



**Consumer Perception about Green Marketing: Really Green
or just Green washed?**

Research dissertation presented in partial fulfilment of the requirements
for the degree of
MSc. in International Business Management-Global Brand Management

Griffith College Dublin

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submitted for the degree of **MSc. in International Business Management-Global Brand Management** is the result of my own work and that where reference is made to the work of others, due acknowledgment is given.

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Dedication

This dissertation is dedicated to my wife, Zahra Umer. Thank you for always being there and being my support and encouraging me throughout the challenges of my master's degree. This research is also dedicated to my mother Sughra Nasim and father Nasim Sial for always believing in me providing me all that I need, teaching me and guiding me it is all because of you that I have achieved all this, and I am here today.

Acknowledgements

I would like to thank my family and friends for being there whenever I needed support, motivating me to keep going when I felt difficulties and for cheering me up during the trials of graduate business school.

I would also like to thank my supervisor, Alessandra Vecchi, for her advice, directions, time, guidance and all the help she provided for completing my dissertation.

Lastly, I would like to thank all of the participants who spent their precious time in filling out the surveys and providing me all the information I was in need of and also my teachers Justin F. Keogan and Michael Nicell for teaching me all the basics of research I was in need of for completing this dissertation.

Abstract

Times have changed and global warming is real, it has become a threat due to which people and organizations all over the world has started taking it seriously. These elements gave rise to the concept of green marketing. Green marketing became successful but along with the hype of green marketing a new concept came to light- green washing. Although several researches on green marketing has been carried out worldwide; there is little academic research conducted on consumer perception about green marketing campaigns. This study examines whether consumer thinks of green marketing practices followed by Fast Moving Consumer Goods firms green or green washed. Quantitative Data was collected from 209 participants by circulating questionnaire via social media to accept or reject the hypotheses. Data analysis was done through SPSS software and Microsoft Excel, the final results indicated that consumer believes green marketing practices to be green, they trust in the campaigns and have positive influence on their minds about such firms, the results further exhibited that basic environment knowledge was present among participants but their final purchase was based on their own interests rather than green marketing campaigns.

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1 Introduction

1.1 Overview

This research will be focused on analysing the consumer perception about the green marketing campaigns that are conducted by firms globally. Now a days green marketing seems to be all the rave. As said by Zuzana, Dvořáková & Liškov (2016) Green marketing is the latest type of marketing undoubtedly and it is also the most debated topic by firms and even on state level. The researcher has chosen this industry because it is still emerging, and people still does not know everything going on in the green marketing and how is it creating an impact. The next step is data collection by circulating close ended questionnaires in order to find out how the consumer feels about such campaigns by collecting and analysing data. In future this will enhance the knowledge of the reader and will help firms in future to understand that where they lag and what else can be done by them to make these campaigns more effective for the consumers. Furthermore, this research is explicitly based on Fast Moving Consumer Goods (FMCG).

1.2 Research Purpose

The interest in this topic arose from the authors past working experience in Pakistan where author was working for a beverage company and his competitor beverage company implemented green marketing technique and started to sell their products with low quality bottles claiming to be eco-friendly by using less plastic in bottles and putting a leaf symbol on it and surprisingly that campaign became a success due to which the interest of the author triggered that what really happened? Was it so easy to convince people? Were people really buying what the bottled company was selling? Were they really believing that it is good for the environment or they knew it was just claiming and did not care much? These questions kept popping in authors mind due to which he decided to answer these questions to increase his knowledge as well as to cater to other people's questions.

About 20 years ago, companies did not care about eco-friendly practices but now market giants like Apple and Coca Cola are also working to make business decisions that displays them as green. Large number of companies are producing eco-friendly products and it is expected that with time as the demand for green products will increase they will get cheaper (Amund, 2018).

It seems that consumers are becoming more aware and internet plays a vital role as new trends spread like wildfire now a days. It means that this concept is capturing more and more attention as time is passing which portrays the importance of this topic. The overall aim of this research

is to figure out clean and clear perception of consumers about green marketing practices and its effectiveness on consumers.

The concept is currently a hot topic. If we look at Investments made by companies so we can see that a lot of companies are investing a fortune to appear environmentally friendly. IKEA claims they have invested 1.7 billion euros to put 416 wind turbines and 750,000 solar panels on IKEA buildings and planning to go entirely on renewable energy by 2020 (IKEA, 2019). Similarly Unilever issued a 250 million pound bond in march 2014 inviting investors to support their vision for sustainable growth while investing in Unilever credit (Unilever, 2019).

In Kumar (2013a) research it is described that how diverse industries are doing different campaigns to appear eco-friendly. Some of the examples are Mahindra producing electric vehicles, McDonalds replacing regular napkins with napkins made up of recyclable paper, Hewlett Packard claiming that they are producing products which consumes less energy, Philips producing energy saving light bulbs, Kansai paints producing lead free paints, banks using solar powered ATM.

Each of this industry belongs to a different sector but all of these are doing something for nature, implementing policies for helping the planet displaying a green image in front of the world. One of the example of this ironic situation is that "The four companies that reported the highest sales of single-use plastic products (Coca-Cola, PepsiCo, Nestlé and Danone) were also the top four brands identified in a recent global Break Free From Plastic brand audit report following 239 plastic pollution cleanups in 42 countries" (Greenpace, 2018). The reason FMCG is chosen in this research is because FMCGs are consumed on daily basis which makes the market wider and now a days almost every FMCG are having a recyclable or green logo on its pack which makes it a convenient thing to discuss with the selected sample from the population.

Another reason why the author chose FMCG sector is because it represent one of the largest industries worldwide and the FMCG companies are showing growth between 1-6% (Greenpace, 2018).

Following green trend is not so easy. Going green is the favourite tagline of the companies now a days and a lot of work is being done by the firms to be displayed as eco-friendly. But there is a catch which is that going green is not as simple as it seems. A lot of research must be done, and number of procedures must be followed to even think of helping the planet. Firms do a lot of research and development and after seeing the feasibility report they invest, and all this is done to lure consumer at times one can wonder that what are the consumers perceptions regarding

such practices and campaigns, do they prefer green labelled products, or they have become well aware to think of it as a scam and buy their good old favourites without giving it a second thought. This research is based on answering this question. Previously extensive research and literature is present on this topic, but it was mainly focused on company's point of view.

1.3 Significance of Research

Green marketing is the trend that is followed the most now. Several papers have been written and published on green marketing since the last two decades where improvements are continuously made but still it hasn't been settled and people still work on this topic due to the new challenges that arise every now and then. One of such challenge is green washing, this is a new money-making technique where firms claim to be helping the environment but basically it is just false claims and in the books. There are certain papers written on this topic as well but what is lacking from that context is everyone is focusing on the industries, the firms, the society and no one is focusing on the most important aspect which is the consumers the people who are evolving and their thinking patterns and behaviours change frequently and reaching out to them has become a challenge in itself so all these campaigns and investments are all for nothing if the consumer is not getting the message clearly because he is not involved or he does not care about these practices by these firms.

This research that the author is undertaking will have huge impact on the planet itself first because saving the planet is the priority and the planet can be saved if the consumers are educated properly and they are made aware of the destruction of the planet. This paper will help in spreading awareness and it's a general topic so anyone can read and educate themselves because everything comes down to the consumer if the consumer is playing his part then only the efforts of other things can be fruitful.

The result will benefit the firms well which are looking to make a difference and genuinely save nature. Furthermore, this research can be insightful for students who want to understand the consumer mind regarding green marketing. Studying the perception in the mind of the consumer related to green marketing will help the industries specifically FMCG industry in developing green marketing strategies more effectively.

However this research is specifically based on FMCG products but the research will also be beneficial to all the industries globally as they can use this research in consideration while coming up with a marketing campaign they will be aware of the consumers thinking and what the consumer does not take seriously which will be a great help for them as they will be creating

a proper green marketing strategy which will be better than the previous as this will have direct impact on the consumer.

This research will also provide knowledge of whether the consumer prefer to buy such products which are marketed using green strategies like recycled logos or the consumers environmental knowledge results in consumer buying decision. This will explain the companies that how much should be invested and what type of information should a strategy behold.

This research will help students as they can base their research on the consumers behaviours, attitudes, patterns and even consumer types as the students will get basic knowledge about consumer perception regarding green marketing campaigns from this research paper.

1.4 Aim and Objectives

Now a days almost every firm has adopted the concept green marketing and in order to associate themselves with this eco-friendly trend they have started conducting campaigns on global level. This research aims to narrow the research gap and conduct empirical research. The aim of this research is to assess the effectiveness of the green marketing campaigns on the consumers mind and how he perceives it and acts on it afterwards. In the past all the research conducted is from organisational point of view and this research will overcome this gap by providing results from consumers perspective. The end results will provide recommendations to the firms that what consumer thinks and wants and which techniques to use and introduce in order to have a positive impact on the mind of the consumer.

1.4.1 Research Objectives

This study is exploratory in nature. The exploratory research objective is to measure the perception of a consumer about the green marketing campaigns, what view do they have truly green or just green washed. Are firms really concerned about the environment or they just want to impress the society and appear to create a positive impact and make money. The research objectives are as follows:

- To understand the perception of consumers about green marketing campaigns conducted by FMCG companies.
- To examine whether the green marketing campaigns influences the audience, or the consumers are immune to them.
- To study the effect of the element environmental knowledge on the relationship between consumer perception and green marketing campaigns.

1.4.2 Research Questions

This research seeks to address the following questions:

- What does the consumer think about green marketing campaigns conducted by FMCG companies?
- Do the green marketing campaigns bring about any change or influence on the consumers buying behaviour?
- What is the role of the element Environmental knowledge as a moderator in relationship between green marketing campaigns and consumer perception?

1.5 Research methodology

As this research revolves around 3 main objectives the focus of this research objectives is to explore the objectives. The data collection approach used in this research is quantitative which will be collected by distributing questionnaires consisting of close ended questions and social media and email tool will be used for filling those questionnaires. The questioners will be designed on survey monkey and data will be analyzed using SPSS software which will provide accurate end results. The reason quantitative data approach is chosen is because of the limitations that the researcher is facing he is living in the country where he has moved 10 months ago and has no contacts and links yet, so he was sure he would not be able to conduct quality interviews. The questionnaires will be distributed to people aged between 18- 60+ years old. The reason the researcher chose this market is that the researcher wants to collect data from the audience who see the labels or logos before purchasing and are adults.

1.6 Structure of the Study

The dissertation is divided into 5 chapters and each chapter contribute to the research objectives. The first chapter gives a detail knowledge about the research and gives the overview, introduction, explains the objectives and highlights the significance of the research for Industries globally.

The second Chapter consists of the literature review on green marketing, consumer buying behavior, trust, perception, green washing and after the prolonged literature review conceptual framework is designed that encompasses the most important variables in a diagram format.

The third Chapter is the Methodology and Research Design which explains the methodology and strategy used in collection of quantitative primary data in which questionnaires were sent out using social media and survey monkey was used to design the survey to people of age group 18- 60+.

The fourth chapter represents the findings of the quantitative data. The researcher's assumptions based on the responses of the surveys. The findings are designed to explore the validity, reliability and results of the study.

The fifth and the last chapter contains the implications, limitations faced by the researcher, the final conclusions and recommendation for future research in the area.

2 Literature review

2.1 Overview

The aim of the literature review is to assist in developing a decent understanding and awareness concerning relevant previous researches and the new trends emerging over the course of time. The literature will be linked to the research objectives that the author has designed, and the next step is generating the conceptual framework for the exploratory research based on the impact of green marketing campaigns conducted by the FMCG firms on the consumers perception. As stated above, the literature review emphasizes on the previous research by emerging further understanding of the dynamic aspects of the proposal.

There was limited amount of relevant research literature related to the authors research topic in the databases that were used. The reason for this limit is it being exploratory in nature due to which a small number of relevant and useable literature was present. There are a large number of publications and papers relevant to green marketing, green washing, some literature related to flip side of green marketing were also there but such articles were based on companies point of view which means does the companies who claim to be green are really green but no such literature was available related to consumer point of view. I used SAGE, ESCOB, and Research gate because the author found these platforms to consist of vast number of papers and reliable as well.

While the literature review presents various themes of context, the research will principally focus on consumer perception and green marketing campaigns. Some other factors that were pondered upon are green washing, green marketing impact on consumer buying behaviour, consumer trust and environmental knowledge. Green marketing campaigns are live events organized in the marketplace- indoor or outdoor to create awareness about the importance of green practices. Consumer perception generally means what a consumer thinks or feels about a certain concept, in this scenario what he believes when he looks at green marketing campaigns. Green washing is the notion of doing green marketing but only on papers or only to appear as environment friendly. Consumer trust can be said as the confidence of the consumer in certain brand or product. Environmental knowledge means the information consumer already has about the atmosphere.

Moreover, the literature will be concluded by adding the green implications and results and conceptual framework will be drawn and explained in detail as the next step.

2.2 Green Marketing

A significant communal and commercial issue that came to light was Environmentalism. Consumers became aware of the hazards of industrialization to the environment and as a result the demand for green products from the manufacturers mounted each day. Due to this reason a new concept arose which was green marketing (Nath *et al.*, 2013). As the concept became popular firms started to worry as the consumers awareness began increasing and due to the surge in the consumers level of awareness certain disconcerting questions were put forward for companies to answer, questions like how much green are the firms manufacturing activities and its supply chain, how do they recycle and dispose hazardous waste (Sarkar, 2012b).

The term green marketing was first defined in the year 1975 by the American Marketing Association. It was well-defined in a workshop conducted on Ecological Marketing in Austin, Texas. The concept rose to fame and became a new trend that was pondered upon in late 1980s and early 1990s (Laheri *et al.*, 2014).

Green marketing is the cluster of marketing activities that begins with procurement of product and ends at the delivery of the product to the consumer in a greener manner. If businesses go for the green approach it is not only beneficial to the end user, it helps the businesses as this can result in competitive advantage as well if used appropriately. Green marketing is a vast concept which is classified into 3 segments. The first segment is ecological marketing which emphasizes on the environmental problems and its solutions. Second being environmental marketing which focuses on clean technology, invention, and new design to diminish the environmental problems. The third is sustainable green marketing which focuses on sustainable problems (Sharma and Kushwaha, 2019).

Green marketing also includes remarketing a product and alter the packaging of the existing products in the market to make it environment friendly (Roy, 2013).

Green marketing is still an evolving concept of marketing. In general, it consists of environment friendly products that maintains a high environmental standard. It consists of the products which justifies green labels (Sarkar, 2012a).

This varying trend has also added new terms in the advertising dictionary of green marketing such as biodegradable, environment friendly and recyclable (Khandelwal and Bajpai, 2011).

When green labels were first introduced the government also found it valuable and considered such products preferable. As the interest from the government was shown, manufacturer increased the manufacturing to meet the demand and the trend started in 1992 when there

were few dozen environmental labels in the world and now there are more than 300 (Case, 2009). This shows the rapid increase in the trend and it is expected to grow in future.

Everyone is concerned about the environment now a days even the governments of the countries across the globe are determined to put in effort and normalize green marketing activities worldwide. One of the examples of the governments getting involved in green marketing activities is the United States (US) government as the Federal Trade Commission and the National Association of Attorneys- General are advised to initiate documentation that inspect green marketing (Chauhan, 2012a).

Being a part of the green marketing trend has now become a condition for all the sectors including the supply chain management, the reason for such action is external pressure due to which green marketing and green supply chain must be parallel (Salam, 2011).

If the company's point of view is studied it is apparent that the firms which adopt the green marketing concept earns huge profits, appears as socially responsible and help the environment a bit. After earning enormous profits it was quite clear that caring for the environment by applying green policies is directly proportional to financial benefit to the firms (Sarkar, 2012b).

Apart from financial gains another reason why the firms are going green is because all around the world there has been a growing responsiveness of green marketing and consumers are getting fascinated by the brands that endorse ecological concern and do their part to minimize the effects of destruction. The brands are working more towards eco-friendly approach because of the Corporate Social Responsibility (CSR) clause which is added to the company's ethics guidelines (Gupta and Singh, 2019).

Furthermore Harrison (2007) claims that the future is green and those who will not take environmental sustainability into account will fail to meet consumer needs.

2.3 Green Washing

As the green marketing concept is on the rise so is another concept coming to light which is Green washing. Green washing is a phenomenon of making unjustified or false claims of sustainability or environmental friendliness to attain market share. This technique started getting recognition in 1980s but the increase in use of this technique started to take place in recent years (Dahl, 2010). This technique shows positive information and hide the negative information to display a positive image.

Companies are leaning on the greenwashing concept in order to attract the consumers and investors' attention and to appear as eco-friendly in the eyes of the consumers even if they are

not following the green approach they appear as they are which is called greenwashing in layman terms. The concept of Greenwashing first caught the attention in the year 1983 (Pegasus, 2018).

Green marketing concept has increased almost ten times in the last two decades and roughly tripled since the year 2006. As the green marketing trend is increasing at a fast pace more and more firms are turning to the greenwashing concept simultaneously in order to stay in the competition (Delmas and Burbano, 2011a). Firms go for greenwashing because of the market external drivers which are consumer demand, Investor demand and Competitive pressure (Delmas and Burbano, 2011b).

Greenwashing is generally done in two forms. One being vague claims and secondly false claims. Vague claims does not bother the consumer as much, but false claims are not taken well by the consumers and they do not wish to be fooled with them (Schmuck *et al.*, 2018a). Greenwashing may damage the image of the company which results in the consumer distrust towards the firm (Chandra, 2019).

Fernando *et al* (2014) did a study based on Indian market and claimed that out of 100% there were whopping 51.7% of the companies that were green washing with vague and abstruse claims and this was one of the reason why a large number of firms were greenwashing without being caught. There were only 3.3% of the companies true to their claim and were helping environment.

Due to the rise in the organic products concept some companies are claiming to be organic whose products are not possible to be made without chemicals and because of the false claims they are creating a negative image of green projects due to which the stakeholders lose interest in investing in those companies who are putting real effort to go green (Saxena, 2015a).

Firms who are planning of going green wants to maximize sale of green products. This can be done by generating strategies to eradicate barriers such as lack of awareness, negative perception and distrust of the consumer due to false environmental claims (Rejikumar, 2016).

Firms can enjoy healthy profits by being truthful about their practices otherwise if knowledge and awareness of a consumer increases in green area the companies will not be able to create value and expect hefty profits by just putting green to their name (Lynam, 2012).

[H1: Firms conducting green marketing campaigns are considered as green washing to the consumers.](#)

2.4 Green Marketing Impact on Consumer Buying Behavior

Consumer buying behavior keeps altering as time passes by, it is shaped by social, personal and psychological aspects of the society the consumer lives in. The marketers collect knowledge of consumer to understand the consumers thinking patterns that ultimately leads to purchase from the alternates available. (Brosekhan and Velayutham, 2013).

Green marketing is important to shape up the attitude and behavior of the consumer. Advertising the products in green way and highlighting its green aspects generally results in getting consumer excited about his purchase (Budinsky and Bryant, 2013). Furthermore being aware of the environment and looking at the green products characteristics, green advertising activities and green pricing affects the buying behavior in the positive manner (Boztepe, 2012a).

Another feature that effects the Green buying behavior is the demographic. Demographic factors effect on the consumer buying behavior (Boztepe, 2012b). As long as demographics are concerned young consumers are more prone to be proactive or pro environmental and they have a potential to lead to the final purchase of green products (Uddin and Khan, 2016).

Customers appreciate the products or services that are following green marketing practices and are not only willing to buy them or use them but according to a study 68.3% are willing to pay extra cash for the green effort put forward by a restaurant (Namkung and Jang, 2017).

One study result showed that participants were enthused to pay premium prices for green products (Ong *et al.*, 2015).

Green marketing is a global initiative, so it is not confined to specific citizens of states, but it is being adopted by developing and developed countries all the same according to the resources they possess. A study conducted in Sri Lanka demonstrated a robust positive relationship between green awards and certificates and consumers buying intentions (Lee *et al.*, 2019).

Purohit (2012) said that eco-friendly product positioning can be helpful in buying decision of the consumer. The producers should use eco-friendly marketing approach by which they can entice more and more consumers and can increase market share.

It seems that not all products are affected by the green marketing tactics. This was confirmed by a study by Grimmer & Woolley (2014) in which an experiment was conducted on bottled water with green labels and the results indicated that there was no significant difference in terms of purchase decision for the bottle water.

Additionally, a question arises here is that do they prefer to buy the green product or not?

H2: Consumer buying behavior is affected by consumer concerns not by green marketing campaigns.

H3: Demographic factors effects the consumer perception.

2.5 Trust

Brouwer (2016) studied consumer trust towards eco labelling and the results were labels like 100% recycled and Dolphin safe were important factors of gaining the trust of the consumer as consumer believed that buying a product with dolphin logo on it is having positive effect on the environment.

Atkinson & Rosenthal (2014) have described the trust factor by dividing consumer into two type one with high involvement and other with low involvement. In low-involvement conditions consumer is likely to see government source labels more trustworthy than corporate-source label and in high involvement consumer responds positively towards both corporate and government sourced labels however government sourced conditions are more trusted. This shows that consumers not only agreed with the label on the product, his or her trust depends on various factors. Consumers does not trust the brands that appear eco-friendly just on the labels and consumer distrust is valid for organizations specially the ones in the food sector (Tonkin *et al.*, 2018). Another proof that consumers trust keeps shifting is by a study conducted in the year 2012 on European participants and the results of the study showed that almost half of the EU citizens does not trust the green claims. There were about 36% of people that distrusted green claims and 11% did not trust the claims at all (Lewandowska *et al.*, 2017). Green trust is important to take the consumers in confidence as green trust is one of the core competencies of the green marketing concept. The companies develop consumer trust in their products in order to make the marketing campaigns successful (Chandra, 2019).

2.6 Environmental knowledge

An important concept has emerged named Environmentalism and it has become a significant social and corporate matter in the twenty-first century. Environmental Consciousness is increasing in the consumers every day due to which the demand for green products from manufacturers is advancing (Nath et al., 2013b). Environmental knowledge is effecting the consumers attitudes as consumers are assimilating new knowledge regarding the environment into their overall attitudes therefore it is safe to say that as consumers environmental knowledge increase, their attitudes and behaviors are modify accordingly (Polonsky *et al.*, 2012). Knowledge plays a role in spreading awareness and as there is increase in customer awareness

the marketers and firms are deliberately giving out thorough environmental information of their products on the eco-labels with outside authenticated information (Taufique *et al.*, 2017).

Age factor seems to show the level of environment knowledge a consumer possesses and according to a study younger resident seemed to have advanced environmental knowledge than their older people. The study also indicated that students and employed residents had more Environmental Knowledge than unemployed inhabitants. Furthermore, it was proven that television and newspapers were recognized as the main channels for gaining environmental information and digital media played an vital role in spreading environmental knowledge to younger generation. (Cheung *et al.*, 2015).

Young generation is the key to the future and a way forward so efforts should be made to educate the students so that they can protect the environment. Teachers should establish pro environmental conduct so that the kids learn at early stage and they become well informed, environmentally educated by the time they graduate and play their part to save environment (Esa, 2010).

On the other hand another study results showed that it is not mandatory that if a consumer has general knowledge about the environment issues his knowledge will also be reflected in their purchases (Momborg *et al.*, 2012).

Environmental knowledge is remarkable but sometimes low environmental knowledge can also display positive environmental attitudes as one study proved that students who grew in developed versus less developed backgrounds had significantly different levels of environmental awareness even though they were exposed to similar institutionalized environment (He *et al.*, 2011).

Environmental knowledge is important to bring change, the knowledge currently consumers have is not enough and it is recommended that additional environmental information is required so that the transformation does not stop (Tal, 2010).

Environmental concern and Environmental knowledge are the two characteristics which can aid consumers in detecting misleading claims (Schmuck *et al.*, 2018b).

2.7 Perception

Perception is psychological response of a consumer to a product or service. Once a service or a product is being utilized a customer compares the result with the expectation and perception (Long *et al.*, 2016). What is the perception of a consumer about green marketing what are the expectations? What do they perceive in their mind after watching a green campaign?

Customer perception is something that is based on the knowledge that the consumer has about the product. Consumer level of awareness for green products is high but he or she is still unaware of some of the green initiatives taken by different agencies. Consumer perception to buy green products depends on different elements such as depletion of ozone layer and global warming. The customers are hoping for the organizations to start following the green practices as soon as possible (Bhatia and Jain, 2013).

Perception of a consumer changes with age as Choshaly (2017) has mentioned that the younger people showed positive attitude towards the environmental protection issues.

However Brough *et al.*,(2016) says that consumer perception also varies based on gender. According to him men perceive ecofriendly concept feminine which is one of the reasons they are less prone, and this concept can be started among men by smart branding relating to masculinity.

Companies want the consumer to perceive their products as ecofriendly and wants to cash it, but the customer perception is changed when companies exploit the customers by highlighting a single green attribute of a product and call it ecofriendly. They feel cheated on and their perception becomes negative towards the firms (Lee *et al.*, 2018a).

H4 Environmental knowledge effects the consumer perception about the firms doing green marketing.

2.8 Green implications and results

Companies encourages environmental initiatives but actually operates in a way that is damaging the environment for instance many biggest carbons emitters in the world have tried to rebrand themselves as environmentally friendly (R. Kumar, 2013).

Companies use untrue environmental claims in order to earn profits from the marketplaces (Singh *et al.*, 2016)

False claims negatively affect those firms who put in true efforts to help environment, this creates confusions for consumers and traders as well. Companies should realize the long-term adverse effects of greenwashing and stop doing it (Saxena, 2015b).

Green Marketing is inevitable, and companies go for it because of high competitor pressure and to save the company's image which results in saving resources (Chauhan, 2012b).

Greenwashing organizations perform like silent brown organizations as they are not true to their claims but in case of green washing it has a positive impact on the environment because of the care they display for the environment (De Jong *et al.*, 2018a).

The industry leading companies are under social pressure to partake in green activities and are expected to report them to the general public (Ham and Lee, 2011).

2.9 Conceptual Framework:

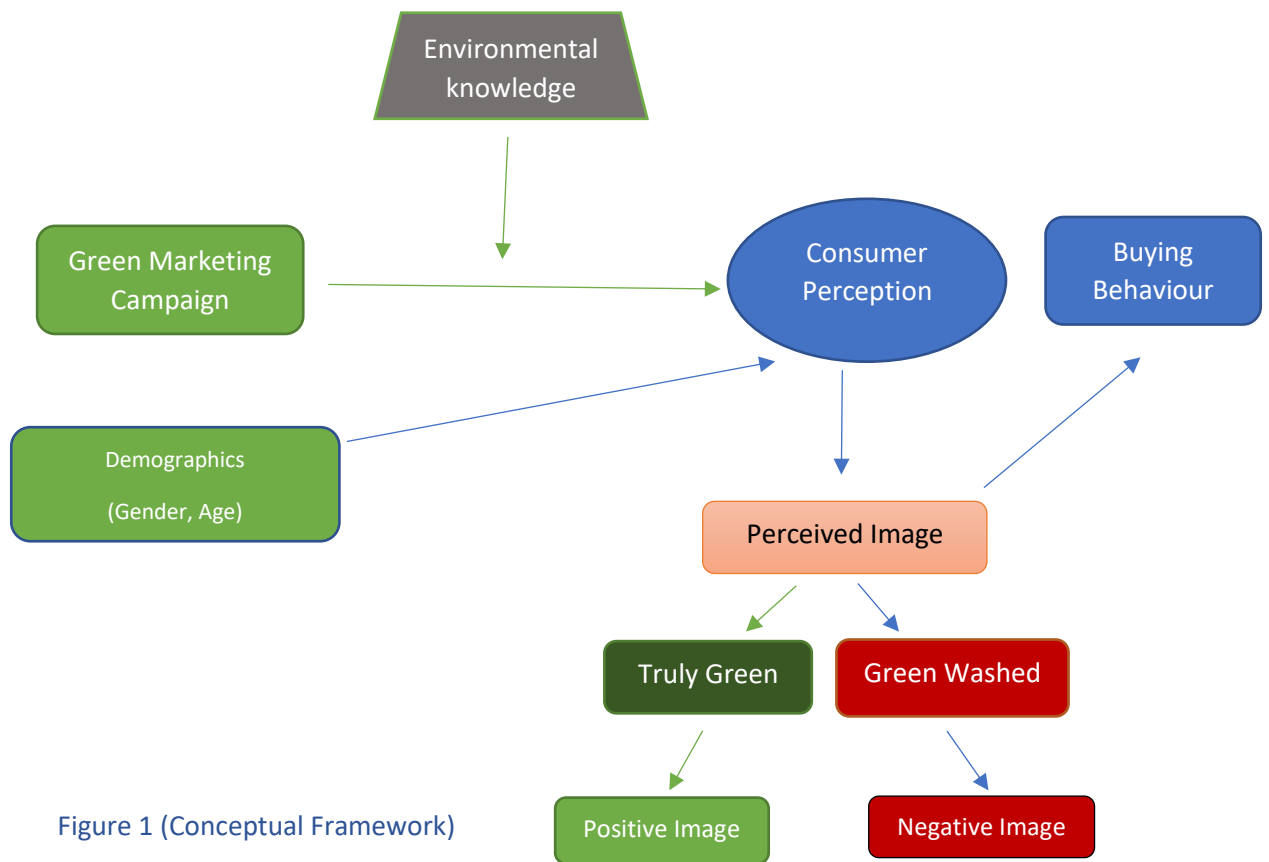


Figure 1 (Conceptual Framework)

The conceptual framework for the dissertation is drawn above. After extensive literature review and knowledge about the topic the author recognized the most important variables of the topic. The significant variables extracted were Green Marketing, Demographics, Environmental Knowledge, Consumer Perception, Green Washing and Consumer Buying Behaviour. As explained in the above diagram the dependent variables are Consumer Perception and Consumer Buying Behaviour and the independent variables are Green marketing campaigns and Demographics. According to hypothesis H1 firms conducting green marketing campaigns are considered as doing green washing to the consumers. From previous studies and literature based in the same field the results of the research being conducted is expected to be negative and firms are predicted to be green washing. According to hypothesis H3 Demographic factor effects the consumer perception. This hypothesis states the relationship between demographics and consumer perception as drawn in the conceptual framework.

Green marketing campaigns helps in developing a consumer perception, so perception is the independent factor which ultimately results in effecting the consumer buying behaviour.

According to hypothesis H2 Consumer buying behavior is affected by consumer concerns not by green marketing campaigns. This hypothesis claims that the green marketing campaigns has little impact on the consumer buying behavior and the consumer buys green products based on his personal concerns about the environment. Another important aspect of the above diagram is the role of moderator. The author studied that the relationship between the dependent and independent variable can be strengthened by adding a moderator. The moderator in this research is Environmental knowledge which means that if a consumer has strong environmental knowledge, he will be more reactive towards green marketing campaigns. As H4 states that if there is difference in consumer environmental knowledge there will be difference in perception of the consumer about green marketing campaign. As explained in the framework environmental knowledge is playing the role of moderator and will affect the relation between green marketing campaign and consumer perception. The researcher further breaks down the term perception into two forms which are truly green and green washed. If the consumer thinks of the green marketing campaign as truly green it will create a positive image his mind due to which the campaign will be a success similarly if the green marketing campaign is just a hoax so it will create a negative image which will result in consumer thinking of the campaign as a way to fool consumer and will be marked green washed by the consumers as mentioned in the diagram above. Consumer buying behaviour will depend on the perception he has in his mind from the green marketing campaign for a certain FMCG product in this case.

2.10 Conclusion

This chapter consist of extensive overview of the research objectives based on the literature that was discovered and investigated by previous researchers. Elements of the research including green marketing, green washing, environmental knowledge and consumer perception. Research supports the idea that consumers lookup to firms that implement famous social behaviors like “going green,” but there is little knowledge about how green activities effect the consumer’s social attitudes and behaviors (Raska and Shaw, 2012). It was evident that very little research has been carried out from the consumers point of view regarding green marketing, it is unclear what the consumer feels and thinks about the green marketing campaigns. Evidence shows that research in consumer behavior towards green products is still emerging; thus, there is a need to increase research in this arena (Eze and Ndubisi, 2013). Previous researches conducted had been done from companies’ point of view and the data that is collected in those researches is secondary data. Recent green marketing activities performed by companies compiled together and it was evident that no research had taken place regarding consumer point of view that what consumer thinks of green marketing campaigns as shown in the literature.

3. Research Methodology and Research Design

3.1 Overview:

The section of research methodology and research design will outline the research philosophy, research approach and research strategy. It will also be explaining about the data collection techniques and data analysis; this will be taking the research to the next step and the author will be able to test his research hypotheses.

The objectives of this paper are to examine what the consumer perceive when he looks at a green marketing campaign conducted by a Fast Moving Consumer Goods company, does the consumer become excited by those campaigns or has become indifferent towards them and lastly the effect of environmental knowledge on the relationship between Consumer Perception and Marketing Campaigns.

This paper revolves around the following research questions like what the consumer believe about green marketing campaigns conducted by the FMCG companies and what impact does these have on the consumer minds does the content of the campaign create influence in the consumers' minds or not and lastly the impact of the variable environmental knowledge between consumer perception and green marketing campaigns.

The emphasis of the research is on the investigation of the research objectives, answer the research questions and check whether this proposal can be considered binding and dependable constructed on the data collection techniques that were used in this paper. The data collection method that was used to make the research more reliable and effective was Questionnaire, which is quantitative in nature. This method was completed through the help of online tools, firstly the author designed a questionnaire via survey monkey to circulate the designed questionnaire to the sample audience. After the data collection data analysis began and at last the findings and results of the research will be out. The diagram of the Saunders onion is added below with highlighted methods that the author used for better understanding of the steps taken in the methodology chapter.

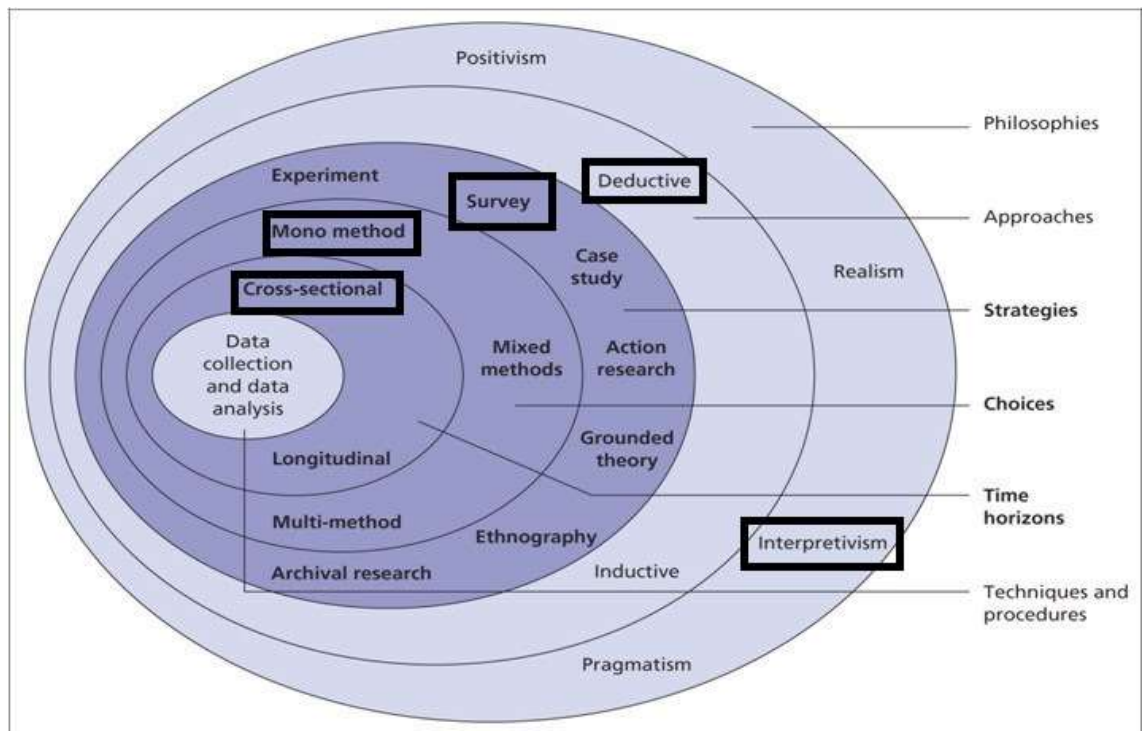


Figure 2 (Research Onion)

(M. N. K. Saunders *et al.*, 2009, p.108)

3.2 Research Philosophy and Approach:

Green marketing is a complexed, multi dimensional concept which is based on subjective opinions and a person's knowledge about the concept. One of the key objectives of this dissertation is to identify impact of green marketing campaigns on consumers perception as each consumer has his own thinking and his own perception so the authors research is subjective and based on personal opinions so the philosophy that fits this dissertation is Interpretivism.

A research philosophy is defined as a belief about a certain concept in which data will be gathered, analyzed and used about a phenomenon (M. Saunders *et al.*, 2009,p.114). Interpretivism can be defined as the reality projected according to the human imagination. The core idea of interpretivism is to work with the individual meanings that are already present in the social world (Goldkuhl, 2012). Interpretivism states that conducting research on people is different than conducting research on objects such as trucks and computers because research on people is considered to be done on personal level (M. N. K. Saunders *et al.*, 2009, p.114).

It was definite that the research would be exploratory in nature as the purpose of it was to look at various viewpoints from several backgrounds like working individuals and shoppers. Exploratory research is mainly valuable if someone desires to elucidate the understanding of an

issue. The insights gain from the questionnaires were observed as subjective. It was sensed that this method was suitable in understanding the perceptions of individuals involved so that it can be understood how different backgrounds have shaped the views of individuals that were part of this study. The author went for deductive approach rather than inductive approach. Deductive approach is appropriate for this research because the researcher reviewed journals and previous researches and based his research on the previous studies and even hypothesis was developed and tested. Due to this reason the author went for deductive reasoning.

3.3 Research strategy

As described in the above section, the author chose quantitative approach for the research strategy to be appropriate. Survey as strategy and questionnaires as main data collection method was used. As the author selected inductive approach and maintain research focus by designing a questionnaire and collect data through the questionnaires distributed to 214 individuals in order to make the research results concrete. As the topic is general thus no specific type of person was asked to fill the questionnaire and only adults from age 18 to 65 were asked to fill the questionnaire for data collection so that the data collected can be more accurate.

The questionnaires were circulated through internet to the individuals. The author used survey monkey to design the questionnaire and then the links of questionnaires were sent through social media and emails to collect the data. Green marketing campaigns are very popular now a days as almost all the firms now a days are associating itself with it due to which the author was not very concerned about the outcome because of the hype of this concept he knew that he would get useful insight and gather fruitful results from the survey. The research is based on consumers perception, so they won't be bored during filling out the questionnaires due to the generality of this topic. The next step was to gather results from the survey and analyze it by using a statistical tool like SPSS software due to the research being quantitative, statistical method was used. The researcher went for mono data collection method because of the time constraint and limited resources he had thus he thought it would be best to go for one method and focus on the research to be authentic. The time horizon for this paper is cross sectional study and the reason is that as this is academic research thesis and there is a timeline given to finish it thus fulfilling the conditions of cross-sectional study.

3.4 Collecting Primary Data

As far as this research is concerned, primary data was collected, quantitative research techniques were adopted. This is based on interpretivism so both qualitative and quantitative methods could be used. The more suitable approach for this research was qualitative method

but due to the limited resources the author had and time constraint, he had to opt for quantitative method to collect data. The sampling technique that the author used was self-selection sampling in which the researcher sent emails and questionnaire link to colleagues due to the time and financial limitedness he used this technique to reach out to maximum number of people in less time. The researcher made sure that the questionnaire was filled by the proper target audience though and monitored the whole process.

The process undertaken consisted of close ended questions in the questionnaire which were duly filled by 214 individuals who agreed to contribute. The questionnaire was sent out through Facebook Messenger, Emails, WhatsApp as these were the more appropriate ways to reach target audience. Besides the author posted the website link to Facebook pages as well. There was no pressure on anyone to complete the survey and the researcher assumed that all the individuals completed the survey with utter honesty.

Survey was conducted to collect data to back up the authors exploratory research. The researcher used mono method which meant only one quantitative data collection technique would be used which is questionnaires. The target audience was adults from age 18 to 60+ and the countries from which the researcher collected data were Ireland, India, Dubai, UK, Germany Turkey and Pakistan as well. Due to the diversity of the sample audience the researcher had a view of different audience groups across the globe. A table was created to relate the literature review to the methodology chapter. In the table below questions were picked from the questionnaire designed and were linked to a reference from literature review thus linking it to the literature appropriately.

Questions	Literature
1 I believe that in the above campaigns, companies are really concerned about the environment (pictures displayed in questionnaire).	Companies encourages environmental initiatives but actually operates in a way that is damaging the environment for instances many biggest carbons emitters in the world have tried to rebrand themselves as environmentally friendly (R. Kumar, 2013).
2 I believe firms are doing green marketing to boost their profits.	Companies use untrue environmental claims in order to earn profits from the marketplaces (Singh <i>et al.</i> , 2016) If the company's point of view is studied it is apparent that the firms which adopt the green marketing concept earns huge profits, appears as socially responsible and help the environment a bit. After earning enormous profits it was quite clear that caring for the environment by applying

	green policies is directly proportional to financial benefit to the firms (Sarkar, 2012b).
3 I have trust on the firms who are doing green marketing campaigns	Green trust is important to take the consumers in confidence as green trust is one of the core competencies of the green marketing concept. The companies develop consumer trust in their products in order to make the marketing campaigns successful (Chandra, 2019).
4 I have positive image of the companies shown above after looking at their campaigns	Furthermore being aware of the environment and looking at the green products characteristics, green advertising activities and green pricing affects the buying behavior in the positive manner (Boztepe, 2012a)
5 I will recommend others to buy products of these companies	Customers appreciate the products or services that are following green marketing practices and are not only willing to buy them or use them but according to a study 68.3% are willing to pay extra cash for the green effort put forward by a restaurant (Namkung and Jang, 2017).
6 After seeing pictures of campaigns above, I will prefer to buy those brands products (images inserted in questionnaire)	Green marketing is important to shape up the attitude and behavior of the consumer. Advertising the products in green way and highlighting its green aspects generally results in getting consumer excited about his purchase (Budinsky and Bryant, 2013).
7 I will pay more to buy a green product	One study result showed that participants were enthused to pay premium prices for green products (Ong <i>et al.</i> , 2015).
8 I prefer to buy green product over normal product	It seems that not all products are affected by the green marketing tactics. This was confirmed by a study by Grimmer & Woolley (2014) in which an experiment was conducted on bottled water with green labels and the results indicated that there was no significant difference in terms of purchase decision for the bottle water.
9 My purchase habits are affected by my concern about the environment not by green marketing campaigns	Consumer buying behavior keeps altering as time passes by, it is shaped by social, personal and psychological aspects of the society the consumer lives in. The marketers collect knowledge of consumer to understand the consumers thinking patterns that ultimately leads to purchase from the alternates available. (Brosekhan and Velayutham, 2013).
10 I look for the above logos before making a purchase (logo images displayed in questionnaire)	When green labels were first introduced the government also found it valuable and considered such products preferable. As the interest from the

	government was shown, manufacturer increased the manufacturing to meet the demand and the trend started in 1992 when there were few dozen environmental labels in the world and now there are more than 300 (Case, 2009).
11 I know the meaning of these logos (logo pictures showed in questionnaire)	Knowledge plays a role in spreading awareness and as there is increase in customer awareness the marketers and firms are deliberately giving out thorough environmental information of their products on the eco-labels with outside authenticated information (Taufique <i>et al.</i> , 2017).
12 I know how fast-moving consumer goods firms improper waste disposal is harming the environment	Environmental knowledge is important to bring change, the knowledge currently consumers have is not enough and it is recommended that additional environmental information is required so that the transformation does not stop (Tal, 2010).
13 I have knowledge about green marketing	Firms can enjoy healthy profits by being truthful about their practices otherwise if knowledge and awareness of a consumer increases in green area the companies will not be able to create value and expect hefty profits by just putting green to their name (Lynam, 2012). Environmental knowledge is important to bring change, the knowledge currently consumers have is not enough and it is recommended that additional environmental information is required so that the transformation does not stop (Tal, 2010).
14 Companies considering green marketing promotes their products using Eco-Friendly modes of communication	Being a part of the green marketing trend has now become a condition for all the sectors including the supply chain management, the reason for such action is mainly external pressure due to which green marketing and green supply chain must be parallel (Salam, 2011).

Table 1 (Linking questions to literature)

3.4.1 Sources of Data

In order to answer the research questions of this study primary data was used and collected which consisted of survey as the data collection method as this study is exploratory in nature so detailed questionnaires were suitable to gather primary data. The people that were chosen to fill out the questionnaires were adults from age 18 and above and the self-selected sample was from different countries and backgrounds. Self-Selected sample technique was used because it reduced the amount of time required to search for appropriate individuals or firms that meet the criteria (Sharma, 2017). The questionnaire was designed in a way to show real time

experience of green marketing to the participants by showing them the pictures of green marketing campaigns. Through imagery the participants gained more lucidity about the topic and the participants voiced their opinions through questions in a better manner.

In order to accomplish the objective of this research, to be more specific this is an exploratory research in which the author will be looking to explore and partake a detailed understanding of the issue. From the questionnaire that was designed the author aimed to discover the opinions and experiences the participants of the study individually. The nature of data was more towards focus and defined due to which the author was more informed about the issues and he would know the right type of question to ask. As a precaution of the exploratory research approach, the author closely monitored the responses of the participants and made sure that the questionnaire was filled honestly.

First Questionnaire was designed according to the research questions that the author wanted to gain the understanding from and to get the answers of those questions the next step was making questionnaire on survey monkey and then the link of the survey was sent to the 209 participants who agreed to be part of the survey. The link was sent through online tools like Email, Facebook Messenger and WhatsApp Messenger. The respondents were requested to fill the questionnaire as soon as possible so that the results of the research can be out in appropriate time. The questionnaire consisted of questions related to key variables that were consumer perception, environmental knowledge and consumer purchase intention. The questionnaire will be attached in the appendix section for further clarity and reading.

3.4.2 Access and Research Ethics Issues

One of the most important part for conducting a research is to always keep ethical values in mind. As far as author of this study is concerned, he will be sending out questionnaires to the self-selected sample audience to collect data regarding the topic. It is a moral obligation of the researcher to respect the dignity of the respondents and assure them that their response will be confidential. As the author has already worked in multiple countries so he is aware of the importance of maintaining the professional and ethical standards for collecting data through survey. The author knows that the respondent has the right to privacy and can respond in the time they seem fit and they can fill questionnaire in their own pace. The participants can remain anonymous if they wish to as is their right.

In order to collect data a questionnaire was distributed online using different channels. There were not any ethical issues for the quantitative data collection technique because the survey consisted no personal questions, only the participants age and country were asked. Besides the

questionnaire consisted of general opinions related to environment which the participants found interesting to answer. Furthermore, all the participants were informed what the purpose of the questionnaire was, and they were informed that their answers will be included in the report on some form and they consented.

The participants which were contacted to partake were from different backgrounds, countries and ages. As this research was limited to green marketing practices so images of various marketing campaigns were added in the questionnaire to make it more fascinating. The idea of adding images was creative on authors side.

The author decided to uphold the integrity and trust that is consistent with Griffith College's Ethical Guidelines. The author made sure his behavior showed highest level of professionalism, modesty and friendliness so that the author could complete his research with complete satisfaction and become a good example and make his supervisor proud.

3.5 Access to Data Analysis

In the next stage raw data was collected from the questionnaire made on survey monkey and fulfilled from 209 participants online it was time to give shape to that data and convert the raw data into information. The author of this paper was going for quantitative approach, so he analyzed the data using statistical software. The researcher decided to use Microsoft Excel and SPSS software for data analysis. SPSS is the abbreviation for Statistical Package for Social Sciences. SPSS is widely used to examine numeric data and make forecasts. In this research the data collected from the survey was immediately copied to excel worksheet. The next step was to import that raw data from excel in SPSS in order to analyze it.

After importing data to SPSS, coding was done in numeric form as defined below:

- 1- strongly agree
- 2- agree
- 3- neutral
- 4- disagree
- 5- strongly disagree

In case of the questions, each question was given a code word of QR followed by the question number according to the variable name.

After entering data and the codes accordingly the data was analyzed, and the results were calculated. The results provided the answers to the research question and for future studies as well. Later, graphs and charts were examined for better understanding.

3.6 Conclusion:

The purpose of the research is to contribute into the existing knowledge related to consumer perception about green marketing practices by using mono data collection method which is surveys. The practices stated above in collecting the data for this dissertation are believed to be most useful and efficient by keeping the time constrains and resources in mind to get useful information from this study .The number of respondents are high in order to get valid results and findings which can result in further studies in this discipline.

4. Presentation and Discussion of the Findings

4.1 Overview

This is the fourth chapter of research in which the quantitative data will be analyzed, presented and the outcome will be discussed. The quantitative data will be analyzed, and the questionnaire approach was used, the questionnaire was made up of 19 questions in total which took five minutes at most to fill the questionnaire. The quantitative data was collected from circulating a total of 214 questionnaires to the respondents from which 209 were selected for data analysis. Green Marketing campaign images were used in the questionnaire in order to make the respondents concept clearer about what was being asked of them and have the real time consumer opinion. In general, this was being done to see how the consumers perceive the green marketing activities. In order to analyze the perception of the consumer in this study SPSS software was used to analyze the data collected through the questionnaires; the study will be focused on the perception of the consumer about the FMCG firms' green marketing campaigns. The first question was about the participants signature.

4.2 Findings

Question no 2: Gender of the respondent

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	104	49.8	49.8	49.8
	Female	105	50.2	50.2	100.0
	Total	209	100.0	100.0	

Table 2 (survey findings)

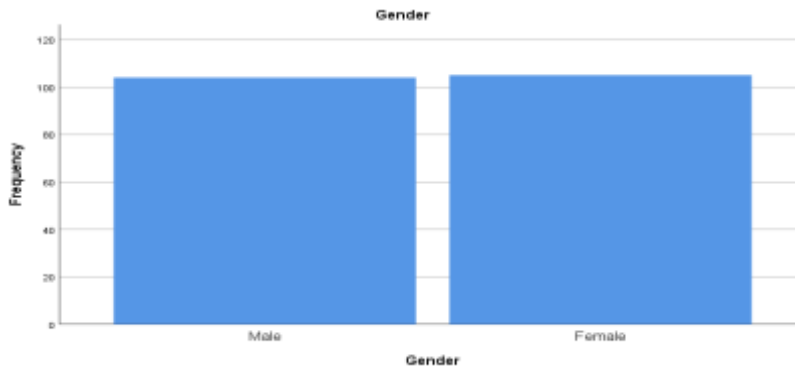


Figure 3 (survey findings)

According to the quota, out of 209 sample size there were 105 females and 104 male respondents that were selected and asked to participate in the survey. All the responded answered to this question. In percentages there were 49.8% Male and 50.2% were Female as shown in the table which clearly demonstrates that the male and female participants were almost of the same number and the research result will be applicable to both male and females.

Question no: 3 Age of the Participant was asked. The age groups are described in the form of table and pie chart below:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-24	68	32.5	32.5	32.5
25-34	125	59.8	59.8	92.3
35-44	12	5.7	5.7	98.1
45-54	2	1.0	1.0	99.0
55-64	1	0.5	0.5	99.5
65+	1	0.5	0.5	100.0
Total	209	100.0	100.0	

Table 3 (survey findings)

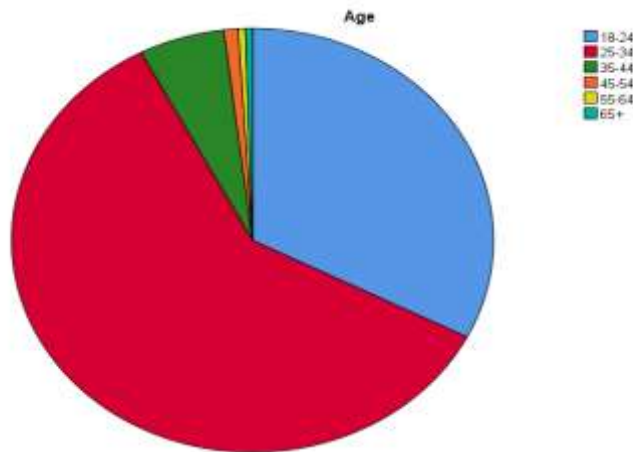


Figure 4 (survey findings)

The age question consisted of the following age groups like 18-24, 25-34, 35-44, 45-54, 55-64 and 65+. 32.8% of the sample was aged between 18-24 years old. A whopping 59.8% belonged to the age group 25-34 which was the majority in the sample as shown in the pie chart above. The rest was 5.7% from the age group 35-44, 1% from the ages 45-54 and 0.5% for 55-64 and 0.5% for 65+. All the respondents answered this question.

Question no: 4 What is the current employment status of respondents?

Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	118	56.5	57.0	57.0
	No	89	42.6	43.0	100.0
	Total	207	99.0	100.0	
Missing	System	2	1.0		
Total		209	100.0		

Table 4 (survey findings)

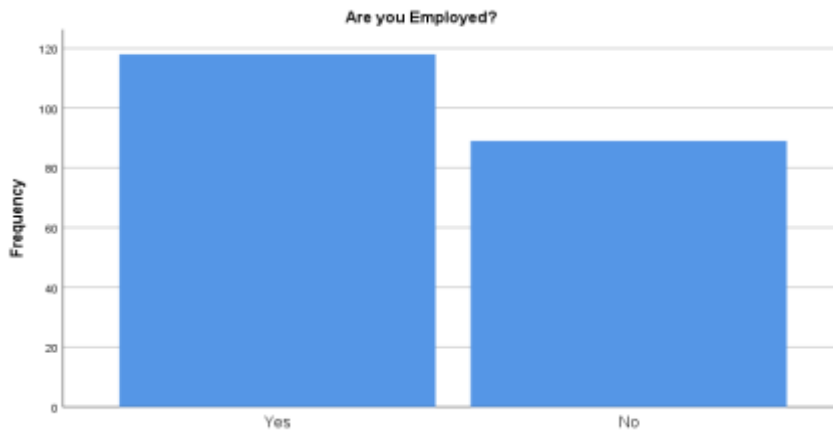


Figure 5 (survey findings)

The sample audience was asked about the employment status because the green marketing campaigns take place to lure the customer into buying the green product and to buy a person needs buying power. In order to make the results more accurate this question was asked, however 56.5% of the population sample was employed and 42.6% sample was unemployed but as the major respondents belonged to age 25-34 which shows this sample can be the consumers or the people who will be employed in near future. Two respondents didn't answer this question.

Question no: 5 In which country do you reside?

The sample was collected from different regions of the world so the results will be diverse, and this research will be beneficial to all countries included in the sample alike.

Country				
	Frequency	Percent	Valid Percent	Cumulative Percent
Pakistan	98	46.9	46.9	46.9
Turkey	1	0.5	0.5	47.4
Vietnam	3	1.4	1.4	48.8
France	2	1.0	1.0	49.8
Philippines	1	0.5	0.5	50.2
Canada	1	0.5	0.5	50.7

Greece	1	0.5	0.5	51.2
Australia	4	1.9	1.9	53.1
UK	41	19.6	19.6	72.7
USA	12	5.7	5.7	78.5
Germany	7	3.3	3.3	81.8
India	6	2.9	2.9	84.7
Ireland	19	9.1	9.1	93.8
Portugal	1	0.5	0.5	94.3
UAE	11	5.3	5.3	99.5
Thailand	1	0.5	0.5	100.0
Total	209	100.0	100.0	

Table 5 (survey findings)

As the respondent selected the sample and with the time and resource constraint he had, he managed to cover vast area for making the research more reliable. Due to the online platform the author chose, he was able to collect data from several countries. As far as the sample was concerned for this research there were two countries from which major respondents were selected. An enormous 46.9% of the sample was selected from the authors home country Pakistan and 19.6% of respondents were resided in UK.

The first set of questions consisted of the general bio of the participants of the study. The results indicated that 49.8% were males and 50.2% of the sample comprise of females which means that the final result will display both the male and female perspectives about green marketing campaigns the next question was regarding the age group which lead to the outcome that among the sample the majority of the participants belonged to the age group 25-34 which was also my selected target market so that behavior can be studied and altered if need be and the youth has the power to change the mindsets and spread awareness as seen in previous literature.

The next section consisted of the questions asked regarding consumer perception and perceived image. The questions were asked by showing the images of different marketing campaigns conducted by firms to the sample audience and then questions were asked regarding those

campaigns to have the real time opinion, to understand what they think and believe about such marketing campaigns and to achieve better and consistent results. Images were shown to them in order to give them the taste what green marketing campaigns are to make clear image in their mind and to get binding results. The next set of questions consist of statement rather than questions because it is based on a 5-point Likert scale.

	<p>picture shows a billboard designed by coke made of 3600 pots of plants which absorbs air pollution</p>		<p>Nestle is using less plastic in their bottle for the betterment of world</p>
	<p>Palmolive markets their Refill pouch that it made up of 75 % less plastic in comparison to pump</p>		<p>River rock claims to make 100% recycled bottle</p>

Figure 6 (green marketing campaigns sample)

4.2.1 Consumer Perception

Question no :6 I believe that in the above campaign’s companies are really concerned about the environment.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	33	15.8	15.8	15.8
	Agree	95	45.5	45.5	61.2
	Neutral	46	22.0	22.0	83.3
	Disagree	29	13.9	13.9	97.1
	Strongly Disagree	6	2.9	2.9	100.0
	Total	209	100.0	100.0	

Table 6 (survey findings)

As the question was about what the consumers think about green marketing campaigns. Are the companies doing green marketing campaigns really concerned about the environment or they just appear as environment friendly. The results showed that out of 209 participants 23 respondents strongly agreed to the question which consisted of 15.8% of the total sample. Similarly, 95 respondents agreed to the statement which makes 45.5%. Although 46 respondents marked as neutral, 29 disagreed and 6 strongly disagreed. The results when compiled showed that that 61.3% of the sample were positive about the firms and believed that those firms are concerned about the environment which states that majority of the sample agreed that the companies are concerned about the environment.

Question no 7: I believe the firms are doing green marketing to boost their profits.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	50	23.9	23.9	23.9
	Agree	92	44.0	44.0	67.9
	Neutral	41	19.6	19.6	87.6
	Disagree	23	11.0	11.0	98.6
	Strongly Disagree	3	1.4	1.4	100.0
	Total	209	100.0	100.0	

Table 7 (survey findings)

This question shed some light on the consumers general perception about the green marketing campaigns and does the firms follow these practices to boost their profits? The results showed that out of 209 respondents 50 strongly agree, 92 agree, 41 were neutral, 23 disagreed and 3 strongly disagreed. This results in percentage indicate that 67.9% of the respondents of the sample agree that the firms are doing green marketing to boost their profits. This shows the selected sample believes that the companies are doing these campaigns to boost profits.

Question no 8: I have trust on the firms who are doing green marketing campaigns.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	15	7.2	7.2	7.2
	Agree	75	35.9	35.9	43.1
	Neutral	86	41.1	41.1	84.2
	Disagree	29	13.9	13.9	98.1
	Strongly Disagree	4	1.9	1.9	100.0
	Total	209	100.0	100.0	

Table 8 (survey findings)

Consumer trust is the main factor for sale of the product and the companies try their best to maintain a healthy relationship with their customers and maintain the trust of the customers, Developing trust is very important to seize the opportunities in the market and to create a reputation among consumers (Gligorijevic and Leong, 2012). In the scenario for green marketing campaigns consumers are often cynical about the firms who are going for green marketing. The results of this research that the author is conducting shows that 7.2% of the sample audience strongly agree, 35.9% agree, 41.1% were neutral, 13.9% disagreed and 1.9% strongly disagreed which indicates that a total of 43.1% of the sample agreed that they trust the firms who are doing green marketing campaigns and 41.1% of the respondents were not sure what they feel about those firms.

4.2.3 Perceived Image

Question no 9: I have positive image of the company's shown above after looking at their campaigns.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	70	33.5	33.5	33.5
	Agree	117	56.0	56.0	89.5
	Neutral	17	8.1	8.1	97.6
	Disagree	5	2.4	2.4	100.0
	Total	209	100.0	100.0	

Table 9 (survey findings)

After looking at the campaigns an image was formed in the consumers mind about the firms. The results show that 33.5% of the respondents strongly agreed, 56% agreed, 8.1% were unsure or neutral, 2.4% disagreed and 0% strongly disagreed which means that a total of 89.5% of the sample audience had a positive image of the firms in their minds after looking at the green marketing campaigns.

Question no 10: I will recommend others to buy products of these companies

This question was asked to test the validity of perceived positive image of consumers. Is the image that much strong that they will recommend it to others, or it is weak?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	53	25.4	25.4	25.4
	Agree	103	49.3	49.3	74.6
	Neutral	41	19.6	19.6	94.3
	Disagree	12	5.7	5.7	100.0
	Total	209	100.0	100.0	

Table 10 (survey findings)

According to the results of this question out of 209 respondents 53 strongly agreed, 103 agreed, 41 were neutral, 12 disagreed and 0 strongly disagreed. As far as the majority is concerned which consists of 156 respondents or 74.7% of the participants would gladly recommend these firms to others which shows that the perceived positive image is valid.

4.2.4 Data analysis for Hypothesis 1:

H1: Firms conducting green marketing campaigns are considered as green washing to the consumers.

To test hypothesis 1 dependent variables were used which were perceived image and consumer perception.

Depending on the variables, perceived image and consumer perception after showing the green marketing campaigns it was clear from the results above which showed that 61.3% of the sample audience thought that the companies are concerned about the environment even though they considered such practices as money making techniques, 43.1% of the firms trust the companies who does green marketing, 89.5% of the participants had positive image of the firms and 74.7% of the participants responded that they are keen to recommend these firms to others as well. These results falsify the hypothesis 1 which was that consumer think of green marketing as green washing, it was invalidated through the result that consumers believe in green marketing practices and they have placed their trust in the firms who do green marketing according to the majority of responses.

4.2.5 Buying Behaviour

Question no 11: After seeing the pictures of campaigns above, I will prefer to buy those brands products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	21	10.0	10.0	10.0
	Agree	104	49.8	49.8	59.8
	Neutral	56	26.8	26.8	86.6
	Disagree	23	11.0	11.0	97.6
	Strongly Disagree	5	2.4	2.4	100.0
	Total	209	100.0	100.0	

Table 11 (survey findings)

Relating to the previous answers majority of participants were having positive images of the companies doing green marketing campaigns due to which the consumers preferred those brands products who were doing green marketing. According to the statistics 10% strongly agree, 49.8% Agree, 26.8% are Neutral, 11% Disagree and 2.4% Strongly Disagree. The result specifies that majority of the participants which is 59.8% of the sample agrees that they prefer to buy those brands who does green marketing.

Question no 12: I will pay more to buy a green product.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	20	9.6	9.6	9.6
	Agree	101	48.3	48.3	57.9
	Neutral	47	22.5	22.5	80.4
	Disagree	36	17.2	17.2	97.6
	Strongly Disagree	5	2.4	2.4	100.0
	Total	209	100.0	100.0	

Table 12 (survey findings)

Buying a green product is one thing and manufacturing it is another. Producing a green product is costly as compared to ordinary product manufacturing and the question arises here that are people willing to buy more for the green products. According to the results of this question out of 209 respondents 20 strongly agreed, 101 agreed, 47 were neutral, 36 disagreed and 5 of them strongly disagreed. This result implies that most of the sample audience which is 57.9% are willing to pay more to buy a green product in order to motivate the firms to produce more and save the environment.

Question no 13: I prefer to buy green product over normal product.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	45	21.5	21.5	21.5
	Agree	122	58.4	58.4	79.9
	Neutral	29	13.9	13.9	93.8
	Disagree	11	5.3	5.3	99.0
	Strongly Disagree	2	1.0	1.0	100.0
	Total	209	100.0	100.0	

Table 13 (survey findings)

According to the results of this question 21.5% strongly agreed, 58.4% agreed, 13.9% neutral, 5.3% disagreed and 1% strongly disagreed. This result show that 79.9% of the participants of this study will prefer to buy green product over normal product in the future. 13.9% may or may not switch to green product but the results are concrete as the statistics prove that majority of the respondents prefers green products over standard products.

Question no 14: My purchase habits are affected by my concern about the environment not by marketing campaigns.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	40	19.1	19.1	19.1
	Agree	99	47.4	47.4	66.5
	Neutral	48	23.0	23.0	89.5
	Disagree	20	9.6	9.6	99.0
	Strongly Disagree	2	1.0	1.0	100.0
	Total	209	100.0	100.0	

Table 14 (survey findings)

Green marketing is creating positive image in the mind of the consumer and is not perceived as green washing although on the other hand it's not affecting the buying behavior as the results indicate that 19.1% strongly agree, 47.4% agreed, 23% participants were neutral 9.6% disagreed and 1% strongly disagreed which shows that 66.5% of the sample size purchase decision is based on their concern about the environment rather than the green marketing campaigns. As seen in the table 23% were neutral and 10.5% based their purchase on the green marketing campaigns.

4.2.5 Data analysis for Hypothesis 2:

H2: Consumer buying behavior is affected by consumer concerns not by green marketing campaigns.

To test this hypothesis the author selected the variable buying behavior. This hypothesis is accepted based on the result of question 14 which shows that from the sample size of 209

Based on the buying behavior variable the researcher concluded the consumer buying behavior is affected by consumer concern about the environment and not by the green marketing campaigns. The sample was asked the question in the form of statement which was my purchase habits are affected by my concern about the environment not by marketing campaigns. The results showed that 66.5% of the participants agreed that their buying behavior is affected by their personal concerns whereas 23% were neutral and 10.5% disagreed which confirmed the validity and resulted in the acceptance of this hypothesis.

4.2.6 Environmental Knowledge:

In this section images of numerous green logos were shown in the questionnaire as shown below

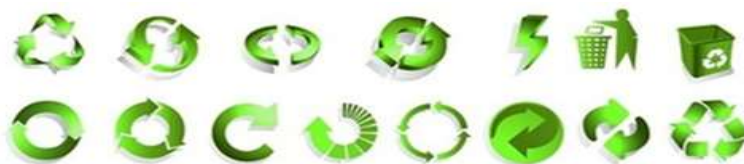


Figure 7 (green logos)

Question no 15: I look for the above logos before making a purchase.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	20	9.6	9.6	9.6
	Agree	72	34.4	34.4	44.0
	Neutral	46	22.0	22.0	66.0
	Disagree	62	29.7	29.7	95.7
	Strongly Disagree	9	4.3	4.3	100.0
	Total	209	100.0	100.0	

Table 15 (survey findings)

According to the results 9.6% strongly agreed, 34.4% agreed, 22% were neutral 29.7% disagreed and 4.3% strongly disagreed. The results specified 44% of the participants of sample do look at the logos before making a purchase 22% are neutral and 34% marked that they do not look for the green logo before the purchase which also implies that 44% of the participants have basic environmental knowledge.

Question no 16: I know the meaning of these logos.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	33	15.8	15.8	15.8
	Agree	99	47.4	47.4	63.2
	Neutral	34	16.3	16.3	79.4
	Disagree	36	17.2	17.2	96.7
	Strongly Disagree	7	3.3	3.3	100.0
	Total	209	100.0	100.0	

Table 16 (survey findings)

As the world is evolving day by day new technologies and new researches are being done and the world is changing. Along with this change green marketing is also changing and one of the elements of green marketing is green logos or recycle symbols. According to the results of this question 15.8% strongly agreed, 47.4% agreed, 16.3% were neutral, 17.2% disagreed and 3.3% strongly disagreed. In other words, these results show that 63.2% of the participants know the meaning of the logos which also depicts that they look for the logos on the packing and this also

sheds the light on their level of awareness about the environment and environment knowledge. 20.5% of the sample doesn't know the meaning of these logos which means they have no environment knowledge.

Question no 17: I know how fast-moving consumer goods firms improper waste disposal is harming the environment.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	5	2.4	2.4	2.4
	Agree	36	17.2	17.2	19.6
	Neutral	70	33.5	33.5	53.1
	Disagree	80	38.3	38.3	91.4
	Strongly Disagree	18	8.6	8.6	100.0
	Total	209	100.0	100.0	

Table 17 (survey findings)

Waste disposal is a challenge now a days as the industry trend is rising which is harming the environment as well if not done properly and firms' owners does not care much about the waste their firms produce which result in deteriorating the atmosphere even more. The question which rises here is that if they were aware about the waste disposal policies. As far as the authors research is concerned 2.4% strongly agree, 17.2% agree 33.5% were neutral, 38.3% disagree and 8.6% strongly disagree. The results indicate that a meager 19.6% of the sample audience were aware about the waste disposal and the majority which is 46.9% were unaware about what happens to the waste their firms produce.

In relation to previous questions where results were positive proving that the sample audience has basic knowledge and they were aware about the logos and their meaning but when it came to in detail knowledge that what further practices the firms partake, it was evident that large amount of sample disagreed that they have detailed knowledge about firm disposal which shows the clear difference between basic and in detail information of chosen sample.

4.2.7 Green marketing:

Question no 18: I have knowledge about green marketing.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	36	17.2	17.2	17.2
	Agree	100	47.8	47.8	65.1
	Neutral	42	20.1	20.1	85.2
	Disagree	27	12.9	12.9	98.1
	Strongly Disagree	4	1.9	1.9	100.0
	Total	209	100.0	100.0	

Table 18 (survey findings)

According to the results of this research 17.2% of the participants strongly agreed, 47.8% agreed, 20.1% were neutral 12.9% disagreed and 1.9% strongly disagreed. The results indicate that 65.1% in total agreed that they had knowledge about green marketing and 14.8% had no knowledge about green marketing. This demonstrate that most participants knew about green marketing that what the firm conduct the green marketing they know what they are trying to convey.

Question no 19: Companies considering green marketing promotes their products using ecofriendly modes of communication.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	56	26.8	26.9	26.9
	Agree	98	46.9	47.1	74.0
	Neutral	35	16.7	16.8	90.9
	Disagree	14	6.7	6.7	97.6
	Strongly Disagree	5	2.4	2.4	100.0
	Total	208	99.5	100.0	
Missing	System	1	0.5		
Total		209	100.0		

Table 19 (survey findings)

As the results indicate that 26.8% strongly agreed, 46.9% agreed, 16.7% neutral, 6.7% disagreed and 2.4% strongly disagreed. This shows that a whopping 74% of the sample audience agree that the firms that are doing green marketing are promoting their products via ecofriendly modes of communication. The chosen sample was aware about green marketing and positively linking to consumer perception which was also positive as chosen sample was agreeing that the companies doing green marketing does everything and cover every aspect in a green manner.

4.2.8 Data analysis for Hypothesis 3

H3: Demographic factor effect the consumer perception.

To test this hypothesis questions of the variable consumer perception were commuted in SPSS and then the results were categorized according to male and female sample audience to find the difference in both genders opinion about consumer perception.

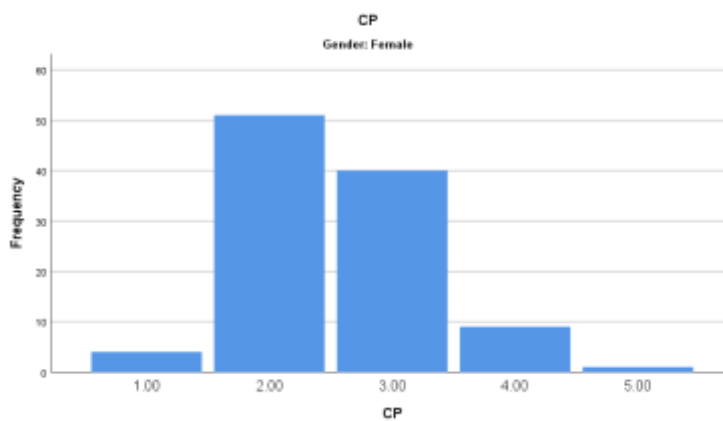


Figure 8 (survey findings)

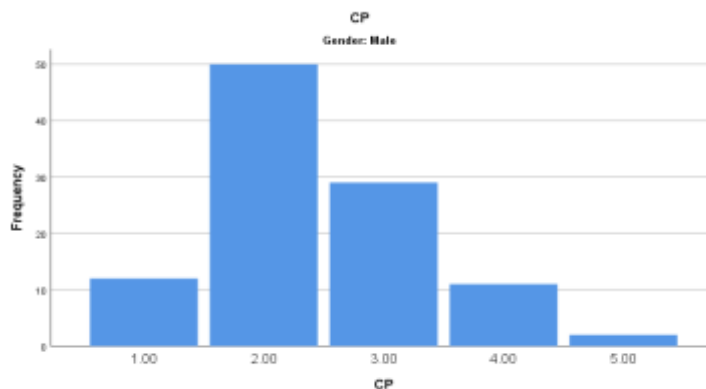


Figure 9 (survey findings)

Gender			Frequency	Percent	Valid Percent	Cumulative Percent
Male	Valid	1.00	12	11.5	11.5	11.5
		2.00	50	48.1	48.1	59.6
		3.00	29	27.9	27.9	87.5
		4.00	11	10.6	10.6	98.1
		5.00	2	1.9	1.9	100.0
		Total	104	100.0	100.0	
Female	Valid	1.00	4	3.8	3.8	3.8
		2.00	51	48.6	48.6	52.4
		3.00	40	38.1	38.1	90.5
		4.00	9	8.6	8.6	99.0
		5.00	1	1.0	1.0	100.0
		Total	105	100.0	100.0	

Table 20 (survey findings)

After carefully analysing the data it was evident that there was a difference of perception between males and females. Males were found more confident and agreeing about the company's practices of green marketing. Although women agreed as well but were doubtful as compared to men. According to the results they were slightly more towards neutral and disagreeing as compared to men which results in acceptance of this hypothesis.

4.2.9 Data analysis for Hypothesis 4

H4 Environmental knowledge effects the consumer perception about the firms doing green marketing.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.225 ^a	0.051	0.046	0.80763	0.051	11.040	1	207	0.001	2.123

a. Predictors: (Constant), Environmental Knowledge

b. Dependent Variable: CP

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.201	1	7.201	11.040	.001 ^b
	Residual	135.019	207	0.652		
	Total	142.220	208			

a. Dependent Variable: CP

b. Predictors: (Constant), Environmental Knowledge

Table 21 (survey findings)

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.938	0.175		11.087	0.000	1.593	2.282					
	Environmental knowledge	0.188	0.057	0.225	3.323	0.016	0.076	0.299	0.225	0.225	0.225	1.000	1.000

a. Dependent Variable: CP

Table 22 (survey findings)

After applying regression, the researcher came to know that environmental knowledge is a significant predictor of green marketing $F=11.040$, $p= 0.001$, $R^2= .51$. After computing the variables environmental knowledge and green marketing and analyzing the data using SPSS and looking at the results this hypothesis is accepted as R^2 value is 51 proving that 51% of the selected samples consumer perception was effected by environmental knowledge and the significance value and p value is less than 0.05.

Hypothesis	
H1: Firms conducting green marketing campaigns are considered as green washing to the consumers.	Rejected
H2: Consumer buying behavior is affected by consumer concerns not by green marketing campaigns.	Accepted
H3: Demographic effect the consumer perception.	Accepted
H4: Environmental knowledge effects the consumer perception about the firms doing green marketing.	Accepted

4.3 Discussion

My research aim is to measure consumer perception towards green marketing campaigns being performed by companies. A survey was designed on survey monkey and was circulated using social media specifically Facebook. The data was collected from 214 applicants but 209 were chosen and the research was moved to the next step and their responses were analysed. After interpreting the data, the results were positive which indicated that the consumers perceive the firms doing green marketing as doing well for themselves as well as for the environment and it also creates strong brand equity of the firms doing green marketing. In Kumar and Kumar (2013) ,Saxena (2015c) previous research secondary data was collected and analysed and on the basis of their research which claimed that companies are doing green washing and another research paper by Schmuck *et al.*,(2018c) narrated that companies are misleading consumers with false green advertisement by making vague claims. Though the earlier researches were from companies' point of view, my research was different because my focus was to study the consumer perception about the firms doing green marketing as the consumer is the one who is going to buy or use the product and to understand his attitude and perception is really important. The results of my research were positive which was different from the previous studies as well even though very little to no research was done from consumers point of view.

4.4 Conclusion

The debate for green marketing started several decades ago and still it is going on because there is still a lot of work to do in this field and there is a lot of research to be done. As far as my study is concerned, I tried to base my research on a new dimension of green marketing which is the consumers perception as consumer is the heart for any marketing activity so in order to make the marketing efforts fruitful studying the consumer is very important. I based my research on the consumer perception about the green marketing practices. The reason why I conducted this investigation is because I was curious to learn in depth that companies now a days are associating itself to green marketing left and right and it seems like a good topic to discuss but whenever I discuss it with my colleagues at work or friends I was astonished as to how everyone keeps discussing the marketing campaigns and no one was thinking about the consumer or customer who is going to buy or use the product. I was eager to answer due to which I chose this research topic.

The first research question that I was going to answer was that what is the consumer perception about the green marketing campaigns and after extensive and hours and hours of research on internet, detailed literature review by reading the past papers , data collection through surveys method done by the survey monkey website and data analysis through the SPSS software and Microsoft Excel. After all this hard work finally, the results were out which came out as a surprise to me as the outcomes presented that the consumers perception is positive towards the firms who are doing green marketing practices and they didn't think of it as greenwashing. It exhibits that the if the firms are following green marketing practises one way or another the consumer perception will be positive and consumer trust will be developed for such companies as per this research.

The next question was regarding the impact of green marketing campaigns on the consumer buying behaviour that whether it alters the consumer buying behaviour or not. According to this study's outcome although the green campaigns have impact on consumer but as far as the consumer buying behaviour is concerned it is more of a consumer personal preference rather than the green marketing campaign which means that a consumer is taking influence but the decision of the final purchase he makes depends on his personal choice more. This was proved when the question number 14 result was analysed which showed that more participants of this research made decision based on personal choice of whether they want to buy organic or not. So, to proceed it is evident that green marketing plays a role, but main lead is taken by the consumers own choice.

The third question on which this investigation is built is the element environmental knowledge and the impact of this element on the consumer perception and consumer buying behaviour. According to the data interpreted Environmental Knowledge is the significant predictor of consumer as it effects the consumer perception about green marketing campaigns. Environmental knowledge plays the role of the moderator in this study which strengths the relationship between green marketing campaigns and consumer perception. As to answer this question the chosen sample audience was asked questions by showing them recycle logos to check their basic environment knowledge and the analysed result showed that they have basic environment knowledge but they were lacking in dept environmental knowledge as was apparent from another question asked in the survey which was regarding the disposal of waste material done by FMCG firms and the analysed outcome to this question by 209 participants presented that they were not aware about the hazardous waste disposal of FMCG firms. The results of my findings were different from previous researches being done by previous researchers who based their study on secondary data, and they claimed green firms to be doing green washing. Although some aspects of their researches matched mine and some similarities were there, they are between the previous papers and my study. Factors like buying behaviour and another finding was similar which was the consumers willing to pay more for green product. The chosen sample were aware of what green marketing campaigns are due to which it is said that the results are concrete and valid.

This research is still in its preliminary stage as there is little to none research in the previous literature purely based on the consumer perception about the green marketing campaigns of FMCG firms. This study is just a way of looking at the other dimension and it can be a basis of hundreds of newer studies in the future, exploring this topic and finding out other factors and elements that effect the consumer perception about green marketing campaigns. This study will provide a basic background to the future studies and a lot of work still must be done.

There was difference in perception of green marketing activities by males and females according to my study. This result came to light when the results were analysed through the SPSS software and one of the hypotheses was accepted.

5. Concluding Thoughts on the Contribution of this Research, its Limitations and Suggestions for Further Research

This research focused on providing a fresh perspective to the green marketing arena. There are many studies already done on the green marketing in the past and numerous new branches had evolved like green washing, green trust, green supply chain and many more and still there is still a lot of work to be done. Green marketing is unlimited, it consists of various activities from product manufacturing to product delivering and anything can be modified in that cycle to make it green. Defining green marketing is not simple because numerous meanings cross and oppose each other (Shahlaee, 2014).

There are many newer perspectives and focus that comes to light every day because of the alarming situation that has been all over the internet and news. After extensive literature review and reading tens of research papers the researcher found something to be missing and it was the consumer perception.

There are hundreds of research papers on firms' efforts but very few on consumer perception and the author knew that this perspective is important because everything is based on the consumer. According to McFarlane (2013) Businesses and Industries should understand that customers are the most treasured long-term strategic associates. The firms alone cannot bring about change consumers have to be on in as well in order to making the efforts fruitful. This research has broad horizons as any study can be based on consumer perception not just the green marketing field because its emphasis the consumer patterns and studies the human element which is very important to be studied if any business wants to succeed. As for concluding thoughts the last chapter of this study discussed the findings of the green marketing campaigns on the consumer perception. It also explained the role of environmental knowledge element on the relationship between green marketing campaigns and consumer perception. These findings were accessible and analysed through different measures with concluding thoughts in order to address the research objectives and its outcomes.

In the closing chapter of this dissertation, the implications of the findings of the research on the research objectives are debated as well as the limitations of research and future recommendations of how this topic can be accessed and work as a foundation of further researches that are yet to come. The purpose of the last chapter of this thesis is to observe which areas can improve and is concluded with suggestions for future investigations and explorations.

5.1 Implications of Findings for the Research Questions

As discussed earlier the quantitative data collected and analyzed answered the research questions very clearly. The findings showed the consumer perception is positive about the green marketing campaigns conducted by the FMCG firms. To answer the first question about what consumer thinks of green marketing campaigns and after careful data analysis the findings of the research were positive. Consumer thought those firms who were doing green marketing campaigns as a symbol of environment friendly practice. They believe in the efforts those firms put forward and has a positive image of in their minds about them. Consumers were willing to pay more for green products in order to motivate the firms to keep following green marketing practices.

However, the second question was whether these marketing strategies influence the consumers to buy products of the firms doing green marketing and the results were different. Although they believed in the positive efforts put forward by firms, but the results stated consumer purchase intentions were entirely dependent on their own concerns.

However, the third question was to find the relationship between green marketing campaigns, consumer perception and the moderator environmental knowledge precisely. Does environmental knowledge effects the relationship between consumer perception and green marketing campaigns and the results showed that environmental knowledge was the significant predictor of consumer perception.

5.1.1 Main findings

First the study was compared to four earlier studies Saxena (2015d), Mukherjee (2015), Kumar and Kumar (2013b) and De Jong *et al.*, (2018b), in this investigation researcher used more realistic design as primary data was collected and hypotheses were developed on the basis of previous literatures and conceptual framework.

The first finding was about consumer perception (Hypothesis 1) that consumers take firms doing green marketing campaigns really green, they believed in them and trust on the companies as they have positive image about those firms and even spread positive word of mouth about them thus negating the results of the experiments of (Kumar and Kumar, 2013b) and (Saxena, 2015d) in which they claimed firms to be green washing on the basis of secondary data collected through research. In relation to buying behavior it was totally depending upon consumer concern about the buying behavior (Hypothesis 2) was relying on the concern of the consumer showing that green marketing does have a positive impact on them buy their buying is depending on their own concerns. This makes this study's findings parallel to (De Jong *et al.*,

2018b). Furthermore, there is slight difference in the perception between males and females (Hypothesis 3) males were found confident whereas women were less confident about company's green practices. Environmental knowledge is influencing the relationship of green marketing and consumer perception (Hypothesis 4) if there is a difference in consumer knowledge, there will be difference in consumer perception. It confirms Flamm (2006) earlier experiment.

In summary green marketing is considered to be really green by consumer but their buying concern is depending on them on concern and their perception is depending on environmental knowledge.

5.2 Contributions and Limitations of the Research

Green marketing is a hot topic and an ongoing trend due to which many contributions can be made to this field as researchers are already studying this topic in depth. The first contribution that this paper will make is to the academic's sector. As hundreds of researches are taking place on daily basis so this research can be a base for students doing their bachelors projects or master's dissertations. In general students who just want to learn the current happening in the green world can enhance their knowledge with this paper. Furthermore, other parties that can benefit from this study is the organizations who are always finding new ways to serve the consumers and please them. They will find this paper helpful as they can learn new things about the consumer perception and consumer behavior and modify the product or service, they offer accordingly to make the consumer happy and maintain a positive relationship with them.

It is important for the researcher to recognize the limitations the researcher had to face during the period of 3 months. The limitations are as follows:

The sample size of this research comprised of 209 participants. This number was not enough to base the research findings. According to Burmeiste and Elizabeth (2012) sample size depends on the population. Millions of people's perception cannot be summed up by just collecting data from 209 individuals. Due to the time constraint the researcher could manage this number of participants who were willing to fill the survey with honesty and he placed his focused on getting valid results with proper monitoring.

The researchers findings were about a specific situation one industry was focused FMCG due to time constraint though some researches were to consumer perception such as (Lee *et al.*, 2018b) and (Schmuck *et al.*, 2018d) were focused on doing the research on multiple industries.

These participants were self-selected which is not the best approach sometimes as there can be prejudice in the results however as far as the versatility is concerned the sample selected was from different parts of the world but as mentioned before this is the exploratory study and there are still a lot of aspects that needs to be studied in depth as there was not much data available prior the research in previous literature and due to the time constraint the researcher felt that it would be best to ask close ended questions due to the nature of the research being in the prime this was acceptable but in real there should have been open ended questions so that the communication would have been more vibrant between the researcher and the participants. The best method that could be used was face to face, telephonic or video interviews because in that way the consumer behavior and perception could be studied in more depth. Another limitation that was faced by the researcher was lack of previous researches on this topic in the literature. There were very few research papers that were based on the consumer perception about green marketing campaigns and as literature review is one of the most crucial section of any research as it helps to identify the scope of study so the researcher had to face some difficulty due to the infrequent researches on this topic.

5.3 Recommendations for Future Research

As this research was only focused on FMCG companies further research can be done on other sectors and industries to have a view of consumer perception from industry to industry. The questionnaire design should have been open ended and to collect data survey approach should have been used with combination of personal observations method via in depth interviews. Qualitative data collection method should have been used for understanding the consumer perception more clearly. The further research in future can be focused in specific region and specific countries to have more concrete results as consumer differ from country to country and region to region and so does their beliefs and perceptions. Furthermore, in order to gain more perspective, the research can be done based on the state's economic conditions like consumer perception about green marketing in developed countries. Another research can be done on consumer perception about green marketing in underdeveloped countries and the results can be compared which can result in comparative study in the future.

5.4 Final Conclusion and Reflections

The final chapter that concluded this research observed how the findings of this research were helpful to address the research objectives as it provided insight into what could be further explored in the future studies and researches. The researcher has recommended that this study could be extended by looking at this topic from various angles like studying the consumer

perception about green marketing campaigns based on various industries, countries, regions and economic conditions.

As far as the reflections are concerned the outcomes of this research helped the researcher to understand the consumer perception about the companies doing green marketing campaigns, and to achieve the objectives of the study. Furthermore, to answer the questions, researcher did a detailed literature review and primary data was collected by using quantitative data collection approach. The guidance from the supervisor throughout the entire research period helped the researcher to achieve the objectives in proper time. This study helped the researcher to enhance his research skills and to understand what methodology suits best for what type of research. During the whole process researcher faced many challenges to complete the research in a timely manner. At first the researcher was not confident at all and was confused at different stages of the dissertation but as time passed by things started to take shape with utter hard work, devotion and guidance of the supervisor everything worked out. This research also prepared the researcher for professional world that lies ahead of him. Although the expedition to get all this knowledge, data collection, skills that author has gained has been quite a challenge but the researcher overcame it and rise to the occasion to complete this with utter devotion, honesty, sincerity and learning how to manage time came as a bonus at the conclusion of this research.

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Appendix

Appendix A – Survey questionnaire design

Consumer Perception about Green Marketing: Really Green or just Green washed?

I am a student of M.Sc. In International Business (GBM). I am conducting this research as it is part of my degree. This research is being done to know the consumer perception about the green marketing practices of the organizations. I thank you for your time and participation in my survey and solicit for your sincere response for this questionnaire.

1. Participants signature

2. Please indicate your gender

- Male
- Female

3. Please indicate your age

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

4. Are you Employed?

- Yes
- No

5. In which country do you reside?

Green Marketing Campaigns

	<p>This picture shows a billboard designed by coke made of 3600 pots of plants which absorbs air pollution</p>		<p>Nestle is using less plastic in their bottle to save the atmosphere</p>
	<p>Palmolive markets their refill pouch as 75 % less plastic in comparison to pump</p>		<p>River rock claims to make 100% recycled bottle</p>

6. Consumer Perception and Perceived Image

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I believe that in the above campaigns, companies are really concerned about the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe firms are doing green marketing to boost their profits.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I have trust on the firms who are doing green marketing campaigns.

I have positive image of the companies shown above after looking at their campaigns.

I will recommend others to buy products of these companies.

7. Consumer Purchase Intention

Strongly Agree Agree Neutral Disagree Strongly Disagree

After seeing pictures of campaigns above, I will prefer to buy those brands products.

I will pay more to buy a green product.

I prefer to buy green product over normal product.

My purchase habits are affected by my concern about the environment not by marketing campaigns.

Green Logos



8. Environmental Knowledge and Green Campaigns

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I look for the above given logos before making a purchase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know the meaning of these logos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I know how fast moving consumer goods firms improper waste disposal is harming the environment.

I have knowledge about green marketing.

Companies considering green marketing promotes their products using Eco-friendly modes of communication.

Done

Powered by
 **SurveyMonkey**
See how easy it is to [create a survey](#).

