. Social media and word-of-mouth were found to be the most influential channels in shaping perceptions and spreading awareness. Traditional advertising and in-store

promotions have limited impact unless they clearly demonstrate environmental benefits.

6. Consumers trust peer recommendations and visible product benefits more than company-run advertisements. A large proportion of respondents expressed positive attitudes toward green products but showed inconsistent purchase behavior.

7. While consumers show willingness to support green manufacturers, lack of availability and price concerns hinder consistent purchasing. Chi-Square Test revealed a significant association between education/income levels and trust in green claims.

8. Correlation Analysis showed a positive correlation between environmental concern and willingness to pay more for green products. Regression Analysis found that product quality and trust in claims were the strongest predictors of purchase intention.

9. Factor Analysis identified four major factors influencing green purchase behavior: *Environmental Concern, Price Sensitivity, Trust in Claims, and Product Appeal*.

10. ANOVA indicated significant differences in purchasing behavior based on income and education levels.
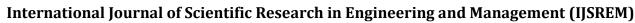
a. LIMITATIONS OF THE STUDY

The study is geographically confined to Piler, Chittoor district (Andhra Pradesh), limiting the generalizability of its findings to other regions with different consumer behaviors or cultural contexts. While the sample size of 415 respondents provides useful insights, it may not fully represent the diversity of consumer behavior across various demographic groups. The focus on the manufacturing sector means the results may not apply to other industries, and the study does not consider varying levels of environmental knowledge among consumers. External factors, such as government policies or global trends, are also not addressed, though they may influence consumer attitudes. Additionally, the study primarily uses quantitative methods, which may not capture the full depth of consumer motivations, and is conducted within a limited time frame, offering only a snapshot of current behavior.

b. SUGGESTIONS

1. Conduct similar studies in diverse regions (urban, rural, and other cultural zones) to compare and contrast consumer behavior. Broader geographical coverage will help validate whether findings in Piler are generalizable or context-specific, improving the reliability of policy and marketing recommendations.

2. Stratify samples in future research to ensure better representation across age, gender, occupation, and education levels. A more demographically balanced sample will help capture a wider range of attitudes and behaviors, especially regarding green marketing awareness and trust.

3. Combine qualitative methods (e.g., interviews, focus groups, case studies) with surveys to explore deeper consumer motivations and emotional triggers. Quantitative data provides patterns, but qualitative data uncovers *why* consumers act the way they do—offering insights that numbers alone can't explain.

4. Add variables that measure consumer environmental literacy or awareness in future studies. Understanding how

environmental knowledge influences green behavior can help design more effective, educational marketing strategies.

5. Conduct similar studies across other sectors (e.g., services, agriculture, e-commerce) to see how green marketing functions differently. Manufacturing has unique product dynamics (packaging, materials, logistics), so comparative research can guide sector-specific strategy development.

6. Integrate questions or secondary data related to government regulations**, **subsidies**, or** international sustainability movements. Consumer attitudes are often shaped by policy incentives (like GST on eco-products) or media coverage of global environmental issues. Ignoring this omits key influencing factors.

7. Design longitudinal research (e.g., follow-up studies every 6–12 months) to observe changes in consumer behavior over time. A time-bound study only captures a snapshot. Behavior related to sustainability evolves, especially with awareness campaigns or changes in product availability.

8. Use insights to design demographic-specific green marketing messages—e.g., affordability for low-income groups, transparency for educated consumers. One-size-fits-all messaging fails because trust and behavior vary widely by group. Segmented strategies are more likely to build loyalty and drive conversion.

9. Collaborate with schools, NGOs, or local institutions to raise environmental awareness and green product literacy. Increasing basic understanding of environmental issues and green labels can help consumers make informed, confident decisions.

3.CONCLUSIONS

Overall, the research emphasizes the need for tailored, transparent, and demographically sensitive green marketing strategies. For green initiatives to truly succeed, they must be supported by improved consumer education, better availability of eco-products, and clear, trustworthy communication. Addressing these factors can significantly enhance consumer engagement, foster long-term trust, and promote more consistent adoption of sustainable products in the manufacturing sector.

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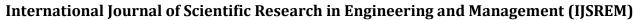
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