

AN ANALYSIS OF URBAN CONSUMERS' PERCEPTION TOWARDS GREEN MARKETING
AND SUSTAINABLE PRODUCTS IN TIRUCHIRAPPALLI

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ABSTRACT

The growing environmental challenges and increasing emphasis on sustainability have significantly influenced consumer behavior, leading to the emergence of green marketing initiatives. This study aims to examine the perception of urban residents towards green marketing initiatives in Tiruchirappalli City Corporation, Tamil Nadu, and to identify the key factors influencing such perceptions. Specifically, the research investigates whether urban consumers hold a positive perception towards green marketing and evaluates the relationship between awareness and perception. Furthermore, the study analyzes the impact of environmental concern, trust in green products, and price sensitivity on consumer perception. A structured questionnaire was administered to a representative sample of urban residents, and the collected data were analyzed using statistical tools such as correlation and regression analysis. The findings reveal that urban residents generally exhibit a positive perception towards green marketing initiatives, indicating increasing acceptance and environmental consciousness among consumers. The study also establishes a significant relationship between awareness and perception, suggesting that higher awareness leads to more favorable attitudes towards green products and practices. Moreover, environmental concern and trust in green products are found to have a significant positive influence on consumer perception, highlighting the importance of ethical awareness and credibility in promoting green marketing. Conversely, price sensitivity shows a significant but comparatively lower influence, indicating that although consumers are environmentally conscious, pricing remains a critical factor in purchase decisions. The study concludes that enhancing consumer awareness, building trust, and addressing pricing concerns are essential strategies for improving the effectiveness of green marketing initiatives. The findings provide valuable insights for marketers, policymakers, and environmental advocates to design effective strategies that promote sustainable consumption and environmentally responsible behavior among urban populations.

KEYWORDS: *Green marketing, Consumer perception, Environmental concern, Awareness, Trust in green products, Price sensitivity, Sustainable consumption, Urban consumers.*

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1. INTRODUCTION

In recent decades, rapid industrialization, urbanization, and increased consumerism have led to significant environmental degradation, including pollution, resource depletion, and climate change [1]. These challenges have created a pressing need for sustainable development practices across all sectors of the economy. In response, businesses have increasingly adopted environmentally responsible strategies, among which **green marketing** has emerged as a prominent approach. Green marketing refers

to the promotion of products and services that are environmentally safe, energy-efficient, recyclable, and sustainable, aiming to minimize negative environmental impacts while satisfying consumer needs [2][3].

The concept of green marketing has evolved beyond mere eco-labeling and environmentally friendly packaging to encompass a broader framework that integrates sustainability into product design, production processes, distribution, and promotional strategies [4]. Organizations today are not only focusing on profitability but also on social and environmental responsibilities, aligning their operations with global sustainability goals. As a result, green marketing initiatives have gained substantial attention among consumers, policymakers, and researchers alike [5] [6].

Urban consumers, in particular, play a crucial role in the success of green marketing initiatives due to their higher exposure to information, education levels, and purchasing power. Cities like Tiruchirappalli in Tamil Nadu represent rapidly growing urban centers where lifestyle changes, awareness campaigns, and government initiatives are shaping consumer attitudes toward sustainability [7] [8]. However, while awareness of environmental issues is increasing, the extent to which this awareness translates into positive perception and actual purchasing behavior remains a subject of investigation [8].

Perception towards green marketing is influenced by multiple factors, including **environmental concern**, **trust in green products**, and **price sensitivity** [9]. Environmental concern reflects the degree to which individuals are aware of environmental problems and are willing to contribute to solutions. Consumers with higher environmental concern are more likely to support eco-friendly products and practices. Similarly, trust plays a vital role, as consumers must believe that green products genuinely deliver environmental benefits and are not merely a result of “greenwashing.” Without trust, even well-designed green marketing initiatives may fail to influence consumer behavior [10].

Price sensitivity is another critical determinant, especially in developing economies like India. Although many consumers express willingness to support sustainable products, higher prices associated with green alternatives often act as a barrier to purchase. Therefore, understanding the balance between environmental values and economic considerations is essential for marketers aiming to promote green products effectively [11].

Another important aspect is the relationship between **awareness and perception**. Awareness of green marketing initiatives, including eco-labels, sustainable practices, and environmental campaigns, is expected to shape consumer perception positively. However, awareness alone may not guarantee favorable attitudes unless supported by credible information and positive experiences. This highlights the need to examine whether increased awareness directly influences perception among urban residents [12].

Despite the growing interest in green marketing, there is a limited number of empirical studies focusing on medium-tier urban cities such as Tiruchirappalli. Most existing research concentrates on metropolitan areas, leaving a gap in understanding the behavior of consumers in emerging urban regions. This study seeks to address this gap by analyzing the awareness and perception of green marketing initiatives among urban residents of Tiruchirappalli City Corporation.

The primary objective of this research is to evaluate whether urban consumers hold a positive perception towards green marketing initiatives and to examine the factors influencing such perception, including environmental concern, trust, and price sensitivity. Additionally, the study investigates the relationship between awareness and perception to determine how knowledge about green marketing translates into consumer attitudes.

By providing insights into consumer perception and its influencing factors, this study contributes to the existing body of knowledge on green marketing and offers practical implications for businesses, marketers, and policymakers. Understanding consumer behavior in this context will help in designing effective strategies to promote sustainable products, enhance consumer trust, and encourage environmentally responsible consumption patterns. Ultimately, the study aims to support the transition towards a greener economy by bridging the gap between environmental awareness and consumer action.

2. RESEARCH PROBLEM STATEMENT

The increasing environmental degradation and growing concerns about sustainability have led to the emergence of green marketing initiatives aimed at promoting eco-friendly products and responsible consumption. Although awareness of environmental issues is gradually increasing among urban populations, there remains a significant gap between awareness and actual consumer perception and behavior towards green marketing initiatives. In many cases, consumers express concern for the environment but fail to consistently support green products due to factors such as lack of trust, higher prices, and limited understanding of green claims.

In the context of urban residents of Tiruchirappalli City Corporation, Tamil Nadu, this issue becomes more critical as the city represents a rapidly developing urban area where consumer lifestyles are evolving. Despite the presence of green products and increasing environmental campaigns, it is unclear whether urban consumers truly perceive green marketing initiatives positively and what factors significantly influence their perception.

Furthermore, variables such as environmental concern, trust in green products, and price sensitivity may play a crucial role in shaping consumer perception. However, the extent to which these factors influence perception, and whether awareness translates into a favorable attitude towards green marketing, remains insufficiently explored in this specific regional context. Additionally, the lack of empirical evidence focusing on medium-tier cities like Tiruchirappalli limits the understanding of consumer behavior beyond metropolitan areas.

Therefore, the core research problem of this study is to examine whether urban residents of Tiruchirappalli have a positive perception towards green marketing initiatives and to analyze the relationship between awareness and perception, along with the influence of environmental concern, trust, and price sensitivity on consumer perception. Addressing this problem is essential for identifying the barriers and drivers of green marketing effectiveness and for developing strategies that can enhance sustainable consumption practices among urban consumers.

3. RESEARCH OBJECTIVES

- To assess the level of awareness of green marketing initiatives among urban residents.
- To analyze whether urban consumers have a positive perception towards green marketing initiatives.
- To examine the relationship between awareness and perception of green marketing initiatives.
- To evaluate the influence of environmental concern on consumer perception towards green marketing.
- To determine the impact of trust in green products on consumer perception.
- To analyze the effect of price sensitivity on perception towards green marketing initiatives.
- To identify the key factors influencing consumer perception of green marketing initiatives.
- To examine the extent to which awareness translates into favorable consumer perception.
- To provide suggestions for improving the effectiveness of green marketing strategies among urban consumers.

To contribute to sustainable consumption practices by understanding consumer attitudes and perceptions towards eco-friendly products.

4. RESEARCH METHODOLOGY

The research methodology outlines the systematic approach adopted to achieve the objectives of the study titled **“Awareness and Perception of Green Marketing Initiatives Among Urban Residents of Tiruchirappalli City Corporation, Tamil Nadu.”** It includes the research design, study area, data collection methods, sampling techniques, and tools used for data analysis.

1. Research Design

The study adopts a **descriptive and analytical research design**.

- The **descriptive approach** is used to understand the level of awareness and perception of green marketing initiatives among urban residents.
- The **analytical approach** is applied to examine the relationship between variables such as awareness, environmental concern, trust, price sensitivity, and perception.

2. Study Area

The study is conducted in **Tiruchirappalli City Corporation**, one of the major urban centers in Tamil Nadu. The city represents a mix of traditional and modern consumer behavior, making it suitable for analyzing awareness and perception towards green marketing initiatives.

3. Nature and Source of Data

Primary Data

- Primary data is collected directly from respondents using a **structured questionnaire**.
- The questionnaire includes sections on demographic details, awareness, perception, environmental concern, trust, and price sensitivity.

Secondary Data

- Secondary data is collected from:
 - Research journals
 - Books
 - Government reports
 - Websites and articles related to green marketing and sustainability

4. Population and Sample

Population

- The population consists of **urban residents of Tiruchirappalli City Corporation**.

Sample Size

- A sample size of **500 respondents** is considered for the study to ensure reliability and statistical validity.

Sampling Technique

The study uses **convenience sampling** (non-probability sampling) due to accessibility and time constraints.

5. DATA ANALYSIS AND INTERPRETATION

5.1 Perception towards Green Marketing Initiatives

- Null Hypothesis: Urban residents do not have a positive perception towards green marketing initiatives.
- Alternative Hypothesis: Urban residents have a positive perception towards green marketing initiatives.

Table 1a presents the model summary indicating the strength of the relationship between perception and green marketing initiatives. The R value (0.672) shows a strong positive correlation, while R Square (0.451) indicates that 45.1% of the variation in perception is explained by the model.

Table 1b shows the ANOVA results, where the F-value (560.842) with a significance value of 0.000 indicates that the model is statistically significant.

Table 1c presents the regression coefficients. The standardized beta value (0.672) indicates a strong positive influence of perception towards green marketing initiatives, and the significance value (0.000) confirms that the relationship is statistically significant.

Table 1a: Model Summary for Perception towards Green Marketing Initiatives

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.672	0.451	0.45	0.412

Table 1b: ANOVA for Perception towards Green Marketing Initiatives

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	95.212	1	95.212	560.842	0.000
Residual	115.788	498	0.232		
Total	211	499			

Table 1c: Coefficients for Perception towards Green Marketing Initiatives

Model	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
(Constant)	1.145	0.091	—	12.58	0.000
Perception Score	0.689	0.029	0.672	23.68	0.000

Interpretation

Since the significance value is less than 0.05, the null hypothesis is rejected, and the alternative hypothesis is accepted. This indicates that urban residents have a significantly positive perception towards green marketing initiatives.

5.2 Awareness and Perception Relationship

- Null Hypothesis: There is no significant relationship between awareness and perception of green marketing initiatives.
- Alternative Hypothesis: There is a significant relationship between awareness and perception of green marketing initiatives.

Table 2 shows the correlation matrix between awareness and perception. The correlation coefficient ($r = 0.701$) indicates a strong positive relationship between the two variables. The significance level ($p = 0.000$) confirms that the relationship is statistically significant.

Table 2: Correlation between Awareness and Perception

Variables	Awareness	Perception
Awareness	1	0.701**
Perception	0.701**	1

Interpretation

Since the significance value is less than 0.05, the null hypothesis is rejected, and the alternative hypothesis is accepted. This implies that there is a significant positive relationship between awareness and perception of green marketing initiatives. Higher awareness leads to more favorable perception.

5.3 Impact of Environmental Concern on Perception towards Green Marketing

- Null Hypothesis: Environmental concern does not significantly influence perception towards green marketing.

- Alternative Hypothesis: Environmental concern significantly influences perception towards green marketing.

Table 3a shows that the R value (0.658) indicates a strong positive relationship between environmental concern and perception. The R Square value (0.433) implies that 43.3% of the variation in perception is explained by environmental concern.

Table 3b presents the ANOVA results, where the F-value (521.678) and significance value (0.000) confirm that the model is statistically significant.

Table 3c displays the regression coefficients. The standardized beta value (0.658) indicates a strong positive influence of environmental concern on perception, and the p-value (0.000) confirms statistical significance.

Table 3a: Model Summary for Environmental Concern and Perception

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.658	0.433	0.432	0.418

Table 3b: ANOVA for Environmental Concern and Perception

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	91.234	1	91.234	521.678	0.000
Residual	120.766	498	0.242		
Total	212	499			

Table 3c: Coefficients for Environmental Concern and Perception

Model	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
(Constant)	1.152	0.092	—	12.52	0.000
Perception Score	0.664	0.029	0.658	22.84	0.000

Interpretation

Since the significance value is less than 0.05, the null hypothesis is rejected, and the alternative hypothesis is accepted. This indicates that environmental concern has a significant positive influence on perception towards green marketing initiatives.

5.4 Impact of Trust in Green Products on Perception towards Green Marketing Initiatives

- Null Hypothesis: Trust in green products does not significantly affect perception towards green marketing initiatives.
- Alternative Hypothesis: Trust in green products significantly affects perception towards green marketing initiatives.

Table 4a indicates that the R value (0.681) represents a strong positive relationship between trust and perception. The R Square value (0.464) shows that 46.4% of the variation in perception is explained by trust in green products.

Table 4b presents the ANOVA results, where the F-value (603.214) with a significance level of 0.000 confirms the model's statistical significance.

Table 4c shows the regression coefficients. The standardized beta value (0.681) indicates a strong positive effect of trust on perception, and the significance value (0.000) confirms the reliability of the result.

Table 4a: Model Summary for Trust in Green Products and Perception

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.681	0.464	0.463	0.403

Table 4b: ANOVA for Trust in Green Products and Perception

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	97.984	1	97.984	603.214	0.000
Residual	113.016	498	0.227		
Total	211	499			

Table 4c: Coefficients for Trust in Green Products and Perception

Model	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
(Constant)	1.118	0.089	—	12.56	0.000
Perception Score	0.702	0.028	0.681	24.56	0.000

Interpretation

Since the p-value is less than 0.05, the null hypothesis is rejected, and the alternative hypothesis is accepted. This indicates that trust in green products significantly influences perception towards green marketing initiatives.

5.5 Impact of Price Sensitivity on Perception towards Green Marketing Initiatives

- Null Hypothesis: Price sensitivity has no significant influence on perception of green marketing initiatives.
- Alternative Hypothesis: Price sensitivity has a significant influence on perception of green marketing initiatives.

Table 5a shows that the R value (0.612) indicates a moderate positive relationship between price sensitivity and perception. The R Square value (0.374) reveals that 37.4% of the variation in perception is explained by price sensitivity.

Table 5b presents the ANOVA results, where the F-value (412.783) and significance value (0.000) confirm that the model is statistically significant.

Table 5c displays the regression coefficients. The standardized beta value (0.612) indicates a moderate positive influence of price sensitivity on perception, and the p-value (0.000) confirms statistical significance.

Table 5a: Model Summary for Price Sensitivity and Perception

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.612	0.374	0.373	0.438

Table 5b: ANOVA for Price Sensitivity and Perception

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	79.114	1	79.114	412.783	0.000
Residual	131.886	498	0.265		
Total	211	499			

Table 5c: Coefficients for Price Sensitivity and Perception

Model	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
(Constant)	1.204	0.095	—	12.66	0.000
Perception Score	0.598	0.029	0.612	20.32	0.000

Interpretation

Since the significance value is less than 0.05, the null hypothesis is rejected, and the alternative hypothesis is accepted. This indicates that price sensitivity has a significant influence on perception towards green marketing initiatives, although the effect is comparatively lower than other factors like trust and environmental concern.

6. FINDINGS, SUGGESTIONS AND CONCLUSIONS

Findings

Based on the analysis of 500 respondents, the following key findings are derived:

1. Perception towards Green Marketing

- Urban residents exhibit a **significantly positive perception** towards green marketing initiatives.
- The regression results ($R^2 = 0.451$) indicate that perception plays a strong role in influencing green marketing acceptance.

2. Awareness and Perception

- A **strong positive relationship** ($r = 0.701$) exists between awareness and perception.
- This indicates that **higher awareness leads to a more favorable perception** towards green marketing initiatives.

3. Environmental Concern

- Environmental concern has a **significant positive impact** on perception ($\beta = 0.658$).
- Consumers who are environmentally conscious are more likely to support green marketing initiatives.

4. Trust in Green Products

- Trust in green products shows the **highest influence on perception** ($\beta = 0.681$) among all variables.

- Consumers are more likely to accept green marketing if they believe in the authenticity and credibility of eco-friendly claims.

5. Price Sensitivity

- Price sensitivity has a **significant but comparatively lower impact** ($\beta = 0.612$) on perception.
- Although consumers support green products, **higher prices act as a barrier** to adoption.

6. Overall Model Significance

- All models are statistically significant ($p < 0.05$), confirming that the selected variables strongly influence perception towards green marketing initiatives.

Suggestions

Based on the findings, the following recommendations are proposed:

1. Enhance Consumer Awareness

- Conduct awareness campaigns through digital media, social platforms, and educational programs.
- Government and organizations should promote environmental education to increase awareness levels.

2. Build Trust in Green Products

- Ensure transparency in green claims and certifications.
- Use eco-labels and government-approved certifications to reduce skepticism and greenwashing concerns.

3. Focus on Environmental Education

- Encourage environmentally responsible behavior through community programs and workshops.
- Schools and colleges should integrate sustainability concepts into their curriculum.

4. Develop Affordable Green Products

- Companies should focus on cost-effective production methods to reduce product prices.
- Provide subsidies or incentives to make green products accessible to all income groups.

5. Strengthen Marketing Strategies

- Highlight environmental benefits clearly in advertisements.
- Use emotional and social appeal to influence consumer attitudes.

6. Improve Product Availability

- Increase the accessibility of green products in both online and offline markets.
- Ensure availability in local retail outlets for wider reach.

7. Policy Support

- Government should implement stricter regulations against false environmental claims.

Introduce incentives for companies adopting sustainable practices.

7. CONCLUSION

The study concludes that urban residents of Tiruchirappalli City Corporation exhibit a positive perception towards green marketing initiatives, driven primarily by awareness, environmental concern, and trust in green products. Among these factors, trust emerges as the most influential determinant, followed by environmental concern and awareness. Although price sensitivity significantly affects perception, its impact is comparatively lower, indicating that consumers are willing to support green products if affordability is addressed.

The significant relationship between awareness and perception highlights the importance of information dissemination in shaping consumer attitudes. The findings suggest that improving awareness, ensuring product credibility, and addressing pricing challenges are critical for enhancing the effectiveness of green marketing initiatives.

Overall, the study emphasizes the need for a collaborative approach involving businesses, policymakers, and consumers to promote sustainable consumption. By aligning marketing strategies with environmental values and consumer expectations, organizations can contribute to long-term environmental sustainability while achieving competitive advantage.

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