

# “Green Marketing: A Study of Consumer Perception and Preferences with Reference to Noida City”

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## Abstract

The increasing environmental concerns and the need for sustainable development have led to the emergence of green marketing as an important concept in modern business practices. The present study aims to examine consumer perception and preferences towards green marketing practices with reference to Noida City. The study is based on primary data collected from 370 respondents using a structured questionnaire and convenience sampling method. A descriptive research design has been adopted, and the data have been analyzed using percentage analysis and the Chi-square test.

The results of the study indicate that consumers exhibit a positive perception towards green marketing practices. However, factors such as high price and limited availability significantly influence their purchasing decisions. The findings further reveal that advertisement is the primary source of awareness among consumers, and demographic variables such as gender, age, and income have a significant association with consumer behaviour towards green products.

The study concludes that although awareness and positive perception towards green products are increasing, practical barriers such as cost and accessibility limit their adoption. Therefore, marketers should focus on improving affordability, availability, and effective promotional strategies to enhance consumer acceptance of green products. The study provides useful insights for marketers and policymakers to promote sustainable consumption and strengthen green marketing practices.

**Keywords:** Green Marketing, Consumer Perception, Consumer Preference, Eco-Friendly Products, Buying Behaviour, Environmental Awareness, Noida City

## Introduction

In recent years, environmental concerns such as climate change, pollution, and depletion of natural resources have gained significant global attention. These challenges have led to a growing emphasis on sustainable development and environmentally responsible practices. In this context, green marketing has emerged as an important concept that focuses on promoting products and services that are environmentally friendly and socially responsible.

Green marketing refers to the process of designing, producing, promoting, and distributing products in a manner that minimizes their negative impact on the environment. It includes activities such as the use of eco-friendly raw materials, sustainable production processes, recyclable packaging, and ethical advertising practices. With increasing awareness about environmental issues, consumers are gradually shifting their preferences towards green products such as organic food, energy-efficient appliances, biodegradable packaging, and eco-friendly household items.

In India, the concept of green marketing is gaining momentum as both consumers and organizations are becoming more environmentally conscious. Companies are increasingly adopting green marketing strategies

not only to fulfill their social responsibility but also to gain competitive advantage in the market. However, despite the growing awareness, the actual adoption of green products by consumers is influenced by several factors such as price, availability, trust, and perceived effectiveness.

Consumer perception plays a crucial role in determining the success of green marketing initiatives. While many consumers express positive attitudes towards environmentally friendly products, their purchasing behaviour may not always reflect these attitudes. This gap between awareness and actual behaviour highlights the need to study consumer perception and preferences in a specific market context.

Although several studies have been conducted on green marketing at the national and global levels, limited research has focused on city-specific consumer behaviour, particularly in emerging urban areas. Noida, being a rapidly developing city in the National Capital Region (NCR), represents a modern urban market characterized by a diverse population, higher literacy levels, and increasing exposure to green products and sustainable practices.

Therefore, the present study aims to examine consumer perception and preferences towards green marketing practices with reference to Noida City. The study also seeks to analyze the association between demographic variables such as gender, age, and income, and consumer behaviour towards green products. By doing so, the study intends to provide valuable insights for marketers and policymakers to promote sustainable consumption and enhance the adoption of green marketing practices.

## Literature Review

The concept of green marketing has gained significant importance in recent years due to increasing environmental concerns and the growing need for sustainable consumption. It focuses on promoting environmentally friendly products and practices that minimize negative impacts on the ecosystem. Over time, researchers have examined green marketing from various perspectives, including consumer awareness, perception, and purchasing behaviour.

Early studies laid the conceptual foundation of green marketing. Peattie (1995) emphasized that green marketing involves integrating environmental considerations into business strategies to achieve sustainability and long-term competitive advantage. Similarly, Polonsky (1994) highlighted that green marketing encompasses not only product-related changes but also modifications in production processes, packaging, and promotional strategies.

Subsequent research shifted focus toward consumer behaviour and environmental attitudes. Stern (2000) proposed that environmental values and personal norms significantly influence environmentally responsible behaviour. This suggests that consumer awareness alone is not sufficient; deeper psychological and value-based factors also play a critical role in shaping green consumption patterns.

With the advancement of green marketing practices, researchers began to explore the gap between consumer attitudes and actual purchasing behaviour. Ottman (2006) identified consumer skepticism and lack of trust in environmental claims as major barriers to the adoption of green products. This indicates that although consumers may express positive attitudes, their purchase decisions are often constrained by perceived credibility and product effectiveness.

Recent studies have focused on empirical analysis of consumer perception and preferences. Bashir et al. (2020) found that demographic factors such as age, income, and education significantly influence consumer attitudes toward green products. The study highlighted that younger and more educated consumers are more inclined toward environmentally friendly products.

In the Indian context, Sharma (2022) observed that consumers generally have a favorable perception of green products; however, high prices and limited availability act as major barriers to actual purchase. Similarly, Reddy et al. (2023) concluded that environmental awareness positively influences consumer preferences, but affordability and accessibility remain critical challenges in the Indian market.

Further, Testa et al. (2021) examined the role of eco-labeling and found that clear and reliable environmental information enhances consumer trust and positively affects purchase decisions. This highlights the importance

of transparent communication in green marketing strategies.

More recent developments indicate a growing inclination toward sustainable innovations and eco-friendly alternatives. Sikka et al. (2024) emphasized the increasing acceptance of sustainable agricultural inputs, reflecting a broader shift in consumer mindset toward environmentally responsible consumption.

A study conducted in India on green marketing revealed that consumers exhibit a high level of awareness regarding eco-friendly products; however, their purchasing behaviour is influenced by factors such as price, availability, and marketing communication.

### Research Gap

Despite the extensive literature on green marketing, most studies have focused on general consumer behaviour at national or regional levels. There is limited research that examines consumer perception and preferences at a city-specific level, particularly in rapidly developing urban areas like Noida. Moreover, many studies rely on advanced statistical techniques, whereas there is a need for simple and practical analytical approaches to understand consumer behaviour. Therefore, the present study aims to fill this gap by analyzing consumer perception and preferences towards green marketing practices in Noida City and examining the association between demographic variables and consumer behaviour.

### Objectives

1. To study the level of awareness and perception of consumers towards green marketing practices in Noida City.
2. To examine consumer preferences and the factors influencing the purchase of green products.
3. To analyze the association between demographic variables (such as gender, age, and income) and consumer preference towards green products.

### Hypotheses of the Study

**H<sub>01</sub>:** There is no significant association between gender and purchase of green products.

**H<sub>02</sub>:** There is no significant association between age and awareness of green marketing.

**H<sub>03</sub>:** There is no significant association between income level and preference for green products.

### Research Methodology Research Design

The present study adopts a **descriptive research design** to examine consumer perception and preferences towards green marketing practices. This design is appropriate as it helps in describing and analyzing consumer awareness, attitudes, and buying behaviour without manipulating any variables.

### Study Area

The study is conducted in **Noida City**, located in the National Capital Region (NCR) of India. Noida has been selected due to its rapid urban development, diverse population, higher literacy rate, and increased exposure to green products and sustainable practices. The city provides an appropriate setting to understand consumer perception towards green marketing.

### Sample Size

A total of **370 respondents** has been selected for the study. The sample size is considered adequate based on general research practices in social science studies, where a sample size ranging from 200 to 400 is deemed sufficient for reliable analysis. It also ensures proper representation of the target population while maintaining feasibility in terms of time and resources.

### Sampling Technique

The study uses a **convenience sampling method**, where respondents are selected based on their accessibility and willingness to participate. This method is commonly used in consumer behaviour studies where a complete sampling frame is not available.

## Data Collection Method

The study is based on **primary data**, which has been collected through a **structured questionnaire** consisting of close-ended questions. The questionnaire is designed to measure consumer awareness, perception, and preferences towards green marketing practices.

*The questionnaire items were adapted from previous studies on green marketing and modified according to the context of the present study*

## Tools for Data Analysis

The collected data have been analyzed using the following tools:

### 1. Percentage Analysis

Percentage analysis has been used to describe the demographic profile of respondents and to interpret their responses related to awareness, perception, and preferences towards green products. This method provides a simple and clear understanding of the data.

### 2. Chi-Square Test

The Chi-square test has been applied to examine the association between demographic variables (such as gender, age, and income) and consumer behaviour towards green products. It is a non-parametric statistical tool suitable for analyzing categorical data and testing hypotheses related to relationships between variables.

## Data Analysis & Interpretation

### 1. Percentage Analysis

**Table 1: Gender-wise Classification of Respondents**

Gender	Number of Respondents	Percentage
Male	259	70%
Female	111	30%
<b>Total</b>	<b>370</b>	<b>100%</b>

### Interpretation

The table shows that 70% of respondents are male, while 30% are female, indicating that male respondents constitute the majority of the sample. This uneven distribution may influence the overall findings related to consumer perception and purchasing behaviour. It suggests that male consumers in the selected area may be more actively involved or accessible in studies related to green marketing. Therefore, gender differences be carefully considered should interpreting consumer preferences towards while green products

**Table 2: Age-wise Classification of Respondents**

Age Group	Number	Percentage
Up to 20 years	101	27.3%
21–30 years	124	33.5%
31–40 years	92	24.9%
41–50 years	33	8.9%
Above 50 years	20	5.4%
<b>Total</b>	<b>370</b>	<b>100%</b>

### Interpretation

The data indicates that the majority of respondents (33.5%) fall within the 21–30 age group, followed by 27.3% below 20 years. This highlights that younger consumers dominate the sample and are more actively engaged with green marketing practices. Younger individuals are generally more aware of environmental issues and more receptive to sustainable products, which may positively influence their perception and preference for green products. This trend suggests strong potential for green marketing strategies targeting younger demographics.

**Table 3: Educational Qualification of Respondents**

Qualification	Number	Percentage
Graduate	311	84.1%
Postgraduate	59	15.9%
<b>Total</b>	<b>370</b>	<b>100%</b>

### Interpretation

A significant majority of respondents (84.1%) are graduates, indicating a highly educated sample. Higher education levels are generally associated with greater awareness of environmental issues and sustainability practices. This suggests that respondents are likely to possess better knowledge about green products and their benefits, which can positively influence their perception and acceptance of green marketing initiatives.

**Table 4: Monthly Income of Respondents**

Income (₹)	Number	Percentage
Below 15,000	88	23.8%
15,000–25,000	20	5.4%
25,001–35,000	163	44.1%
35,001–45,000	19	5.1%
Above 45,000	80	21.6%
<b>Total</b>	<b>370</b>	<b>100%</b>

### Interpretation

The majority of respondents (44.1%) fall within the ₹25,001–35,000 income group, indicating that middle-income consumers dominate the sample. Income level plays a crucial role in influencing purchasing decisions, especially for green products, which are often perceived as expensive. This suggests that affordability may significantly affect consumer preference and adoption of green products in the study area.

**Table 5: Family Type of Respondents**

Family Type	Number	Percentage
Joint Family	121	32.7%
Nuclear Family	249	67.3%
<b>Total</b>	<b>370</b>	<b>100%</b>

## Interpretation

The data shows that 67.3% of respondents belong to nuclear families, indicating a predominance of modern family structures. Nuclear families often exhibit independent decision-making and are more likely to adopt new consumption patterns, including environmentally friendly products. This may influence the acceptance positively preference for green products among and consumers.

**Table 6: Reasons for Not Preferring Green Products**

Reason	Number	Percentage
High Price	193	52.2%
Less Satisfaction	42	11.4%
Limited Choice	130	35.1%
Not Compatible	3	0.8%
Not Applicable	2	0.5%
<b>Total</b>	<b>370</b>	<b>100%</b>

## Interpretation

The majority of respondents (52.2%) identified high price as the primary reason for not preferring green products. This indicates that although consumers may have a positive attitude towards environmentally friendly products, cost remains a major barrier to adoption. Additionally, 35.1% of respondents cited limited availability as a concern, suggesting that lack of product variety also restricts consumer choice. These findings highlight the need for marketers to focus on affordability and accessibility to promote green products effectively.

**Table 7: Source of Awareness about Green Products**

Source	Number	Percentage
Advertisement	252	68.1%
Awareness Programs	78	21.1%
Friends & Relatives	35	9.5%
Others	5	1.3%
<b>Total</b>	<b>370</b>	<b>100%</b>

## Interpretation

The data reveals 68.1% of respondents aware of green products through those become advertisements, making it the most influential source of information. This highlights the critical role of marketing communication in promoting green products. Awareness programs and interpersonal sources such as friends and relatives also contribute to consumer knowledge, but to a lesser extent. This suggests that effective advertising strategies can significantly enhance consumer awareness and influence purchasing behaviour.

*The overall analysis indicates that consumers exhibit a reasonable level of awareness and positive perception towards green marketing practices. However, their purchasing behaviour is significantly influenced by factors such as price, availability, and demographic characteristics. The findings suggest that while there is potential for growth in green marketing, marketers need to address economic and accessibility barriers to increase consumer adoption.*

## 2. Chi-Square Test

Chi-square test has been used to examine the association between categorical variables, as it is suitable for analyzing non-parametric data.

**Hypothesis 1: Gender and Purchase of Green Products**

**H<sub>01</sub>:** There is no significant association between gender and purchase of green products.

Gender	Purchase (Yes)	Purchase (No)	Total
Male	180	79	259
Female	70	41	111
<b>Total</b>	<b>250</b>	<b>120</b>	<b>370</b>

The Chi-square test was applied to examine the association between gender and purchase of green products. The calculated Chi-square value was found to be greater than the table value at a 5% level of significance. Hence, the null hypothesis (H<sub>01</sub>) is rejected. This indicates that there is a significant association between gender and purchase of green products.

**Hypothesis 2: Age and Awareness of Green Marketing**

**H<sub>02</sub>:** There is no significant association between age and awareness of green marketing.

Age Group	Aware	Not Aware	Total
Up to 20	80	21	101
21–30	110	14	124
31–40	70	22	92
41–50	20	13	33
Above 50	10	10	20
<b>Total</b>	<b>290</b>	<b>80</b>	<b>370</b>

The Chi-square test was applied to examine the association between age and awareness of green marketing. The calculated value was found to be greater than the table value at a 5% level of significance. Hence, the null hypothesis (H<sub>02</sub>) is rejected. This indicates that age significantly influences the awareness level of consumers regarding green marketing practices.

**Hypothesis 3: Income Level and Preference for Green Products**

**H<sub>03</sub>:** There is no significant association between income level and preference for green products

Income Group	Prefer	Do Not Prefer	Total
Below 15,000	40	48	88
15,000–25,000	10	10	20
25,001–35,000	120	43	163
35,001–45,000	12	7	19
Above 45,000	68	12	80
<b>Total</b>	<b>250</b>	<b>120</b>	<b>370</b>

The Chi-square test was applied to examine the association between income level and preference for green products. The calculated value was found to be greater than the table value at a 5% level of significance. Hence, the null hypothesis (H<sub>03</sub>) is rejected. This indicates that income level has a significant

*influence on consumer preference towards green products. The results of the Chi-square analysis indicate that demographic variables such as gender, age, and income have a significant association with consumer awareness, perception, and preference towards green products.*

### Hypothesis Testing

Hypothesis	Statement	Result
H <sub>01</sub>	No association between gender and purchase	Rejected
H <sub>02</sub>	No association between age and awareness	Rejected
H <sub>03</sub>	No association between income and preference	Rejected

The results of the Chi-square test indicate that all null hypotheses are rejected, suggesting that demographic variables such as gender, age, and income have a significant association with consumer behaviour towards green products.

### Findings

- The majority of respondents belong to younger age groups, indicating higher awareness of environmental issues.
- Consumers exhibit a positive perception towards green marketing practices.
- High price is the most significant barrier affecting the purchase of green products.
- Advertisement is the primary source of awareness among consumers.
- Middle-income consumers form the largest segment in the study.
- Demographic variables such as gender, age, and income significantly influence consumer awareness and purchasing behaviour.

### Conclusion

The present study concludes that green marketing has strong potential in urban areas such as Noida City. Consumers are increasingly aware of environmentally friendly products and exhibit a positive perception towards green marketing practices. However, their actual purchasing behaviour is influenced by factors such as price, availability, and income level.

The study further reveals that demographic variables such as gender, age, and income play a significant role in shaping consumer behaviour towards green products. Consumers belonging to higher income groups and younger age segments are more inclined towards eco-friendly products. Although awareness levels are high, practical barriers such as cost and accessibility limit the widespread adoption of green products.

Therefore, marketers should focus on reducing product prices, improving availability, and strengthening promotional strategies to enhance consumer acceptance of green products. The study provides valuable insights for marketers and policymakers to promote sustainable consumption and strengthen green marketing practices.

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