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## SUSTAINABLE MARKETING PRACTICES: INVESTIGATING CONSUMER PERCEPTIONS AND SOCIETAL IMPACT

Triveni N<sup>1\*</sup>, Bhuvaneshwari B C<sup>1</sup>

<sup>1</sup>Department of commerce, Maharani Lakshmi Ammanni College for Women, autonomous, Bengaluru, India

\* Corresponding author email address: triveni.dvg@gmail.com

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### Abstract

Green marketing initiatives have become increasingly prevalent as businesses strive to meet consumer demand for environmentally sustainable products and practices. This study aims to explore the multidimensional customer profile in the context of green marketing, to identify and dissect the myriad factors that shape customer preferences towards purchasing green products and aims to investigate the customer perceptions regarding green marketing initiatives and their impact on societal wellness. As the green movement has been expanding rapidly in the world, many companies have accepted their responsibility to protect our environment. More companies introduce green products, and it helps to change the polluted world, “Go Green” because they realize that they can reduce pollution and increase profits at the same time. It looks into the customer perception on green marketing in promoting societal wellness.

**Keywords:** green products; consumer awareness; environment; sustainability; price concern

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### 1. INTRODUCTION

In recent decades, society has faced difficult challenges with regards to environmental concerns and protection. These concerns include global warming and depletion of natural resources that directly or indirectly impact customer decisions about buying a product. Human ambition and a wish to make full efforts culminated in the destruction of the essential systems that sustain life: air, water and land. Promoting of green sustainability paved the way for ecological consequences such as depletion of ozone, loss of biodiversity, global warming, deforestation and erosion to be identified. The idea of green consumer behaviour arose as a new form of marketing practice for researchers and marketers in the context of contemporary consumer research and includes several studies on environmental behaviour in developing countries. Those studies acknowledged buying behaviour for eco-friendly products in Asian emerging economies such as India, Japan and China; however, environmental literature and market research are still weak from the Indian perspective.

Green marketing is defined as the marketing of products that are presumed to be environmentally safe. It involves a broad range of activities, including product modification, changes to the production process, sustainable packaging, and modifying advertising. Essentially, it is an approach that seeks to balance the company’s economic goals with environmental sustainability. The primary objective of green marketing is to meet the needs of consumers while also addressing the environmental impacts of production and consumption.

The concept of green marketing is built on the premise that businesses can achieve competitive advantage by aligning their products and practices with environmental values. This involves not only minimizing negative environmental impacts but also creating products that are beneficial for the environment. The approach extends beyond mere compliance with environmental regulations; it requires a proactive stance in promoting sustainability and engaging consumers in environmentally responsible behaviours.

Societal well-being refers to the overall quality of life and welfare of a society as a whole, here products or services that contribute positively to the well-being of society as a whole, this can include areas of societal well-being are

1. In healthy lifestyles
2. In food and hygiene

## 2. REVIEW OF LITERATURE

- According to **Aditya Halim Perdana Kusuma Putra, (2024)**: This study gave an immense scope individuals psychology which is sceptical of green claims and require tangible evidence of a company's commitment to sustainability. Therefore, companies have focused on transparency and accountability in the green practices they adopt in their product as well as website. Behaviour change took time and effort by playing an active role in helping consumers adopt green behaviours by providing clear and educational information on the benefits of sustainability as well as the negative impacts of environmentally unfriendly behaviours. Businesses develop marketing campaigns that educate consumers about the environmental benefits of their products and services. In addition to companies' own efforts, collaboration between companies, governments and communities.
- According to **Prof. Jaya Tiwari, (2023)**: The study examines the significant influence of consumer attitudes towards sustainability and the effect of environmental regulations on green product preferences. The study highlights that favorable consumer attitudes—characterized by a strong inclination towards sustainable practices—greatly enhance the adoption of green products. Additionally, the presence of supportive environmental regulations and policies further encourages consumers to choose eco-friendly options. This dual impact of consumer behavior and regulatory frameworks suggests that for green products to gain traction, there must be both a positive shift in consumer attitudes towards sustainability and a supportive policy environment. Thus, integrating consumer preferences with effective regulatory measures is crucial for promoting the widespread acceptance and adoption of green products.
- According to **Dr. Ankit Joshi and Dr. Neha Agarwal, (2023)**: The study highlights the critical role of marketing communication and transparency in influencing consumer trust and preference for green products. They find that clear, honest communication about the environmental benefits and certifications of green products significantly enhances consumer trust and preference. Their research underscores the importance of providing transparent information and credible certifications to build consumer confidence and effectively market green products.
- According to **Dr. Uma Kumar, (2023)**: The study analyses the green organic product marketing mix. The author describes the main problems of Lack of consumer awareness. The author has given a brief explanation on green organic products and their advantages.
- According to **Dr. K. Balaji, (2023)**: This study gives macro vision of green marketing as a tool for defending the environment for upcoming Cohort. It is not going to be an effortless model. Indian market consumers Too are prepared to pay top price for green products. Therefore, there is a Need for green marketing and a need for a shift in the consumer 's behaviour and approach towards more environment friendly life styles. Finally green Marketing requires that consumers want a cleaner environment and are Willing to pay for it, possibly through higher priced goods, modified individual lifestyles, or even governmental intervention.
- According to **Dr. Neha Mehta, Dr. Rajesh Patel, (2022)**: The study analyzes how brand reputation and corporate social responsibility impact consumer preferences for green products. Their review reveals that consumers are more inclined to purchase green products from brands that are perceived as reputable and socially responsible. A brand's positive reputation, built through consistent quality and ethical practices, enhances consumer trust, making consumers more willing to choose its green products over competitors.
- According to **Meesha Gupta, Asif Ali Syed, (2022)** –This study confers consumer's attitude toward green products being shaped by four main social media marketing activities, namely, word of mouth, interaction, entertainment and customization, whereas trendiness was found to be insignificant toward predicting consumer's attitude. The positive attitude so formed has a significant and positive impact on the willingness of consumers to pay a premium price for green products.
- According to **Meenakashi Sharma, Akanksha Choubey, (2022)**: The study proposes conceptual model of green banking initiatives and studies the impact of three green banking initiatives,
  - Green products development,
  - Green corporate social responsibility and
  - Green internal process on two possible outcomes, viz. green brand image and green trust.

- Banking sector can play a crucial role in greening the banking system by enhancing the availability of finance and serve the needs of a “green economy.
- According to **Dr. S. Kalaiselvi and Dr. D. Paul Dhinakaran, (2021)**: This study provides a contemporary examination of green marketing, focusing on the advancements and ongoing challenges in the field. They highlight the increasing consumer demand for sustainable products and the pressure on companies to adopt green practices. Their research emphasizes the importance of integrating sustainability into core business strategies rather than treating it as a peripheral concern. They identify key challenges such as the high initial costs of green technologies and the need for regulatory support to standardize green marketing claims. Kalaiselvi and Dhinakaran also discuss the role of digital marketing in promoting green products, suggesting that social media and online platforms can effectively reach and educate consumers about the benefits of sustainable consumption.
- According to **M. C. Vivek and S. Sahana, (2021)**: This study provides a comprehensive review of the existing literature on green marketing, focusing on various aspects of consumer behavior, corporate strategies, and regulatory frameworks. Their review offers critical insights into the evolving dynamics of green marketing and highlights key themes and findings from prior research. They Emphasize the increasing awareness among consumers about environmental issues and the growing preference for eco-friendly products.
- According to **Dr. Kriti Gulati Mehta's, (2021)**: The study examines literature on consumer perception delves into how sensory inputs, individual attributes and the review also explores the significant impact of branding, advertising, and product packaging on consumer trust and loyalty, and discusses the evolving role of digital marketing, social media, and e-commerce in shaping perceptions of convenience, trust, and satisfaction. The review concludes by emphasizing the complex interplay of these factors in consumer decision-making and the need for businesses to develop adaptive marketing strategies in a rapidly changing digital landscape.
- According to **Shalini Singh and Ashulekha Gupta, (2020)** – This study confers the Dynamic changes in the marketing scenario led to the changes in consumer purchase preferences and it is often observed that consumers get more inclinations for the purchase of green products. In this era of green consumerism and green marketing, consumers are often observed to have an inclination toward green and eco-friendly products. Numbers of factors are found to be significant in developing the inclination toward the purchase of those products. The factors such as environment concern, knowledge, lifestyle, culture, habit etc., have a slighter or stronger influence on the purchase of green products
- According to **Gunjan Joshi, Rajib Lochan Dhar, (2020)** –The study indicate that green training (education about environment) influences the organizations green creativity both directly and indirectly and that green dynamic capabilities further influence the green creativity indirectly via the moderating role of resource commitment to producing superior creative outcomes. The study is the first to assess green creativity as an outcome of green training.
- According to **Pandey, Jha, and Singh, (2020)**: The study examines how to best promote green products to millennials on Facebook. They identified five key factors influencing success: clear communication of value, safe browsing experience, endorsements, engaging webpage content, and encouraging positive online word-of-mouth. This research is unique in focusing on Facebook marketing for environmentally friendly products targeted towards millennials.
- According to **Dayananda Huded & Mallikarjun M. Maradi, (2020)**: This study observes women’s role in maximization of wealth and national income. Majority of the women’s who were trained form the RUDSET has become competent in pursuing their own business. Approximately 50% of the population of India comprises of women. Through women entrepreneurship the nation gets developed and being able to sustain the resources because the women have great practice and they concentrate more on the savings.
- According to **Dr. Suman Bansal and Dr. Rakesh Malhotra, (2020)**: The study explores the impact of government policies and incentives on consumer preferences for green products. Their study reveals that favourable policies and financial incentives, such as tax rebates and subsidies, significantly boost the adoption of green products. The findings highlight the critical role of government intervention in promoting green products and suggest that marketers should align their strategies with such policies to maximize consumer engagement.

- According to **Prof. Vikram Bhatia and Dr. Anuja Malhotra, (2020)**: This study focuses on the role of perceived product effectiveness in influencing consumer preferences. The study reveals that consumers are more likely to choose green products if they perceive them to be as effective or more effective than conventional products. This underscores the importance of product performance in green marketing strategies.
- According to **Ravendra Singh's, (2019)**: This research reveals that the perceived health and safety benefits of green products are pivotal in shaping consumer preferences. Consumers are increasingly drawn to green products due to their belief that these items are inherently safer and healthier than conventional alternatives. This perception is driven by concerns about the potential health risks and harmful effects associated with traditional products, which often contain toxic chemicals or allergens. As a result, green products, which are marketed as being free from such harmful substances and offering a cleaner, safer option, become more attractive to health-conscious consumers.

### **3. RESEARCH GAP**

- Limited understanding of how Indian consumers perceive green marketing compared to global perspectives, including factors influencing their purchase decisions and attitudes towards green products.
- Insufficient research on how cultural, economic, and regional differences in India affect the adoption and effectiveness of green marketing practices.
- Limited understanding of the long-term effects of green marketing on both consumer behavior and societal wellness in the Indian context.

### **4. OBJECTIVES OF THE STUDY**

- To study the profile of customers.
- To study the level of awareness of Indian consumers about green products and practices.
- To identify the factors that influences the customer's preference to buy green products.
- To study the impact of green products in promoting societal wellness.

### **5. HYPOTHESIS OF THE STUDY**

#### **Hypothesis 01**

- H0: There is no association between consumer perceptions and the importance they assign to different factors.
- H1: There is an association between consumer perceptions and the importance they assign to different factors. The distribution of responses is not independent.

#### **Hypothesis 02**

- H0: There is no significant relationship between consumer perceptions of environmental concern, product innovation, packaging, quality, and brand reputation, and the perceived importance of these factors in influencing repurchase decisions.
- H1: There is a significant relationship between consumer perceptions of environmental concern, product innovation, packaging, quality, and brand reputation, and the perceived importance of these factors in influencing repurchase decisions.

### **6. PROFILE OF THE STUDY**

This profile outlines the key aspects of our research project on customer perception in green marketing and its role in promoting societal wellness, by targeting general public within Bengaluru, Karnataka. And also ensuring the consent from participants and maintain data confidentiality throughout the research process.

### **7. SCOPE OF THE STUDY**

The scope of this study is to provide a comprehensive analysis of green marketing's impact on Indian consumers and societal wellness by focusing on several key objectives. First, it will examine the profile of customers to understand demographic and psychographic characteristics relevant to green marketing. Second, the study will assess the level of awareness among Indian consumers regarding green products and practices, revealing gaps and opportunities for increased education. Third, it will identify the factors that influence consumer preferences for green products, helping to determine the drivers behind eco-friendly purchasing decisions. Finally, the study will evaluate how green products contribute to societal wellness, including their effects on environmental sustainability and public health. By addressing these objectives, the research aims to offer valuable insights into how green marketing can be effectively leveraged to

promote both consumer engagement and societal well-being in India.

**Factors influencing customer purchasing behaviour:**

- 1) Environmental concern
- 2) Environmental responsibility
- 3) Health consciousness
- 4) Product knowledge
- 5) Quality of the product
- 6) Lifestyle and habit of the customer
- 7) Nutrition values of the product
- 8) Food safety

**Components of societal wellness:**

- 1) Economic benefit
- 2) Consumer's awareness
- 3) Sustainability
- 4) Transparency

**Components of Green Marketing:**

- 1) Making sustainable products. – green products
- 2) Adopting sustainable marketing practices
- 3) Acquiring knowledge of environmental needs
- 4) Ensuring efficient waste management

## **8. RESEARCH METHODOLOGY**

The source of data collection will be of a mixed method:

- Primary data also known as Quantitative method - collection will be done through online questionnaires by using google forms to know the consumer perspective on green marketing.
- Qualitative method – analysed thematically to understand common themes and patterns in consumers perception.
- Secondary data - collected through Newspapers, Journals, websites, articles and other reliable resources.

## **9. SAMPLE RESULT**

The data for the survey was collected from Indians who utilizes green product on their day-to-day life. The survey was diversified for every age group, seemingly the responses were given by the youth of age group 20-30. A total of 83 responses were collected.

**Measurement instrument:**

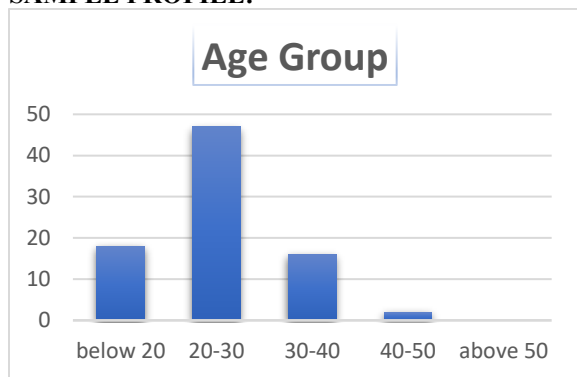
A questionnaire of 5 sections was utilised under the survey.

This questionnaire evolves, first section which constituted of customer profile, second section rendered the awareness of green products, the third division gives the purchasing behaviour and factors influencing on psychology of green customers. The fourth division summoned the preferences of green users depending on the vitality of the product, this section also reflected upon covid pandemic and its implications on green customers. The last segment accounted for suggestions from green customers which quoted the discouragement such as fake eco brands, safety and suitability measures, price and performance index, manufacturing duplication, shelf life, and authenticity of information given by the brands.

## **10. DATA COLLECTION**

The sampling method was convenient sampling method. Most of the respondents were women of 72%, who introduces the green product to their family ie, directly or indirectly. However, a total of 72% of women and 28% of men were the respondents taken to further analysis.

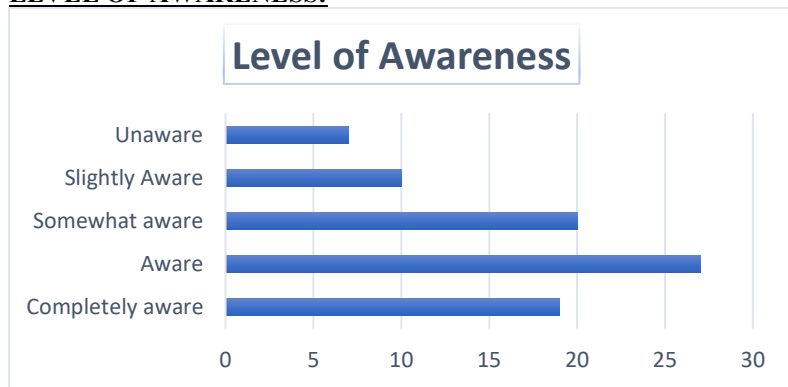
**SAMPLE PROFILE:**



*Data Interpretation:*

The study participants were segmented across various age groups. The largest proportion (57%) belonged to the 20–30-year-old age group, followed by 22% in the under-20 age group. This demographic distribution is noteworthy as younger generations are often characterized by a heightened awareness of environmental issues and a greater propensity to embrace sustainable practices. The inclusion of a significant portion of young adults (under-20 and 20–30 age groups) suggests potential for not only understanding current green consumption trends but also influencing future purchasing behaviours. It is important to acknowledge that the convenient sampling method employed has resulted in a higher proportion of students being included, potentially within the 20-30 age range, which could influence the overall generalizability of the findings.

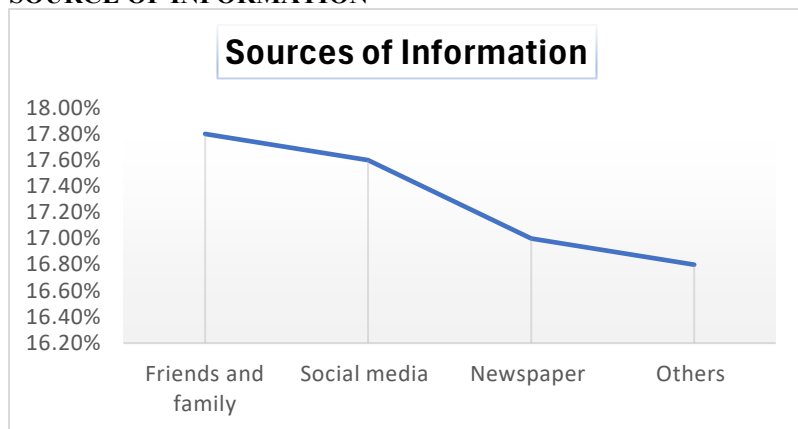
**LEVEL OF AWARENESS:**



*Data Interpretation:*

A finding emerged regarding the correlation between environmental knowledge and green product comprehension. A substantial majority (72%) of respondents exhibited Level 4 knowledge, indicative of a well-developed understanding of environmental issues. This finding aligns with the growing environmental consciousness often attributed to Generation Z. In contrast, a minimal portion (7%) of respondents displayed Level 1 knowledge, suggesting a limited grasp of green products. This disparity in knowledge levels underscores the importance of continued environmental education efforts. By equipping consumers with a comprehensive understanding of eco-friendly products, we can empower them to make informed purchasing decisions that benefit both themselves and the environment.

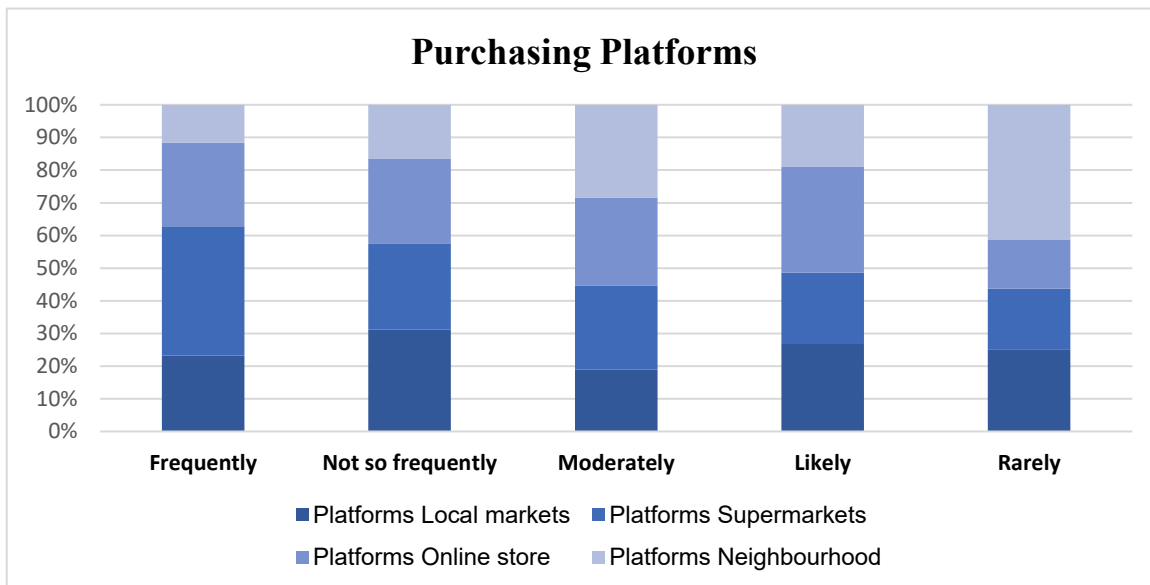
**SOURCE OF INFORMATION**



*Data Interpretation:*

The research investigated the various channels that serve as conduits for disseminating green marketing messages. Social media emerged as the primary channel, with an average of 17.6% of respondents citing it as a source of information. This prominence aligns with the contemporary generation's propensity for digital media consumption and underscores the potential of social media platforms for propagating green marketing messages. Interestingly, family and friends (17.8% on average) served as another noteworthy source, highlighting the enduring influence of traditional word-of-mouth marketing and social networks. Print media (17% on average) played a complementary role, signifying the continued relevance of established media channels in fostering awareness about eco-friendly products and initiatives.

**PURCHASING PLATFORMS**



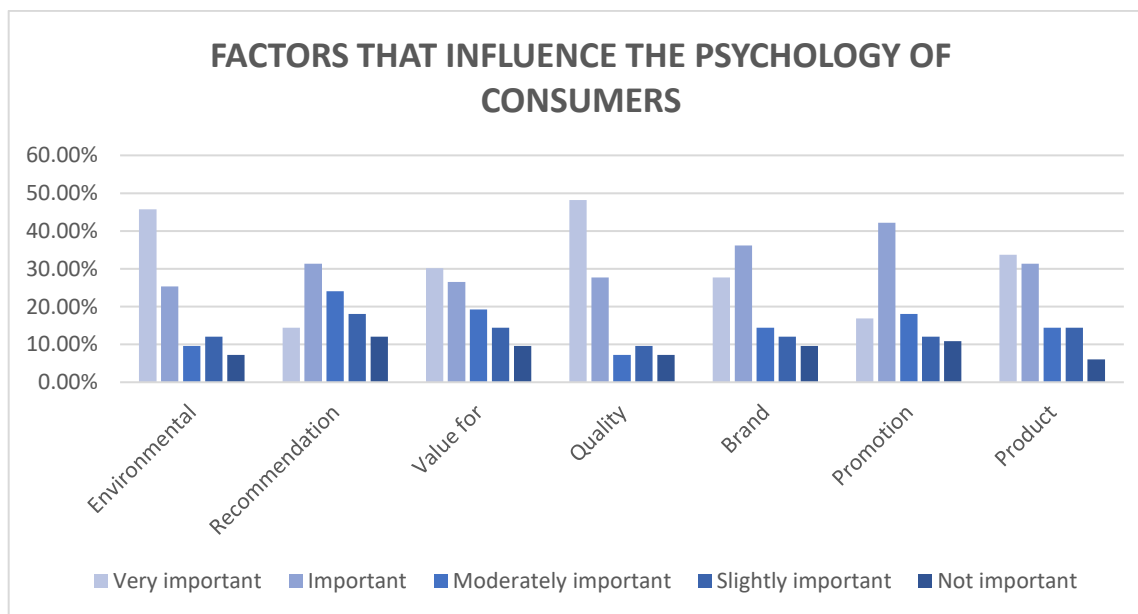
**Data Interpretation**

Graph representing the purchasing behaviour from different platforms by consumers. At the accuracy of level 5 which suggests frequent purchase from the platform supermarkets; respondents buy green products most likely to get them from supermarkets and then follow by local markets, online stores and neighbourhood. At the accuracy level of 4 which suggests moderate purchase from the platform local markets; respondents buy green products from local markets are most likely to get them there as well which is followed by supermarkets, online stores and neighbourhood at last. At the accuracy level of 3 which suggests average level of purchase from neighbourhood stores; respondents show a descending order which is followed by neighbourhood,

online stores, supermarkets and local markets. At the accuracy level of 1 where consumers rarely buy is neighbourhood which suggests least purchase: People who buy green products from their neighbourhoods are most likely to visit stores rather than carts, hawkers and peddlers.

- **Supermarkets:** Supermarkets are the most popular platform for purchasing green products, especially for frequent and not so frequent purchases.
  - **Local Markets:** Local markets are a significant platform for both frequent and not so frequent purchases but are less preferred for moderate and rare purchases.
  - **Online Stores:** Online stores are a popular platform across various levels of purchase frequency, especially for likely and moderate purchases.
  - **Neighbourhood Stores:** Neighbourhood stores are most preferred for moderate and rare purchases but are the least popular for frequent and likely purchases.
- Overall, supermarkets seem to be the most popular place to buy green products, regardless of where you live.

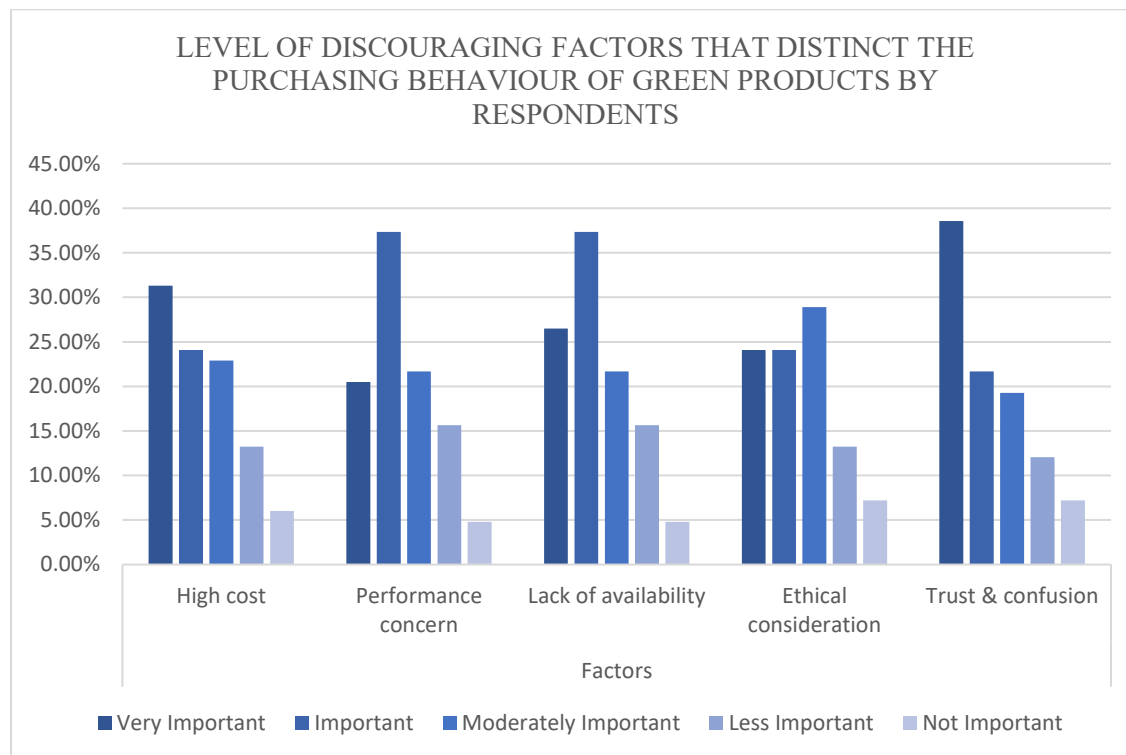
**IMPORTANT FACTORS THAT INFLUENCE THE PSYCHOLOGY OF CONSUMERS**



*Data Interpretation:*

The graph depicts how important various factors were to green customers when they first purchased a product. The breakdown of the importance ratings is as follows; Value for money (48.19%) was the most important factor for green customers, followed by quality (27.71%) and environmental concern (45.70%). Brand reputation (42.16%) and recommendations (26.50%) were also important factors for many green customers. Product innovation (14.45%) and promotions (33.73%) were moderately important factors. Overall, it seems that green customers prioritize practical factors like value for money and quality when making purchasing decisions. Environmental concern is also important to them. Brand reputation and recommendations from others are influential as well.

**LEVEL OF DISCOURAGING FACTORS THAT DISTINCT THE PURCHASING BEHAVIOUR OF GREEN PRODUCTS BY RESPONDENTS**



**Data Interpretation:**

The chart shows the discouraging factors that influence green customers. The most common discouraging factor is trust and confusion, with (38.55%) of respondents indicating it as a major deterrent this is due to competition deterrent the brands in the market. This is followed by high costs (31.32%) and lack of availability (26.50%). Interestingly, trust and confusion (38.55%) seem to be a bigger barrier than ethical considerations (24.09%) for green consumers. This suggests that price remains a key factor influencing green purchasing decisions. Consumers may be concerned that eco-friendly products won't perform as well as traditional products, or that they may be difficult to find. Additionally, some consumers may be unsure about the environmental claims of certain products or sceptical about the green marketing efforts of companies.

**HYPOTHESIS TESTING**  
**CHI SQUARE ANALYSIS**

**THE CHI SQUARE TEST:**

The test statistic is some statistic that may be computed from the data of the sample. The test statistic serves as a decision maker, since the decision to reject or not to reject the null hypothesis depends on the magnitude of the test statistic for qualitative data analysis and to see the association between two variables, we use chi-square.

**A) RELATIONSHIP BETWEEN FIRST PURCHASE AND INFLUENCING FACTORS**

- **Null Hypothesis (H0):** There is no association between consumer perceptions and the importance they assign to different factors. In other words, the distribution of responses across the categories is independent.
- **Alternative Hypothesis (H1):** There is an association between consumer perceptions and the importance they assign to different factors. The distribution of responses is not independent.

**RESULTS OF CHI-SQUARE ANALYSIS**

**5.8 TABLE SHOWING DESCRIPTIVE RELATIONSHIP BETWEEN FIRST PURCHASE AND INFLUENCING FACTORS**

The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and [the chi-square for each cell].

The chi-square statistic, *p*-value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

Results						
	Environmental Concern	Product Innovation	Value for Money	Quality	Brand Reputation	Row Totals
Very Important	38 (30.80) [1.68]	28 (30.80) [0.25]	25 (30.80) [1.09]	40 (30.80) [2.75]	23 (30.80) [1.98]	154
Important	21 (24.40) [0.47]	26 (24.40) [0.10]	22 (24.40) [0.24]	23 (24.40) [0.08]	30 (24.40) [1.29]	122
Moderately Important	8 (10.80) [0.73]	12 (10.80) [0.13]	16 (10.80) [2.50]	6 (10.80) [2.13]	12 (10.80) [0.13]	54
Slightly Important	10 (10.40) [0.02]	12 (10.40) [0.25]	12 (10.40) [0.25]	8 (10.40) [0.55]	10 (10.40) [0.02]	52
Not Important	6 (6.60) [0.05]	5 (6.60) [0.39]	8 (6.60) [0.30]	6 (6.60) [0.05]	8 (6.60) [0.30]	33
<b>Column Totals</b>	83	83	83	83	83	<b>415 (Grand Total)</b>

The chi-square statistic is 17.731. The  $p$ -value is .33988. The result is *not* significant at  $p < .05$ .

Significance	Degree of freedom	Critical value	P- value
0.05	12	26.296	0.33988

**Data analysis:**

The data is organized into a 5x5 contingency table that cross-tabulates consumer perceptions about environmental concern, product innovation, value for money, quality, and brand reputation with their level of importance (Very Important, Important, Moderately Important, Slightly Important, Not Important) During first- purchase if green products by respondent’s we can infer the null and alternative hypotheses based on the chi-square test

The calculated chi-square statistic is 17.731, and the corresponding p-value is 0.33988.

The critical value or tabular value (26.296) is greater than calculated value (17.731) hence we accept the null hypothesis.

Since the p-value (0.33988) is greater than the significance level (0.05), we accept the null hypothesis. This means there is not enough evidence to conclude that there is a significant association between consumer purchases and the importance they assign to different factors.

**Data Interpretation:**

Based on the analysis, we can conclude that the observed differences in the frequency of responses across the categories are likely due to chance, and not a systematic relationship between the variables. In other words, consumer perceptions about environmental concern, product innovation, value for money, quality, and brand reputation do not significantly influence the importance they assign to these factors.

**Limitations:**

It’s important to consider the limitations of the chi-square test:

- It only indicates whether there is an association, not the strength or direction of the relationship.

The test assumes independence of observations, which might not be strictly met in real-world data.

**B) RELATIONSHIP BETWEEN REPEATED OR SECOND PURCHASE AND INFLUENCING FACTORS**

- **Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between consumer perceptions of environmental concern, product innovation, packaging, quality, and brand reputation, and the perceived importance of these factors in influencing repurchase decisions.
- **Alternative Hypothesis (H<sub>1</sub>):** There is a significant relationship between consumer perceptions of environmental concern, product innovation, packaging, quality, and brand reputation, and the perceived importance of these factors in influencing repurchase decisions.

**5.9 TABLE SHOWING DESCRIPTIVE RELATIONSHIP BETWEEN REPEATED OR SECOND PURCHASE AND INFLUENCING FACTORS**

The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and [the chi-square for each cell].

The chi-square statistic,  $p$ -value and statement of significance appear beneath the table. Blue means you’re dealing with dependent variables; red, independent.

Results						
	Environmental Concern	Product Innovation	Packaging	Quality	Brand Reputation	Row Totals
Very Important	51 (34.20) [8.25]	29 (34.20) [0.79]	26 (34.20) [1.97]	45 (34.20) [3.41]	20 (34.20) [5.90]	171
Important	15 (23.00) [2.78]	29 (23.00) [1.57]	26 (23.00) [0.39]	18 (23.00) [1.09]	27 (23.00) [0.70]	115
Moderately Important	6 (9.60) [1.35]	8 (9.60) [0.27]	10 (9.60) [0.02]	7 (9.60) [0.70]	17 (9.60) [5.70]	48
Slightly Important	10 (13.20) [0.78]	15 (13.20) [0.25]	16 (13.20) [0.59]	12 (13.20) [0.11]	13 (13.20) [0.00]	66
Not Important	1 (3.00) [1.33]	2 (3.00) [0.33]	5 (3.00) [1.33]	1 (3.00) [1.33]	6 (3.00) [3.00]	15
<b>Column Totals</b>	83	83	83	83	83	<b>415 (Grand Total)</b>

The chi-square statistic is 43.9398. The *p*-value is .000201. The result is significant at  $p < .05$ .

Significance	Degree of freedom	Critical value	P – value
0.05	12	26.296	0.00201

**Data Analysis**

The data is organized into a 5×5 contingency table that cross-tabulates consumer perceptions about (environmental concern, product innovation, packaging, quality, and brand reputation) and their corresponding level of importance (Very Important, Important, Moderately Important, Slightly Important, Not Important) in influencing repeated – purchase intention of green products by respondent’s, we can infer the null and alternative hypotheses based on the chi-square test

The chi-square statistic calculated was 43.9398, with a corresponding p-value of .000201.

The critical value or tabular value (26.296) is lesser than calculated value (43.9398) hence we reject the null hypothesis and accept the alternate Hypothesis

The calculated chi-square statistic is significant at the  $p < .05$  level, indicating a strong association between consumer repeated purchases and the importance they assign to different factors influencing repurchase intention. This implies that the observed differences in the frequency of responses across the categories are not due to chance but reflect a genuine relationship between the variables.

In essence, the data suggests that consumer perceptions about environmental concern, product innovation, packaging, quality, and brand reputation significantly influence how important they perceive these factors to be in their decision to repurchase a product.

**Data interpretation**

While the chi-square test confirms a significant association, based on the results of the chi-square test, we fail to reject the null hypothesis that there is no association between consumer perceptions and repurchase intention. And hence accept H1 hypothesis i.e. there is role played by certain environmental concern, quality, Brand reputation and packaging factors to have the respondents buy the green products for the second time. These factors are directly proportional to the mandatory standards set by government and lead the allergy concerns for promoting societal wellness.

**11. RESULTS**

The survey shows a clear idea about the green products and good usage perceived by green customers. From the demographics data it is understood that the genz (age group 20-30) is more concerned about futuristic environment. It successfully rendered the customer perception on performance index accordingly for the price paid by them however refrained by trust and confusion. Although the symbolic gestures and packing is a lightly recognised.

**LIMITATIONS OF THE STUDY**

- The study does not consider Minors (below age of 18).
- The study is subjected to a particular city i.e., Bengaluru.
- Limited access to comprehensive and approximated data by respondents on green product consumption.
- Market and economic purchasing behavior may vary according to desire of respondents.
- The sample size and demographic characteristics of our participants may have posed limitations on the generalizability of our findings.

**12. STATEMENTS & DECLARATIONS:**

**Use of AI Statement**

The authors declare that they have not used generative artificial intelligence, specifically ChatGPT in the writing of this manuscript and/or in the creation of images, graphics, tables, or their corresponding captions

**Conflict of Interest and Declarations:**

Authorship contribution statement: Triveni N , Bhuvaneshwari B C: Carrying the Experimental work, Data curation and writing the original manuscript and original draft.

Acknowledgements: Nil

Compliance with Ethical Standards:

Conflict of Interest : The authors state that they don't have any conflict of interest.

Animal and Human Participants: Nil

Informed consent : Authors stated that there is no informed consent in the article.

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