

Impact Of Green Marketing on Consumer Perception Towards House Hold Products

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Abstract

This paper discusses the issue of green marketing that involves the promotion of environmentally friendly products and services. In contrast to traditional marketing, green marketing focuses on the use of products that are friendly to the environment. It is also known as Environmental or Ecological marketing, the efforts are increasingly popular across the globe and are vital for enlightening consumers about environmental-friendly products and their effects. This research examines the impact of green marketing on consumer perception towards household products, emphasizing the importance of eco-labeling, sustainable packaging, and ethical business practices. The results show that green marketing promotes trust, brand loyalty, and a willingness to pay premium for sustainable products. In addition, the research touches on the issues faced by businesses in sustaining consumer confidence and transparency about green claims. For sustainable success, companies need to maintain consistency and responsibility in their green practices.

Keywords: Green marketing, consumer perception, sustainability, eco-friendly branding, ethical business practices

I. Introduction

In this era of globalization, the largest demand of the time is not only to maintain the customers and consumers but also to maintain our natural surroundings safe. Consumers know about the growing environmental problems like global warming, acid rain, ozone layer depletion and land degradation etc. This led to a rise in consumer concern towards eco-friendly products for rehabilitation of ecological balance. According to this, Environmentalism is thought to be a vital component. With the growing awareness of natural goods among today's consumers, companies are starting to change their own perceptions and actions in a bid to address the consumers' concerns. This has made a some difference to the marketing. Most companies like McDonald's, Walmart, Procter and Gamble and Du-point have valued that the environment needs to be conserved and improved to economic development by doing several things to meet the demands of the environment. They are employing herbal toilet soaps, stationery from recycled paper, no-smoking rooms, reduced wastage of water, reduced detergents, employment of polystyrene boxes for packaging hamburgers etc. Besides consumers and industries, even government has also taken some initiatives by implementing many rules in favor of environment protection. For example, the prohibition of plastics in various regions of the country. Hence, Green marketing is the marketing of products and services on the basis of environmental interest. It can be aptly asserted that green marketing is an integral concept encompassing eco-friendly activities in all the phases like the production, designing, marketing and selling of goods or services.

II. Conceptual Framework

The conceptual framework of this study illustrates the relationship between green marketing strategies and consumer perception. It consists of the following elements:

Independent Variables (Green Marketing Strategies):

- Eco-labeling and certifications
- Sustainable packaging
- Corporate social responsibility (CSR)
- Green advertising and branding
- Ethical business practices

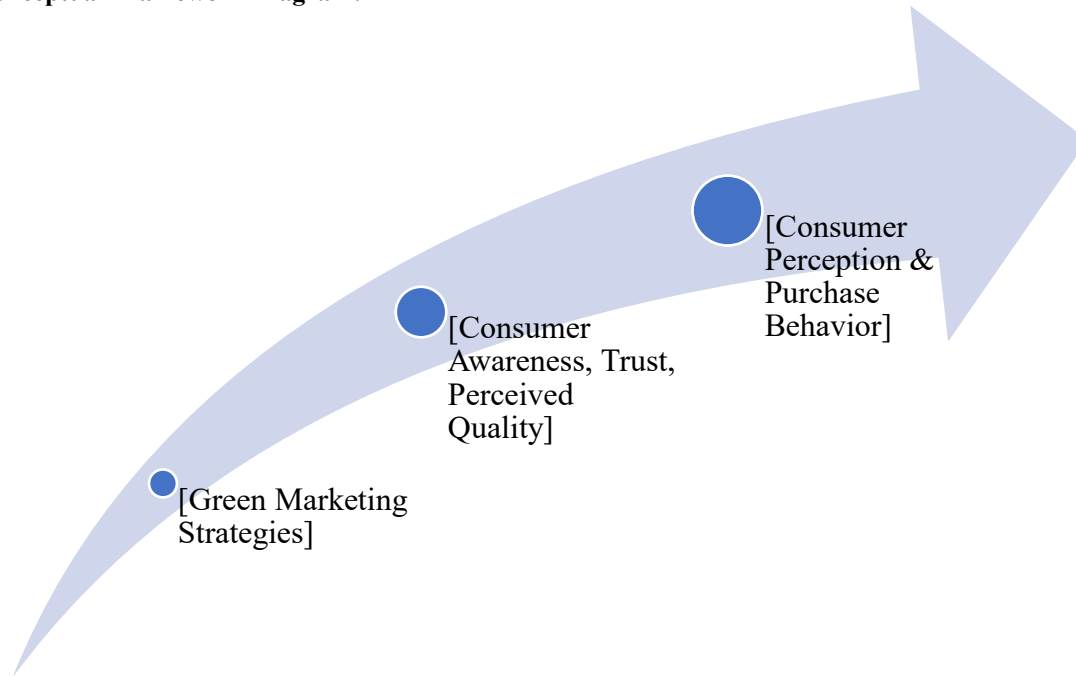
Mediating Variables:

- Consumer awareness of environmental issues
- Trust in green claims
- Perceived product quality

Dependent Variable:

- Consumer perception and purchasing behavior towards household products

Conceptual Framework Diagram:



This framework demonstrates how green marketing strategies impact consumer perception through mediating factors like awareness, trust, and product quality.

III. Review of Literature

Kassarjian (1971): The author in his study examined consumers' response to a gasoline that minimized air pollution and concluded that the attitude of consumers toward air pollution was the most significant in determining consumers' behavior towards the green products. Therefore, his study indicated that the environmental issues were thought to be a significant tool in making purchase decisions.

Balderjahn (1988): He made a study in Germany and discovered that consumers have a favorable attitude towards green products that assists them in having ecologically aware living. It also urged consumers to express environmental concern openly by stepping forward and sign the petition against antipollution organization and support and become a part of these institutions.

Grail (2010): The author conducted a survey on 520 US green consumers who were between the ages of 18-65 years old, who were aware of green products and who had purchased them in the past. Based on the research, he learned that the consumers perceive green products as those that have the least harmful effect on the environment (e.g. energy-efficient, recyclable, natural or organic). He also learned that only around 30% of consumers perceive conserving water as a green practice and also product labels and word of mouth to be as a major sources of information regarding green products.

Elham Rahbar (et al, 2011): They suggests to identify the effect of green marketing tools on consume's purchasing behavior in the event of Penang (Malaysia). They surveyed 250 respondents of Chinese, Malay, Indian and other races that is representative of the population of Penang. They carried out Factor analysis, Cronbach alpha and multiple regressions to determine the factors that affect Penang consumer's real purchasing behavior. Their research indicated that trust of the customer in eco-labeling and eco-branding and their image about eco-branding is positively and significantly influencing their real buying behavior.

Can Cui (January 3, 2025): This study systematically reviewed 54 academic papers to examine green marketing trends in the textile and apparel industry. Using the PRISMA 2020 method, it identified five key themes: green branding, consumer behavior, circular economy, supply chain management, and fashion culture. The findings highlight how green marketing strategies influence consumer attitudes, enhance brand value, and promote sustainability. A conceptual framework was proposed to guide future research and practical applications for sustainable industry development.

Akshita, Dr. Samriti Mahajan & Dr. Priyanka Jarolia (January 5, 2025): This study systematically reviews 47 works to explore how green marketing communication impacts brand loyalty in the FMCG sector. It highlights that transparent, consistent messaging fosters consumer trust and emotional engagement, leading to stronger brand loyalty. However, challenges like greenwashing, message inconsistency, and varying consumer demographics can weaken this impact. The review emphasizes digital platforms' role, proposes a model for effective green communication, and calls for further research on long-term consumer behavior.

Indra Welly Arifin (January 12, 2025): This study examined how green marketing influences consumer purchasing decisions in organic product companies in North Sumatra. It found that green marketing significantly improves consumers' perception of product quality, which then positively affects their buying decisions. Product quality perception acts as a key mediator between green marketing and purchase behavior.

Muhammed POLAT (January 31, 2025): This study explored how green marketing strategies influence Turkish airline consumers' purchasing behavior using an extended Theory of Planned Behavior model. It incorporated environmental concerns and price fairness as new variables. Based on survey data from 301 passengers, the study found that consumer attitude, social norms, and behavioral control significantly impact purchase intention and behavior. The findings highlight the importance of reasonable pricing and environmental awareness in promoting green airline choices.

Songshan (Sam)Huang Xuequn Wang, Hua Qu (February 1, 2025): The authors investigated how green marketing by peer-to-peer accommodation platforms influences consumers' pro-environmental behavioral intentions. Using survey data from U.S. consumers and structural equation modeling, they found that consumer trust and engagement mediate this relationship, showing that responsible business practices can promote environmentally conscious consumption in the P2P accommodation sector.

Darwin Raja Unggul Saragih (15 February 2025): This study investigates how policy changes, psychological factors, and green marketing influence electric vehicle adoption in Indonesia. Using the Theory of Planned Behavior and Green Marketing Orientation frameworks, it analyzes how attitudes, social norms, and perceived behavioral control, shaped by policy interventions and marketing, impact consumer behavior. Results show that effective policy, social influence, and credible green marketing significantly boost consumers' intention to adopt EVs, offering a roadmap for sustainable mobility.

IV. Objectives of the Study

- To analyze the impact of green marketing on consumer perception of household products.
- To examine the role of eco-labeling, sustainable packaging, and ethical business practices in influencing consumer behavior.
- To assess consumer willingness to pay a premium for green products.

V. Research Methodology

In this study, a descriptive research design was used to analyze consumer perceptions of green marketing in household products. The research incorporated both quantitative and qualitative methods to gather insights.

5.1 Data Collection Methods

1. Primary Data Collection:
 - Conducted through survey & questionnaires with consumers.
 - Questions focused on consumer awareness of green marketing, willingness to pay for eco-friendly products, and trust in green certifications.
2. Secondary Data Collection:
 - Information was sourced from research papers, industry reports, and market studies on green marketing.
 - Included analysis of previous studies on consumer perception and brand strategies in sustainability.

5.2 Sampling Techniques

- Sampling Method: Random sampling was used to select participants.
- Sample Size: A group of 104 consumers participated in the survey to ensure diverse insights.

- Target Audience:
 - Individuals who frequently purchase household products (e.g., cleaning supplies, appliances, personal care items).
 - Consumers aware of green marketing concepts, environmental issues, and sustainable brands.

5.3 Hypothesis for the Study

Based on the objectives, the study proposes the following hypotheses:

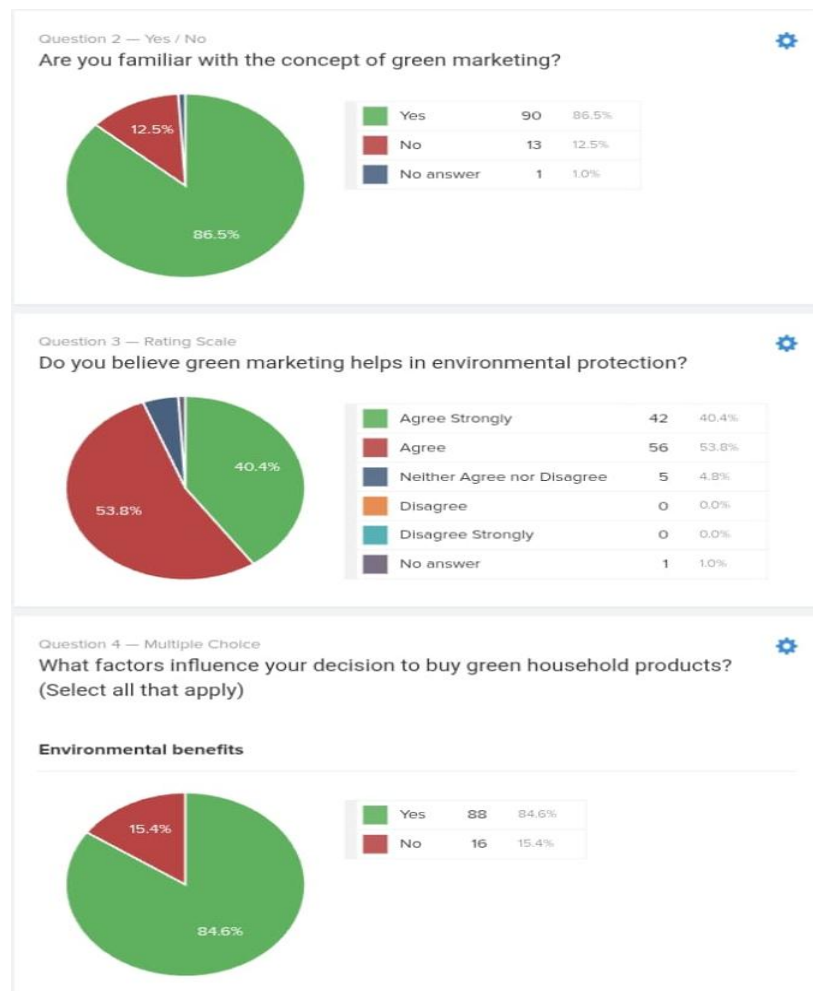
(H₀ and H₁):

1. **H₀ (Null Hypothesis):** Green marketing does not significantly influence consumer perception toward household products.
2. **H₁ (Alternative Hypothesis):** Green marketing has a significant positive influence on consumer perception toward household products.

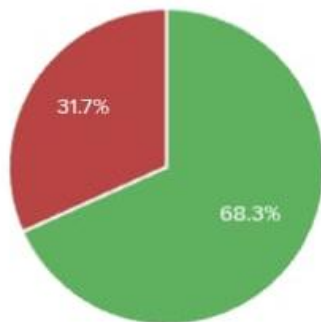
5.4 Limitation of the Study

1. No study is immune to limitations. The present study suffers from the following limitations: The results in the present study are based on sample of 100 only, which is comparatively very small as compared to the overall population.
2. The ability and unwillingness of respondent to answer the questions.
3. The respondents might have given biased opinion.
4. To select sample, the present study has used the convenient sample. So, the results may be influenced by sampling error.

VI. Data Analysis and Interpretation

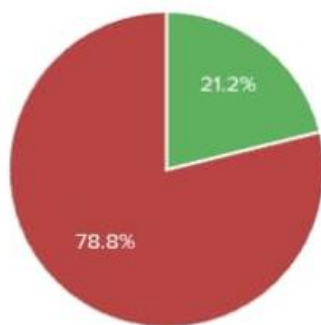


Health benefits



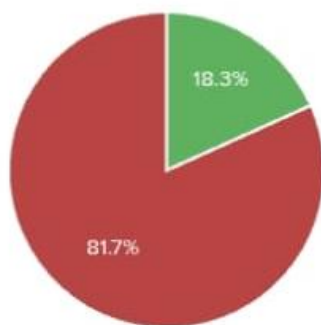
Yes	71	68.3%
No	33	31.7%

Brand reputation



Yes	22	21.2%
No	82	78.8%

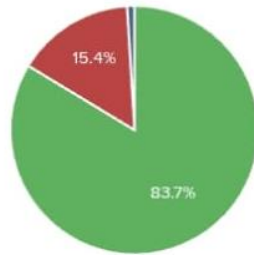
Social influence



Yes	19	18.3%
No	85	81.7%

Question 5 — Yes / No

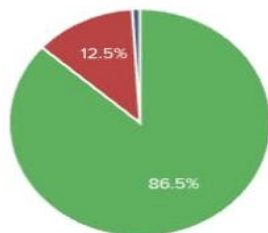
Have you ever purchased an eco-friendly household product?



Yes	87	83.7%
No	16	15.4%
No answer	1	1.0%

Question 7 — Yes / No

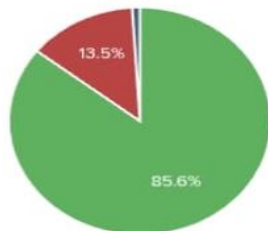
Do you trust eco-labels and certifications when buying household products?



Yes	90	86.5%
No	13	12.5%
No answer	1	1.0%

Question 8 — Yes / No

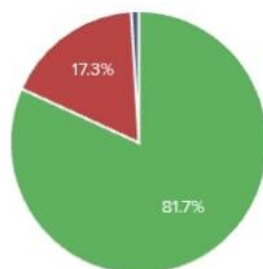
Do you believe brands that promote sustainability are more trustworthy?



Yes	89	85.6%
No	14	13.5%
No answer	1	1.0%

Question 10 — Yes / No

Do you think green marketing will dominate the household product industry in the future?



Yes	85	81.7%
No	18	17.3%
No answer	1	1.0%

1. Consumer Adoption of Eco-Friendly Household Products

83.7% of consumers have purchased eco-friendly household products, reflecting a strong level of awareness and preference for green products.

Just 15.4% have not bought such products, reflecting potential for increased market penetration.

2. Factors Influencing Green Product Purchases

Environmental benefits: 84.6% are buying them environmental benefits.

Health Benefits: 68.3% think that green products offer health benefits, affecting what they buy.

Brand Reputation: A mere 21.2% prioritize brand reputation as an important factor, indicating that a company's name is less important than being eco-friendly.

Social Influence: 81.7% are unaffected by social influence, which suggests that green product adoption is driven more by personal values than societal norms.

3. Trust in Green Marketing

86.5% trust eco-labels and certifications, emphasizing the importance of verified sustainability claims.

85.6% believe brands that promote sustainability are more trustworthy, reinforcing the need for transparent green marketing practices.

4. Awareness and Perception of Green Marketing

86.5% are familiar with green marketing, indicating strong awareness.

94.2% (combining "Agree Strongly" and "Agree") believe green marketing helps in environmental protection, showing a generally positive perception.

5. Key Purchase Motivators

84.6% of consumers consider environmental benefits a major factor in purchasing green products. This aligns with the growing preference for sustainable options in household products.

6. Future of Green Marketing

81.7% believe green marketing will dominate the household product industry, signaling a strong market trend towards sustainability.

1. Interpretation

The data highlights that consumer trust, awareness, and perceived health and environmental benefits drive green marketing adoption. However, social influence and brand reputation play a lesser role, suggesting that businesses should focus on eco-labeling, transparency, and health-conscious marketing. The high belief in green marketing's future dominance indicates a growing trend towards sustainability in consumer behavior.

VII. Conclusion

The research exhaustively analyzed the influence of green marketing on consumers' perception of household products, and its findings included a number of insights into contemporary consumption patterns. In the current environmentally friendly market, green marketing has evolved from being a marginal strategy to a mainstream exigency. Consumers are paying a lot more attention to the environmental impact of their consumption habits, creating an increased demand for environmentally friendly household products. This study concluded that the majority of the respondents not only recognize the idea of green marketing but also endorse and buy products supportive of environmental sustainability. One of the key revelations of the research is the impact of eco-labeling, environmentally friendly packaging, and ethical company practices on customer perception.

Eco-labels and certifications instill trust, something essential in an over-marketed marketplace. These authenticated labels are trusted by consumers as a reliable sign of a product's eco-friendliness. Eco-friendly packaging that reduces waste and impact on the environment also influences favorable attitudes among consumers. Ethical trade practices, transparency in manufacturing and sourcing, enhance brand trust and customer loyalty as well. In addition, the research indicates that the most compelling forces pushing consumers toward green home products are health and environmental gains.

Above social pressure or reputation for a brand, people make purchases based on intrinsic values, namely the perceived benefits to their own well-being and the environment. This consumer mindset change is a reflection of an even larger social shift where people look for products that meet functional requirements as well as express their moral principles. Another significant observation is the willingness of

the consumer to pay a premium for green products. A large number of respondents showed willingness to pay extra for products that are labeled as sustainable and eco-friendly, suggesting that price sensitivity takes a backseat to perceived value in the case of green products. This willingness is a strong motivation for companies to invest in sustainable practices and green marketing that demonstrates their environmental commitment. Furthermore, the study emphasized that while green marketing has proven effective, it must be executed transparently and authentically.

The threat of greenwashing—false or exaggerated environmental claims—can undermine consumer trust and damage brand reputation. Therefore, businesses must ensure their sustainability efforts are genuine, backed by evidence, and communicated clearly to the public. This study also capitalizes on results from other industries like textiles, FMCG, airlines, and electric vehicles, reflecting a cross-industry pattern. Across all these industries, green marketing was discovered to make an important impact on consumer engagement, trust, and behavioral intention, affirming its universal significance and applicability. In summary, green marketing makes a huge impact on consumer behavior and attitude towards household products. As environmental awareness increases, consumers increasingly care about sustainability, health consequences, and values more than conventional purchase drivers such as brand status or peer conformity. Organizations that integrate green marketing into their mainstream strategies—highlighting eco-labeling, open communication, and sustainability actions—can win long-term consumer allegiance and competitive edge. With mounting environmental issues worldwide, green marketing is set to take over consumer markets and become a critical part of any progressive business plan. The future of marketing is sustainable, and companies need to adapt accordingly to stay in business and compete.

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