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Shivani Gupta
Research Scholar, Department of Commerce, MDU, Rohtak, Haryana, India

Dr. Priti Sharma
Assistant Professor, Department of Commerce, MDU, Rohtak, Haryana, India

Correspondence
Shivani Gupta
Research Scholar, Department of Commerce, MDU, Rohtak, Haryana, India

Green marketing: Green activities influencing consumer's perception

Shivani Gupta and Dr. Priti Sharma

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Abstract
Green activities are undertaken to reduce environmental harmful activities which make the environment degraded and polluted. Sustainable development also gets encouraged with the activities of Reduced carbon emission, recycling of packages, and water conservation. For conducting this study, a questionnaire was prepared and data was collected from 50 respondents through WhatsApp and email. Through this study, the relationship between green activities and consumer perception has been studied. It has concluded through the analysis of data that there exists a positive relation between reduced carbon emission and consumer perception; water conservation and consumer's perception; and recycling of packages and consumer's perception.

Keywords: Green activities, consumer perception, reduced carbon emission, recycling of packages, water conservation

Introduction
All marketing actions that are geared towards the creation of ecologically friendly products fall under the category of "green marketing activity." Both goods and services will be part of these offerings.
Green activities are undertaken to reduce environmental harmful activities which make the environment degraded and polluted. Sustainable development also gets encouraged with the activities of reduced carbon emission, recycling of packages, and water conservation. Concern about the environment is a new problem in the current situation. The general people are becoming more cognizant of environmental issues and taking action of shielding the environment. The public's contribution to environmental betterment can be apparent in their desire for environmentally friendly goods, packaging, activities, and more. Therefore, a marketer's adoption of green initiatives can have substantial effects on how consumers perceive their products. Reduced carbon emissions, packaging recycling, and water conservation are all taken into consideration in this piece of writing.

Reduced Carbon Emission
The release of carbon increases the greenhouse effect. This greenhouse effect is very harmful to the environment because it captures the ultra-violate rays in the atmosphere. These rays increase the temperature on Earth which causes global warming. Since most human beings are aware of this global warming issue, they are making efforts to reduce global warming by supporting organizations making efforts to reduce carbon emissions.

Water Conservation
Water scarcity is an emerging issue and everybody is aware of this issue these days. Everyone is trying their best to conserve water. Water conservation is concerned with the best utilization of water. Water should not be wasted and must be used economically. (Park *et al.*, 2021) [9] studied how hotel trash reduction and water-saving practices influenced clients' readiness to pay more and desire to visit again. The study's findings exhibited that an establishment's performance as a whole benefited from its eco-friendly initiatives.

Recycling of Packages

Packages refer to the cover which is used to wrap the products to facilitate the handling of the products in transport and buying and selling activities. Packages are also used as a means of advertisement for the products and to attract customers. Different kinds of tricks are used to make the products attractive for the consumers like design improvement, changes in the colour of the package, providing additional information related to products on the package, etc.

Literature review

(Parthiban, 2016) [10] examined the elements that make green products more appealing to customers in Chennai. This article is primarily data-based. Customer knowledge of and use of green products, as well as the effects and benefits of the green items under investigation. The information was gathered using a well-designed, closed-ended response sheet. The percentage analysis, Friedman test, and chi-square test were used to analyze the data. According to the report, green products have a promising future in today's environments.

(Cherian & Jacob, 2012) [3] remarked that people are starting to understand their obligations to the environment. Even if this transformation takes a while to manifest, it does. Businesses are striving to use ecologically friendly packaging for their products to gain benefits of green market sector and performing environmentally friendly operations by reducing excess and wastage. Businesses have also taken the initiative to educate the general public about the benefits and positive aspects of green products. Organisations have realised that consumers are ready to pay a bit higher than average for the green products so focus of organisations has been shifted towards the expectations, behaviour, and attitudes of consumers.

(Kima *et al*., 2016) [5] according to the study, consumers in South Korea typically identified the impact of climate change in everyday activities and understood the need to take action to slow it down. Additionally, customer perceptions of how climate change affects their daily lives were a key predictor of the market success of carbon labelling. This survey also discovered that the consumers' living spaces were quite important. In other words, customers who reside in climate change-vulnerable areas placed a high value on labels that require low carbon emissions and low carbon emission products.

(Orzan *et al*., 2018) [8] aimed to figure out the reaction of Romanian consumers towards the state of sustainable development and the contribution of eco-packaging towards it. The majority of the poll participants were concerned for the environment and their purchasing decisions were influenced with the effect of packaging on the environment, recycling and a sense of social responsibility. Paper, glass, cardboard, and, to a lesser extent, plastic and wood, are preferred materials for packaging. The report also points out that consumers with low incomes cannot afford to pay more for goods packaged with organic materials. Businesses might provide financial incentives to customers who purchase products with organic packaging.

(Bhatia & Jain, 2014) [2] emphasized the attitudes and preferences of customers towards the green products and green marketing strategies using a structured questionnaire. Consumers exhibited an excellent level of consciousness regarding green products and strategies. Given that customers place a high value on being green, this study has furnished worthy information for green product marketers and intensified the call for generating marketing campaigns standing for green products. Results drawn from regression analysis favoured the concept that consumers eagerness to buy and support environmentally friendly goods over traditional ones was considerably persuaded by the overall green values, knowledge of green practices and products, and perceptions of the severeness of marketing organisations in favour of environmental marketing.

(Maziriri, 2020) [7] focused on evaluating the effects of green packaging and advertising on manufacturing Small and Medium-sized Enterprises (SMEs) competitive advantage and financial performance. This experiment used a straightforward random sample process and a quantitative research approach. Those in charge of marketing departments in SMEs in the South African province of Gauteng were the only segment of the intended population for this study. It was shown that environmentally friendly packaging and marketing boosted both competitive advantage and company performance.

(Wahab *et al*., 2021) [13] The information gained from this research adds to what is known about the factors that influence customers to switch from conventional packaging to green packaging.

Consumer’s acceptance of green packaging is influenced remarkably by the functional, social and emotional values while epistemic values and conditional values fails to play any significant role in affecting consumers acceptance of green packaging.

(Agarwal, 2020) [1] Consumers are increasingly showing concern over environmental damage and adopting greener lifestyles. Nowadays, people strive to lessen their environmental impact. In this study, the researcher concentrated on young people in order to better understand their level of environmental awareness, how they view the four principles of green marketing, and how they intend to make purchases. The findings demonstrated how elements including price, accessibility, and product perception impact green purchases.

(Jagadish, 2019) [4] used in this study a thorough survey to demonstrate the effects of green marketing practises on consumers, their knowledge, and the environment. There has been a lot of green marketing throughout the years. The findings indicated that there is little awareness of green products and that there is no variation in consciousness based on age.

(Kong *et al*., 2014) [6] looked at how customer perceptions of green items affect consumers' intentions to buy green items. The findings showed that eco-label, green product value, and green company perception all had positive, substantial effects on consumers' intentions to make green purchases. The results also showed that consumers' intentions to make green purchases were most strongly impacted by eco-labels and the value of green products. On the other hand, consumers' intentions to purchase green products were not significantly influenced by either green packaging or green advertising.

(Patel & Chugan, 2015) [11] aimed to investigate how customer perceptions of green advertising affected their

desire to make green purchases. The strategic orientation of businesses is significantly influenced by the impact of customer perception on green purchasing behaviour. The impact of perception on purchase intention was investigated using multiple regression analysis. The findings showed that consumer perception, environmental awareness, brand reputation, enhanced product features, and ethical impact have a considerable beneficial impact on consumers' intentions to make green purchases.
(Rahman *et al*., 2017) [12] This study intends to examine how consumers perceive the environmental values that have been generated by the promoters' green marketing initiatives. The correlation test reveals a modest negative relationship between the green behavioral base and the additional three variables at hand, including customer attitude, buy intention, and purchase behavior. The results revealed that green marketing initiatives fails to affect customers behaviour. Consumer attitudes do, however, significantly positively influence both buying behaviour and intention.

Objective
Evaluate the relationship between the organization's green activities and consumer perception.

Hypothesis
(Hypothesis 1) H_1: The relation between an organization's reduced carbon emission activity and consumer perception is statistically significant.

(Hypothesis 2) H_2: The relation between the organization's water conservation activity and consumer's perception are statistically significant.

(Hypothesis 3) H_3: The relation between an organization's recycling of packages activity and consumer's perception are statistically significant.

Research methodology
Questionnaire design: Since it is primary data-based research hence the respondents' responses to a questionnaire were utilised to gather data. The questionnaire was developed using google forms. The response sheet had two parts and first part contained the statements related to demographic situation of respondents and in the second section data related to organizational green activities and consumer's perception towards such organizations were collected. A five-point Likert scale was used in the second part of the questionnaire.

Sampling and data gathering: The research was conducted within Gurugram. As a result, the sample of the study were consumers of Gurugram. For sample selection convenience-based sampling technique was used which is a non-probability sampling technique. The data has been gathered by sending the questionnaire through WhatsApp and email. Data has been gathered from 50 respondents.

Analysis and interpretation: Data has been analyzed using pie charts, frequency tables, and Karl Pearson's coefficient of correlation. Pie charts have been used for demographic analysis and frequency tables and correlation has been utilized to analyze the second part of the questionnaire.

Demographic profile of the respondent
Gender of the respondents
Respondents of the study have been divided into three categories based on their gender male, female, and others.

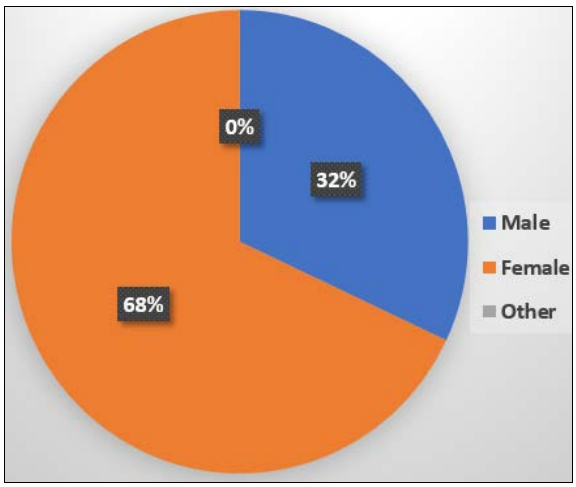

Fig 1: Chart Title

Interpretation
The pie chart depicts the percentage of customers based on their gender who have responded to the survey. 68% of the customers in the total sample size of the study were female and 32% of the customers were male and none of the customers is from another category.

Age of respondents
Respondents of the study have been divided into four categories based on their age.

Interpretation
The pie chart depicts the percentage of customers based on their age who have responded to the survey. 12% of the customers in the total sample size of the study were less than 18 and 58% of the customers were 18-25 and 24% of the customers were 26-33 and 6% of the customers were more than 30 years of age.

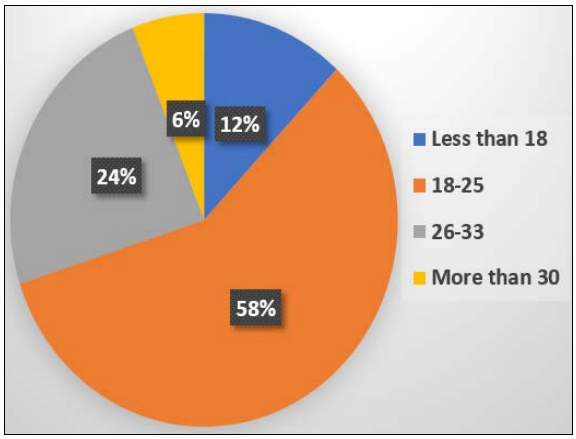

Fig 2: Chart Title

Education of respondents
Respondents of the study have been divided into five categories based on their education.

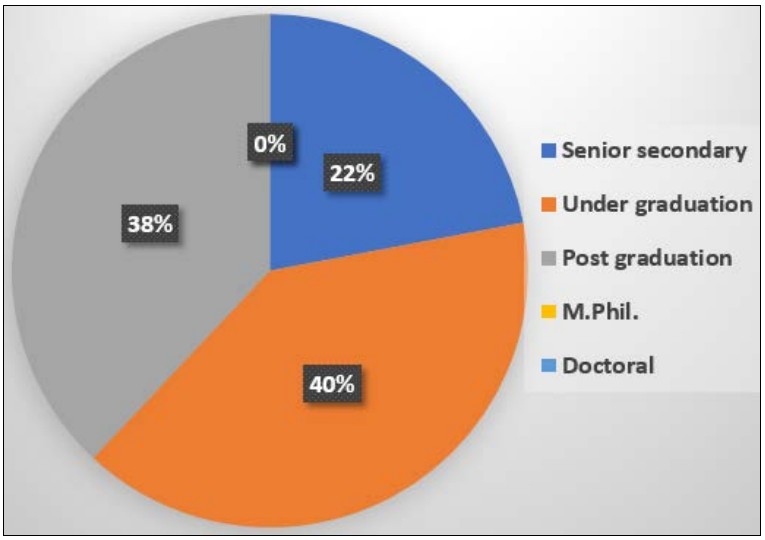

Fig 3: Chart Title

Interpretation: Pie chart depicts the percentage of customers based on their education who have responded to the survey. 22% of the customers in the total sample size of the study were senior secondary while 40% were possessing an undergraduate degree and 38% were possessing post graduate degree and none of the customers was possessing M.Phil. and Doctoral degree.

Reduced Carbon Emission activities of organizations

Table 1: Reduced carbon emission activities of organizations

		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Mean Scores	Standard Deviation
An organization should be aware about worst effect of carbon emissions.	RCE1	3	3	1	19	24	4.16	1.13137085
Organization should make effort to reduce carbon emission release.	RCE2	5	1	2	13	29	4.2	1.261680124
An organization should report the effort taken to reduce carbon emission release.	RCE3	3	4	2	22	19	4	1.142857143
Organization should employ the resources that will reduce carbon emission release.	RCE4	4	2	3	16	25	4.12	1.20610691
An organization should make efforts to spread awareness about worst effects of carbon emission release.	RCE5	3	4	1	17	25	4.14	1.178203406
An organization should be ready to spend some part of their profit to reduce carbon emission release.	RCE6	2	4	4	20	20	4.04	1.087217005
An organization should employ a team to make effort to reduce carbon emission release.	RCE7	5	2	6	19	18	3.86	1.245563556
Organization should reward the person for suggesting measures to reduce carbon emission release.	RCE8	2	4	5	22	17	3.96	1.068281091

***Source*:** Primary data

Interpretation: This is a frequency table that shows how many respondents agree, disagree, are indifferent, how many strongly disagree, and how many respondents strongly agree with the statement. Along with frequency the mean value of the responses and their standard deviation has also been provided in this table. The first row of this table provides information about the label of various columns. From the second-row information about the frequency and mean and standard deviation value of various statements are available. The mean value of the first statement of this table is 4.16 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the second statement in this table is 4.2 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the third statement in this table is 4 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the fourth statement of this table is 4.12 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the fifth statement of this table is 4.14 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the sixth statement of this table is 4.04 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the seventh statement of this table is 3.86 which is almost near 4 which shows that the respondent's average score for the particular statement is to

be interpreted as agreeing with this particular statement. The mean value of the eighth statement of this table is 3.96 which is almost near 4 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement**.** It can be interpreted that the statement with the highest mean value is "An organization should be aware of the worst effect of carbon emissions" and the statement with the lowest mean value is "An organization should employ a team to make an effort to reduce carbon emission release".

A measure of variation is the standard deviation it represents the deviation of values from their mean value. It is a measure of how dispersed the data set is. A high standard deviation represents the highly dispersed dataset while a low standard deviation represents the lower dispersion in the data set. The statement in the table with the greatest score for the standard deviation of 1.261680124 is "Organization should make effort to reduce carbon emission release" and with the lowest score for standard deviation value of 1.068281091 is "Organization should reward the person for suggesting measures to reduce carbon emission release".

This table reveals that the majority of responders strongly agree with the statements that organizations should make efforts to reduce carbon emission release, should be aware of the worst effect of carbon emission release, should report the effort taken to reduce carbon emission release, should employ the resources that will reduce carbon emission release, should make efforts to spread awareness about worst effects of carbon emission release, should be ready to spend some part of their profit to reduce carbon emission release, should employ a team to make effort to reduce carbon emission release, should reward the person for suggesting measures to reduce carbon emission release.

Water conservation activities of organizations

Table 2: Water conservation activities of the organization

		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Mean Scores	Standard Deviation
Organization should take seriously the issue of scarcity of water.	WC1	5	2	1	12	30	4.2	1.293626448
Organization should make efforts for water conservation.	WC2	2	5	1	15	27	4.2	1.142857143
Organization should train their employees for water conservation.	WC3	4	1	3	15	27	4.2	1.178030179
Organization should organize campaigns and workshops to spread awareness about water conservation.	WC4	2	4	1	21	22	4.14	1.069235851
Organization should reward the employees for conserving water.	WC5	2	2	5	21	20	4.1	1.015190743
Organization should get tax benefits for conserving water.	WC6	2	5	11	19	13	3.72	1.08871765

***Source*:** Primary data

Interpretation: This is a frequency table that shows how many respondents strongly agree with the statement, how many agree, how many are neutral, how many disagree, and how many strongly disagree with this statement. Along with frequency the mean value of the responses and their standard deviation has also been provided in this table. This table is mainly concerned with consumers' responses toward the water conservation activities of the organization. The first row of this table provides information about the label of various columns. From the second-row information about the frequency and mean and standard deviation value of various statements are available. The mean value of the first statement of this table is 4.2 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the second statement in this table is 4.2 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the third statement in this table is 4.2 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the fourth statement of this table is 4.14 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the fifth statement of this table is 4.1 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the sixth statement of this table is 3.72 which is almost near 4 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. In this table highest mean value is 4.2 and three statements have the same mean value and statement with the lowest mean value is "Organization should get tax benefits for conserving water".

A measure of variation is the standard deviation and it represents the deviation of values from their mean value. It is a measure of how dispersed the data set is. A high standard deviation represents the highly dispersed dataset while a low standard deviation represents the lower dispersion in the data set. The statement in the table with the greatest score for the standard deviation of 1.293626448 is "Organization should take seriously the issue of scarcity of water" and with the lowest score of standard deviation value of 1.015190743 is "Organization should reward the employees for conserving water".

This table reveals that the majority of responders strongly agree with the statements that Organizations should take seriously the issue of scarcity of water, should make efforts for water conservation, should train their employees for water conservation, should organize campaigns and workshops to spread awareness about water conservation, should reward the employees for conserving water, should get tax benefits for conserving water.

Recycling of packages activities of the organization

Table 3: Recycling of packages activities of the organization

		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Mean Scores	Standard Deviation
Organization should develop techniques for recycling of packages.	RP1	2	2	1	18	27	4.32	0.99877476
Organization should spread awareness about the recycling activities through campaigns and workshops.	RP2	3	3	1	20	23	4.14	1.125039682
Organization should use less material for packaging to reduce wastage of resources.	RP3	4		4	21	21	4.1	1.111167799
Organization should offer schemes to consumer for motivating them to recycle packages.	RP4	2	2	1	23	22	4.22	0.974993459
Organization should establish separate department for recycling packages.	RP5	1	3	6	20	20	4.1	0.974155835
Organization should be rewarded for their initiatives of recycling of packages.	RP6	2	1	6	18	23	4.18	1.003870062

***Source*:** Primary data

Interpretation: This is a frequency table that shows how many respondents strongly agree with the statement, how many agree, how many are neutral, how many disagree, and how many strongly disagree with this statement. Along with frequency the average value of the responses and their standard deviation has also been provided in this table. This table is mainly concerned with consumers' responses towards the recycling of package activities of the organization. The first row of this table provides information about the label of various columns. From the second-row information about the frequency and mean and standard deviation value of various statements are available. The mean value of the first statement of this table is 4.32 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the second statement of this table is 4.14 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the third statement of this table is 4.1 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the fourth statement of this table is 4.22 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the fifth statement of this table is 4.1 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the sixth statement of this table is 4.18 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. In this table, the highest and lowest mean values are 4.32 and 4.1, and the two statements have the same lower mean value.

A measure of variation is the standard deviation and it represents the deviation of values from their mean value. It is a measure of how dispersed the data set is. A high standard deviation represents the highly dispersed dataset while a low standard deviation represents the lower dispersion in the data set. The statement in the table with the greatest score for the standard deviation of 1.125039682 is “Organization should spread awareness about the recycling activities through campaigns and workshops” and with the lowest score of standard deviation value of 0.974155835 is Organization should establish a separate department for recycling packages.

This table reveals that the majority of responders strongly agree with the statements that Organizations should develop techniques for recycling packages, spread awareness about recycling activities through campaigns and workshops, should use less material for packaging to reduce wastage of resources, should offer schemes to the consumer for motivating them to recycle packages, should establish a separate department for recycling packages, should be rewarded for their initiatives of recycling of packages.

Consumers’ perception

Table 4: Consumers’ perception

		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Mean Scores	Standard Deviation
I am aware of green marketing activities.	CP1	3	4	7	23	13	3.78	1.111902213
My buying decision was affected by my concern about environment.	CP2	1	6	8	24	11	3.76	1.001223741
I am ready to pay high prices for product of organization following green activities.	CP3	1	9	18	14	8	3.38	1.027976018
I have positive point of view towards organization following green activities.	CP4	5		3	23	19	4.02	1.169161569
I will switch the products on the basis of green activities.	CP5	2	4	4	22	18	4	1.069044968
I have positive point of view towards organization following green activities.	CP6	2	2	5	16	25	4.2	1.049781318
I will prefer the companies following green activities.	CP7	4	3		19	24	4.12	1.20610691

***Source*:** Primary data

Interpretation: This is a frequency table that shows how many respondents strongly agree with the statement, how many agree, how many are neutral, how many disagree, and how many strongly disagree with this statement. Along with frequency the mean value of the responses and their standard deviation has also been provided in this table. This table is mainly concerned with consumers' opinions of the company's green initiatives. The first row of this table provides information about the label of various columns. From the second-row information about the frequency and mean and standard deviation value of various statements are available. The mean value of the first statement of this table is 3.78 which is closer to 4 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the second statement of this table is 3.76 which is close to 4 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the third statement of this table is 3.38 which is close to 4 which shows that the respondent's average score for the particular statement is to be interpreted as neither agree nor disagree with this particular statement. The mean value of the fourth statement of this table is 4.02 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the fifth statement of this table is 4 which shows that the respondents' average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the sixth statement of this table is 4.2 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement. The mean value of the seventh statement of this table is 4.12 which shows that the respondent's average score for the particular statement is to be interpreted as agreeing with this particular statement In this table highest and the lowest mean value is 4.2 and 3.38 and two statements have the same lower mean value.

A measure of variation is the standard deviation and it represents the deviation of values from their mean value. It is a measure of how dispersed the data set is. A high standard deviation represents the highly dispersed dataset while a low standard deviation represents the lower dispersion in the data set. The statement in the table with the greatest score for the standard deviation of 1.20610691 is “I will prefer the companies following green activities” and with the lowest standard deviation value of 1.001223741 is “My buying decision affected by my concern about the environment”.

The above table represents the consumer's perception of green activities. It is interpretable from the table that most of the consumers/respondents keep a positive perception towards the organization following green activities. Consumers are aware of green marketing strategies, and their purchasing decisions are influenced by their concern for the environment. They are even willing to settle for prices that are high for products made by businesses that exercises green business practices, and they have a favourable opinion of companies that do so, and they will change their purchases because of green activities, they have a favourable opinion for organisations that practise green activities, and they will also favour businesses that practise green activities.

Table 5: Correlation

Correlations					
		RCE	**WC**	**ROP**	**CP**
RCE	Pearson Correlation	1	.679**	.746**	.785**
	Sig. (2-tailed)		.000	.000	.000
	N	50	50	50	50
WC	Pearson Correlation	.679**	1	.905**	.877**
	Sig. (2-tailed)	.000		.000	.000
	N	50	50	50	50
ROP	Pearson Correlation	.746**	.905**	1	.890**
	Sig. (2-tailed)	.000	.000		.000
	N	50	50	50	50
CP	Pearson Correlation	.785**	.877**	.890**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	50	50	50	50
**. Correlation is significant at the 0.01 level (2-tailed).					

The above table represents the correlation among variables of the study. RCE stands for “reduced carbon emission”, WC is “water conservation”, ROP is “recycling of packages” and CP stands for consumers perception. RCE and WC have a 0.679 correlation, which indicates a favourable relationship between both of these activities. RCE and ROP have a 0.746 correlation coefficient, which indicates a positive relationship between these two activities. RCE and CP have a positive correlation of 0.785, which indicates that these two variables are related.

H_1: The relation between the organization's reduced carbon emission activity and consumer perception is statistically significant

From the correlation table represented above it can be interpreted that there is a positive relationship between the reduced carbon emission activity of organizations and consumers perception and also this relationship is statistically significant. Hence our first hypothesis has been accepted that there is a significant relationship between RCE and CP.

H_2: The relation between the organization's water conservation activity and consumer’s perception are statistically significant

The correlation table represented above clearly shows that there is a positive relationship between the water conservation activities of the organization and consumer's perception and also this relationship is statistically significant. Hence our second hypothesis has been accepted that there is a considerable relationship between water conservation and consumer perception.

H_3: The relation between an organization's recycling of packages activity and consumer’s perception are statistically significant

This correlation table represents a positive correlation between the recycling of packages and consumers perception and also this relationship is statistically significant. Hence our third hypothesis has also been accepted that there is a considerable relationship between the recycling of packages and consumer's perception.

Conclusion

This study has been conducted to check the perception of consumers towards the green activity of the organization. The study's findings show that customers have a favourable perception of green activities. After analyzing the data, the results showed that there exists a connection that is statistically significant and favourable between the reduced carbon activities of the organization and consumers' perception of that organization. In the same way, there exists a statistically significant and positive correlation between the water conservation activities of the organization and consumer perception. This study also concluded that there exists a positive correlation between the recycling of packages and consumers' perceptions.

Frequency tables were also used in this study to analyze the data collected through questionnaires. From those frequency tables, it can be concluded that consumers are in the favour of adoption of green marketing activities by the organization.

Limitations

This study is not limitation free. Limitations of this study are the sample size is small and the area of this study is only limited to Gurugram that's why this study cannot be generalised. So, in the future, the area can be expanded and a large sample size can be taken to conduct the study.

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