



Customer's perception towards green marketing in Kathmandu Valley

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Abstract

This study examines the factors influencing customer perception towards green marketing in Kathmandu Valley. Customer's perception is the dependent variable. The selected independent variables are eco-brand, eco-labeling, green advertisement, green packaging, environmental awareness and green product value. The primary source of data is used to assess the opinions of the respondents regarding customer's perception towards green marketing in Kathmandu Valley. The study is based on primary data with 143 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and importance of eco-brand, eco-labeling, green advertisement, green packaging, environmental awareness and green product value on customer's perception towards green marketing in Kathmandu Valley.

This results showed that green packaging has a positive impact on customer's perception towards green marketing. This indicates that green packaging of products stimulates the customer's perception towards green marketing. Likewise, eco-labelling has a positive impact on customer's perception for green marketing. It indicates that increase in eco-labeling directs customer's perception towards green marketing. Furthermore, green product value has a positive impact on customer's perception for green marketing. It reveals that green product value stimulates customer's perception towards green marketing. Similarly, green advertisement has a positive impact on customer's perception for green marketing. It means that green advertisement drives customer's perception for green marketing. Similarly, eco-brand has a positive impact on customer's perception towards green marketing. It means that eco-brand stimulates customer's perception towards green marketing. In addition, environmental awareness has a positive impact on customer's perception for green marketing. It means that products concerning environmental awareness drives customer's perception towards green marketing.

Keywords: Eco-brand, eco-labeling, green advertisement, green packaging, environmental awareness, green product value and customer's perception towards green marketing.

1. Introduction

Green marketing is the marketing of products that cause less or no harm to the environment and integrates activities such as modification of products, packaging, production processes and advertising (Kurkoon *et al.*, 2015). Nadaf

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and Nadaf (2014) explained that green marketing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the environment. Furthermore, Maheshwari (2014) explained green marketing has moved from a trend to a way of doing business and businesses that sell should recognize the value of going green and incorporating this message into their marketing program and communicating the green concept to their consumers. Kadyan (2011) stated the holistic marketing concept whereby products and services are disposed of in a way that is more harmful to the environment with increasing awareness of the consequences of global warming, non-biodegradable solid waste, harmful effects on pollutants etc. Although the move to green might seem costly in the near term, it is absolutely essential and cost effective in the long term too.

Mohanasundaram (2012) defined as green marketing refers to holistic marketing concept wherein the production, marketing consumption a disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. Likewise, Lazer (1969) explained green marketing as a societal dimension of marketing that addresses the limited availability of environmental resources, the environmental impacts of conventional marketing, and the greening of various aspects of traditional marketing. Furthermore, Polonsky (1994) defined the green marketing as practices that provide goods and services that meet consumer wants while causing the environment as little harm as possible.

According to Suciarto *et al.* (2015), green marketing consists of efforts made by company to not only offer environmentally friendly products but also includes changes in the production, packaging, advertising, designing, promoting, pricing, and distributing products that do not harm the environment and mankind. Similarly, Vandhana *et al.* (2013) explained the concept of green marketing entails certain fundamental elements: marketing products, which are environmentally safe; developing and marketing products to minimize environmental hazards; produce, promote, and package products in a manner befitting so as to protect the environment. Furthermore, Peattie (2001) stated the evolution of green marketing has three phases where the first phase was termed as ecological green marketing, and during this period all marketing

activities were concerned to help environment problems and provide remedies for environmental problems, second phase was environmental green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues and third phase was sustainable green marketing.

Boztepe (2012) analyzed the green marketing and its impact on consumer buying behavior. The results of the study explained environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers in positive way and demographic characteristics have moderate effect on model. Furthermore, Bhatia & Jain (2013) examined the consumer perception and preference in India regarding the green marketing. The study revealed that the view that overall green values, awareness about green products and practices and the perception regarding seriousness of marketing companies towards green marketing had positive significant impact on consumer persuasion to buy and prefer green products over conventional products. Similarly, Wu & Chen (2014) analyzed the impact of green marketing and perceived innovation on purchase intention for green products. The results for the two products indicated that the impact of consumers' green marketing awareness on purchase intention is greater than the impact of perceived innovation. This study established a valid relationship model for green products and identifies the main influence paths. Likewise, Thakur & Aurora (2015) investigated the consumer preference when it come to a green marketing. This study provided good insights for marketers of the green products and suggests the need of designing the marketing communication campaigns so as to promote green products by creating the consumer awareness levels so that the consumers attribute high value to green products.

Bukhari (2011) investigated on green marketing and its impact on consumer behavior. The results of this study concluded that companies need to increase their communication with the customers on going green, and that attributes like price and quality are more important than environmental responsibility. Likewise, Patel & Chugan (2015) analyzed the influence of consumer perception towards green advertising on green purchase intention. The study revealed that within consumer perception, environmental knowledge, company image, improved product features, and ethical impact have significant positive influences on green purchase intention while skepticism towards green claims and credibility have insignificant effect on green purchase intention. Similarly, Rana (2022) analyzed the consumer

awareness and perception towards green marketing which was an empirical study in Bangalore City. Consumers have shown positive attitude towards green marketing products at the same time many consumers are concerned with availability and quality of the products in markets and the focus of the study is to measure the relationship between consumer perceptions, awareness with respect to green marketing products. Furthermore, Lin and Huang (2012) examined the factors influencing choice behavior regarding green products based on the theory of consumption values. The study found that product value has a significant positive impact on the consumers' choice.

Chen & Chai (2010) studied the attitude towards the environment and green products from consumer's perspective. This study revealed that personal norm was the most important contributor to the attitude towards green product and environmental protection did not contribute significantly to consumers' attitudes on green product. According to Ajzen (1991), the combination of attitudes towards the behavior, subjective norms, and perceived behavioral control guide the formation of an intention, and thus, intention is assumed the predecessor of the actual behavior. Intentions are assumed to control the motivational factors that influence behavior and the stronger the intention to engage in certain behavior, the more likely an actual behavior would be performed. Likewise, Le (2021) analyzed the factors affecting consumer purchasing behavior of a green marketing perspective in Vietnam. This study showed that cost is the strongest factor eliciting student's interest in purchasing green products, followed by convenience, then communication and commodity has the least impact on green purchasing decision.

In the context of Nepal, Shrestha (2016) analyzed the green marketing tools towards consumer purchase intention in Kathmandu. The finding of the study revealed that green marketing tools played a significant role in inducing a positive purchase intention towards green products. Similarly, Thapa (2019) examined the consumers' perception towards green products in Nepal. This study revealed that the marketers and will increase their seriousness to focus more on making consumer more aware about green products benefits and bring about the adoption of green products.

The above discussion reveals that the empirical evidences vary greatly across the studies concerning on customer's perception towards green marketing. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The main purpose of the study is to examine the factors influencing customer's perception towards green marketing in Kathmandu Valley. Specifically, it examines the impact of eco-brand, eco-labeling, green advertisement, green packaging, environmental awareness and green product value on customer's perception towards green marketing in Kathmandu Valley.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data. The data were gathered from 143 respondents through questionnaire. The respondents' views were collected on eco-brand, eco-labeling, green advertisement, green packaging, environmental awareness and green product value in Kathmandu Valley. The study is based on descriptive and causal comparative research designs.

The model

The model estimated in this study assumes that consumer buying behavior depends on price, health, knowledge, environmental concern and availability. Therefore, the estimated model takes the following form:

$$CP = \beta_0 + \beta_1 GP + \beta_2 EL + \beta_3 GPV + \beta_4 GA + \beta_5 EB + \beta_6 EAN +$$

Where,

CP = Customer perception

GP = Green Packaging

EL = Eco-labeling

GPV = Green Product Value

GA = Green Advertisement

EB = Eco-brand

EAN = Environmental Awareness

Customer's perception was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I would love to buy green products which aren't harmful for the ecosystem", "I would rather use my own bag to avoid the usage of plastics while shopping" and So on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.781$).

Green packaging was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I found that the packaging is made from recyclable materials”, “I found that the packaging is bio-degradable”, “I found that the product has no excessive packaging”. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.899$).

Eco-labeling was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I found that the information on eco-labels is usually easy to understand”, “I found out that green labels are often easy to understand” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.819$).

Green product value was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I purchase this product because it has more environmental benefits than other products”, “This products environmental functions provide very good value for me” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.828$).

Green advertisement was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I found out the green advertisement are attractive and catches my attention”, “There is a good variety of organic vegetables in the major supermarkets” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.851$).

Eco-brand was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I found that companies should place higher priority on environmental protection than on increasing their profitability”, “I feel good about buying brands which are less damaging to the ecosystem” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.916$).

Environment awareness was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items

include “Environmental awareness helps to purchase environmental friendly products”, “I found that green products are better option for sustainability” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.873$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Eco-brand

Eco-brand is a name, symbol or design of products that are not harmful to the environment. Delafrooz *et al.* (2014) found that eco-brand has positive and significant effect on consumer purchasing behavior. Similarly, Zubair (2014) showed an overall positive relationship and influence among green advertisement, green brand awareness and green satisfaction with buying behavior. Further, Mahajan (2016) revealed a significant and positive relationship between eco-brands and customer’s actual buying behavior. Likewise, Mokha (2018) found that eco-brands have a positive and significant impact on consumer buying behavior. Wu and Chen (2014) concluded that green marketing, eco-brands and perceived innovation have positive impact on purchase intention for green products. Similarly, Karunarathna *et al.* (2020) revealed that eco-brands have a positive relationship with green purchase intension. Based on it, this study develops the following hypothesis:

H₁: There is a positive relationship between eco-brand and customers’ perception for green marketing.

Eco-labeling

Eco-labels can be defined as statements declaring that a service and product has specific green features and properties (De Boer, 2003). Delafrooz *et al.* (2014) revealed that eco-label has a positive and significant effect on consumer purchasing behavior. Sammer and Wu”stenhagen (2006) identified the eco-label as an important tool to allocated asymmetry information between sellers and buyers. Rashid (2009) revealed that there is a positive significant relationship between eco-label and consumer perception for green products. Song *et al.* (2019) concluded that there is a positive and significant relationship between eco-labelling and consumer perception for green products. Alamsyah *et al.* (2020) indicated that there is a positive relationship between eco-label and consumer perception for green products. Based on it, this study develops the following hypothesis:

H₂: There is a positive relationship between eco-labeling and customers’ perception for green marketing.

Green advertisement

According to Baldwin (1993), environmental advertisements help to form a consumer's values and translate these values into the purchase of green products. Mahajan (2016) found a significant and positive relationship between green advertisement and customer's actual buying behavior. Alamsyah *et al.* (2020) revealed that green advertising and green brand image have a significant positive impact on consumer perception to pay for the products. In addition, Kao and Du (2020) concluded that green advertising design and environmental emotion have significant impact on consumer perception on products. Similarly, Mkik *et al.* (2017) showed a positive and statistically significant relationship between the green advertising and green behavior. Likewise, Zubair (2014) concluded a positive influence of green advertisement, green brand awareness and green satisfaction on consumer buying behavior. Based on it, this study develops the following hypothesis:

H₃: There is a positive relationship between green advertisement and customer's perception for green marketing.

Green packaging

Green packaging—also known as 'eco-green packaging', 'eco-friendly packaging', 'sustainable packaging' or 'recyclable packaging'—uses ecological materials for packaging purposes, while always bearing in mind that products must be effective and safe for human health and the environment (Pauer *et al.*, 2019). Spack *et al.* (2012) concluded that there is a positive significant impact of green packaging on consumer's perception for green products. Similarly, Rokka and Uusitalo (2008) revealed that there is a positive relationship between green packaging and consumer purchase intention for green products. Likewise, Singh and Pandey (2018) showed that green packaging has a positive impact on buyer's willingness to pay for the green products. Yang & Zhao (2019) found out that green packaging design has a positive association with consumers' green trust and green brand attachment. In addition, Rajendran *et al.* (2019) concluded that green packaging had a positive influence on the Malaysian consumers to purchase green packaging products based on the traditional theory of planned behavior (TPB). Based on it, this study develops the following hypothesis:

H₄: There is a positive relationship between green packaging and customer's perception for green marketing.

Environmental awareness

Leigh *et al.* (1988) highlighted that consumers' environmental awareness

represents a subset of the category of social responsibility. Mkik *et al.* (2017) revealed that the positive, strong and significant relationship between green behavior and environmental awareness. Consumers with environmental awareness can measure the cost of use and the effect of it on the society and the environment as well (Bener and Babaoğul, 2008). Similarly, Boztepe (2012) found that environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers in positive way. Likewise, Sharma and Trivedi (2016) concluded that the positive and significant relationship between environmental awareness and consumer buying behavior. Based on it, this study develops the following hypothesis:

H₅: There is positive relationship between environmental awareness and customer perception for green marketing.

Green product value

Green product provides the same quality and performance as a non-green product, which strengthen the green values in the mind of customers to boost up its sale (Zhuang *et al.*, 2010). Khan and Mohsin (2017) revealed that there is a strong relationship between green product value and consumer's perception for green products. According to Gudem *et al.* (2011), it is multidimensional, comprising quantitative and qualitative aspects that may be difficult to attribute to certain features of a product, system or item. Likewise, Chen & Chang (2012) concluded that there is a strong relationship between green product value and consumer perception. Ogiemwonyi *et al.* (2020) concluded that there is a strong relationship between green product value and consumer perception towards green product. Furthermore, Wong (2012) indicated that the influence of green product competitiveness and green product innovation on consumer's purchase intention is positive. Based on discussion, this study develops the following hypothesis:

H₆: There is a positive relationship between green product value and customer's perception for green marketing.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with means and standard deviations have been computed, and the results are presented in Table 1.

Table 1: Kendall's correlation coefficients matrix

This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 143 observations. The dependent variable is CP (Customer perception). The independent variables are EB (Eco-brand), EL (Eco-labeling), GA (Green advertisement), GP (Green packaging), EAN (Environmental awareness) and GPV (Green product value).

Variables	Mean	S.D	GP	EL	GPV	GA	EB	EAN	CP
GP	3.80	0.91	1						
EL	4.00	0.76	0.505**	1					
GPV	4.08	0.72	0.421**	0.497**	1				
GA	4.15	0.73	0.276**	0.443**	0.537**	1			
EB	4.22	0.85	0.190*	0.409**	0.467**	0.500**	1		
EAN	4.22	0.74	0.253**	0.397**	0.469**	0.468**	0.535**	1	
CP	4.18	0.65	0.326**	0.444**	0.481**	0.485**	0.460**	0.527**	1

*Notes: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.*

Table 1 shows that green packaging is positively related to customer’s perception towards green marketing. This indicates that green packaging of products stimulates the customer’s perception towards green marketing. Likewise, eco-labelling is positively correlated to customer’s perception for green marketing. It indicates that increase in eco- labeling directs customer’s perception towards green marketing. Furthermore, green product value is positively related to customer’s perception for green marketing. It reveals that green product value stimulates customer’s perception towards green marketing. Similarly, green advertisement is positively related to customer’s perception for green marketing. It means that green advertisement drives customer’s perception for green marketing. Similarly, eco-brand is positively related to customer’s perception towards green marketing. It means that eco-brand stimulates customer’s perception towards green marketing. In addition, environmental awareness is positively related to customer’s perception for green marketing. It means that products concerning environmental awareness drives customer’s perception towards green marketing.

Regression analysis

Having analyzed the Kendall’s Tau correlation coefficients matrix, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of eco-brand, eco-labeling, green advertisement, green packaging, environmental awareness and green product value on customer’s perception towards green marketing in Kathmandu Valley.

Table 2: Estimated regression results of eco-brand, eco-labeling, green

advertisement, green packaging, environmental awareness and green product value on customer’s perception towards green marketing in Kathmandu Valley

The results are based on 143 observations using linear regression model. The model is $CP = \beta_0 + \beta_1 GP + \beta_2 EL + \beta_3 GPV + \beta_4 GA + \beta_5 EB + \beta_6 EAN + \text{where, the dependent variable is CP (Customer’s perception). The independent variables are GP (Green packaging), EL (Eco-labeling), GPV (Green product value), GA (Green advertisement), EB (Eco-brand) and EAN (Environmental awareness).$

Model	Intercept	Regression coefficients of						Adj. R_bar ²	SEE	F-value
		GP	EL	GPV	GA	EB	EAN			
1	3.046 (14.485)**	0.299 (5.554)**						0.173	0.587	30.852
2	2.505 (9.939)**		0.419 (6.774)**					0.239	0.563	45.89
3	2.102 (8.56)**			0.51 (8.606)**				0.338	0.525	74.059
4	1.856 (7.681)**				0.56 (9.771)**			0.398	0.501	95.473
5	2.333 (10.392)**					0.438 (8.399)**		0.327	0.530	70.55
6	1.893 (7.783)**						0.543 (9.552)**	0.387	0.506	91.241
7	2.454 (9.697)**	0.108 (1.515)	0.329 (3.842)**					0.246	0.561	24.301
8	1.775 (6.724)**	0.04 (0.594)	0.173 (2.066)*	0.384 (5.341)**				0.369	0.513	28.87
9	1.325 (5.112)**	0.109 (1.735)	0.022 (0.267)	0.189 (2.466)**	0.382 (5.076)**			0.464	0.473	31.924
10	1.235 (4.855)**	0.136 (2.464)*	0.069 (0.796)	0.131 (1.688)	0.31 (4.013)**	0.192 (2.896)**		0.491	0.46	28.574
11	0.941 (3.687)**	0.139 (2.283)*	0.062 (0.745)	0.079 (1.053)	0.306 (4.146)**	0.043 (0.583)	0.281 (3.779)**	0.536	0.440	28.483

Notes:

- i. Figures in parenthesis are t-values
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Customer’s Perception is the dependent variable.

Table 2 shows that the beta coefficients for green packaging are positive with the customer’s perception. It indicates that green packaging has positive impact on the customer’s perception towards green marketing. This finding is consistent with the findings of Singh and Pandey (2018). Likewise, the beta coefficients for eco-labelling are positive with the customer’s perception. It indicates that eco-labelling has positive impact on the customer’s perception towards green marketing. This finding is consistent with the findings of Alamsyah *et al.* (2020). In addition, the beta coefficients for green product value are positive with the customer’s perception. It indicates that green product value has a positive impact on the customer’s perception towards green marketing. This result is consistent with the findings of Khan and Mohsin (2017). Further, the beta coefficients for green advertisement are positively related with the customer’s perception. It indicates that green

advertisement has a positive impact on the customer's perception towards green marketing. This finding is consistent with the findings of Mkik *et al.* (2017). In addition, the beta coefficients for eco-brand are positive with the customer's perception. It indicates that eco-brand has positive impact on customer's perception towards green marketing. This finding is similar to the findings of Karunarathna *et al.* (2020). However, the beta coefficients for environmental awareness are positively related with the customer's perception. It indicates that environmental awareness has a positive impact on the customer's perception towards green marketing. This finding is consistent with the finding of Sharma and Trivedi (2016).

4. Summary and conclusion

In any marketing chain the customer is the most important person. Customer perception and satisfaction is the ultimate objective of the green marketing process. Green marketing forces businesses to change every aspect of their supply chain to become more environmentally conscious. Green marketing helps companies market their products and services keeping the environment aspects in mind and also helps in accessing the new markets and enjoying competitive advantage. Green marketing encourages consumers to use eco-friendly products and manufacturers to develop more. Customers feel influenced by green marketing, although the main shopping motivation is the product features, customers seem to be more willing to acquire these products and more attentive for approaches because they're environmentally conscious. They're seeking for the option which will have the less impact to the environment as they are aware they have an active role to change, diminish and control the impact of their actions.

This study attempts to examine the customer's perception towards green marketing in Kathmandu Valley. The study is based on primary data with 143 observations.

The major conclusion of the study is that the products concerning issues like, green packaging, eco-labeling, green product value, green advertisement, eco-brands, environment awareness stimulates customer's perception towards green marketing in a positive manner.

The study shows that eco-brand, eco-labeling, green advertisement, green packaging, environmental awareness and green product value have positive impact on customer's perception towards green marketing in Kathmandu Valley. The study also shows that green advertisement followed by environment awareness are the most dominant factors that explains

the changes in customer's perception in the context of green marketing in Kathmandu Valley.

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