

An Investigation of the Factors Influencing Consumer Perception towards GreenBrands

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Abstract

Purpose

With the increased environmental concern of the society over the years, various initiatives by individuals, business houses, institutions and governments, are being constantly taken to appear 'Green'. These initiatives are known as 'sustainable/environmental friendly/eco-friendly' efforts. With society's rising genuine concern towards the environment, the organizations got an opportunity to differentiate the branding aspect of the product by labeling as Green. This research is an attempt to understand the relationships between Customer Perception towards green brands with its predictors.

Design/methodology/approach

The primary data was collected through a questionnaire investigating 79 respondents from India, through convenience sampling method and the responses were analyzed and interpreted using various statistical tools like reliability test, factor analysis and regression analysis with a level of significance of 5%.

Findings

The results from the statistical analysis conclude that there is insignificant relationship of customer perception with factors like customer involvement, business strategy and environmental concern while no significant relationship with green marketing initiatives.

Social implications

As civilization happens to be more and more apprehensive regarding the natural environment, business organizations have also started adjusting their attitude as an attempt to take care of society's latest distress. This genuine concern of the organizations requires understanding of customer perception for their marketing activities.

Originality/value

This paper investigates the factors which influence consumer perception towards the green brands like green marketing initiative, customer involvement, environmental concern and organization's business strategy as the predictors which are prominently visible in literature review.

Key Words: Customer Perception, Green Marketing Initiatives, Customer Involvement, Business Strategy, Environmental Concern.

Introduction

With the increasing global consumption and population, the industrialization has experienced a rapid growth during the last few decades. The entire globe is becoming constantly overloaded with products for consumption and disposal. This practice of excess production, consumption and disposal has dragged the civilization towards an unhealthy environment and leading its harmful effects in destruction of the planet.

Concerned with these unhealthy practices, the various environmentalists with the help of the government bodies started the awareness campaign towards the greener and safer environment which later was accepted by not only the consumers but also the marketers as it helps in developing a differentiated positioning and getting known as socially awakened organization. The government forced the organizations to introduce and follow environment-friendly policies. As resources are limited and requirements are unlimited, resources have to be utilized economically in an environment friendly manner which play an important role in sustainable development.

Over the years, with the help of various awareness programs through marketing communication tools, the environmental concern among the individuals has gained greater attention. Basic reason behind this is to save the earth from the effect of pollution and other environmental hazards. The consumers, over the past few years, started realizing that certain irreversible impacts of technological development and lifestyle have affected the earth's environment by the human beings. To avoid any more harm to the earth's environment, there is a need to become greener as a continuous improvement practice towards the society and the survival for future generations. The people in spite of talking about the present perspective also started thinking about causing least destruction by the human activities so that the future generations can survive in a healthy environment. Since when, the concept of green marketing involved, it has been a topic of growing interest among the consumers and marketers all over the world regarding the protection of the environment. This concept not only helps the human being feel responsible for the society but also able to display their concern toward the environment.

Green Marketing

Green or sustainable marketing is the marketing of products or services that are acknowledged the practices which are responsive towards protecting the environment. It involves the integration of a large number of actions including idea generation, product innovation and modification, improvement in the production process, sustainable packaging changes and also modified communications. In short, green marketing is about producing selling and promoting green products for environmental safety. Environmental green initiative is not restricted to administration or government bodies, nor is it an exclusive function performed solely by consumer. This activity requires entire value chain to, contribute to green marketing. This also recognizes the need to consider the construction, allocation and repossession of products as integrated components of the marketing efforts. Green marketing requires the promotional efforts employed to gain customer support of ecologically friendly product and show their concern towards the environment. Green marketing is a series of actions towards the establishment of link between the business and customers and this process entails the holistic approach as it integrates the all the activities in relation to environmental concerns.

The Green marketing management is defined as a process of planning and executing the marketing mix to facilitate utilization, construction, allocation, communication, packaging and product repossession in such a manner that it is in concern with ecological environment and its betterment. Initially, the green marketing was only about recycling of used products but over the years the organizations started looking for ways for modifications in the entire product value chain so that it adds value to the environmental protection activities.

As per Ginsberg & Bloom (2004), organizations can be classified on the basis of utilization of these elements companies can classify in four categories: Lean Green, Defensive Green, Shaded Green and Extreme Green. Many Authors are defining green products by following procedures: Originally grown products, products having natural ingredients, recyclable, reusable and biodegradable products, products contents under approved chemical, products containing recycled contents, non-toxic chemical, those that do not harm or pollute the environment and those that will not be tested on animals.

According to Porter (1980), the generic strategy which includes cost, differentiations or focus are required to be used for generating competitive advantage in the market place. Most of the organizations have realized over the years that the marketing strategies in terms of environmental issues have affected the global community and have also helped in creating differentiation in the consumers psyche (Lorche, Tomiul & Barbaro-Forleo, 2001; Schwepker, Charles & Cornwell, 1991).

Antil (1984) studied a positive relationship and specified that the consumers understand the importance of environmental protection need and demonstrate a positive attitude towards the same. Morgan(2006) stated that the majority of consumers are environment conscious. Consumers who are willing to purchase green products are conscious about the problem in the environment and are concerned for the protection.

In US, the green marketing issues have been addressed in a wide-ranging manuscript prepared by Trade Commission and Association of Attorneys-General (FTC, 1992;NAAG, 1990). The environmentally safe products are acknowledged all over the world with due official recognition and eco labeling. The Eco-labeling and Certification Programs includes: USDA Organic, USDA Bio-preferred, Energy Star, and Design for the environment, Water Sense, EPEAT etc. Manufacturers take innovative steps to respond to the growing demand from industry customers, government agencies and individual consumers for green products and materials that meet specific ecological criteria. Certification by third party against recognized standards also ensures customers that the green product claims represent substantial environmental accomplishments.

Marketing role in the industry for the development of cause related procedures will be appreciated only through sustainable marketing; i.e. it fulfills the requirement of present customers without compromising on the sustainability of future generations and also meeting needs. This may require a clear cut definition of the concept of environmental friendly product, practices and also the communications that it generated awareness and motivates the customers to buy green products

Importance of Green Marketing

An organization prefers green marketing to enjoy the benefits in terms of environment safety and ecological wealth due to improved climatic condition and reduced pollution, helps in the positive impact for developing economies in terms of overall agricultural growth. Due to environment consciousness, consumers are likely to favor corporate efforts to trim down toxic waste over efforts to raise business prosperity and value the opportunity to be associated with environmentally friendly products and organizations. Corporate strategy incorporate ecological consciousness into their of mission and policy statements enhances brand images amid consumers, employees, investors, insurers, and the general public, the product benefit with respect to the adaptation in product and processes, production processes to produce environmental friendly products in minimum cost, and supply chain benefit to eliminate waste and reutilizing the delivery process from green marketing.

Few listed benefits of green marketing are;

1. Environmental Benefit: Green products are environmentally affable or ecologically safe and are less harmful to or is beneficial to the environment(Davis,1994).
2. Competitive Advantage -Organizations recognize green marketing to be an opportunity used to attain their objectives (Keller, 1987; Shearer, 1990).
3. Government Pressure - Government entities are pressurizing organizations to become more conscientious (NAAG, 1990).
4. Corporate Social Responsibilities (CSR) - Organizations consider it moral responsibility to be socially more accountable (Keller, 1987;McIntosh, 1990; Shearer, 1990; Freeman & Liedtka, 1991; Davis, 1992).
5. Competitive Pressure - Competitor's ecological activities compel firms to change their behavior (NAAG, 1990).
6. Cost or Profit Issues - Environmental product costs: costs involved in minimizing a product's adverse impact on the environment resulting from extraction of its raw material, production, consumption and disposal (Harmon, 1977;Azzone&Manzini, 1994).

Literature Review

In the 1980s the green marketing was at its nascent stage when it was first discussed among the business industries and it was a new idea in the concept of marketing as stated by Peattie & Crane (2005). The managers started anticipating the need of this emerging trend and started engaging in various form of green marketing at this stage (Vendermerwe&Michael, 1990). Davis (1993) says that

green marketer can develop a communication message which can address the environment setbacks a motivational and significant attitudes approach in advertising for example communicating that “the customer is contributing for the up gradation of the civilization all together”.

Various researchers described green products and brands in their literature. Products that are grown biologically, prepared of degradable resources, include little or no phosphates, and not experimented on animals (Schorsch, 1990); items claiming to be environmentally sustainable and eco-friendly (Weber, 1990); ecologically safe product (Berman, 1993); Environmentally responsive or ecologically safe: Not destructive to or is favorable to the environment (Davis, 1993); Less harmful to the environment (Schuhwerk & Lefkoff-Hagius, 1995); those manufactured using toxic-free ingredients and conservational procedures, and the organization's products which are certified as a recognized green organization (Gurau & Ranchhod, 2005); minimizing waste and maximizing resource competence (Wee & Quazi, 2005); Green product attributes consists of environmentally sustainable production processes, conscientious product uses, or eradication, which consumers compare with those possessed by competing sustainable products (Hartmann & Ibanez, 2006); products having functions or ideas that deal with the process of material reclamation, production, sales, utilization and waste treatment available for recycling, reduced pollution and energy saving (Liu & Wu, 2009); product intended to minimize its ecological impacts during its whole life-cycle (Albino, Balice & Dangelico, 2009). In particular, nonrenewable resource use is minimized, toxic materials are avoided and renewable resource use takes place in accordance with their rate of replenishment. As said by Schultz (2000); Zelezny, Chua & Aldrich (2000), green concern attitudes are ingrained in an individual's self-concept and the scale to which an individual perceives it to be a vital part of the innate environment. Hence, attitude depicts what consumers are fond and detest of (Blackwell, Miniard, & Engel, 2001) and environmental attitudes lead to the consumers' product purchasing decisions (Schwepker, Charles & Cornwell, 1991). Abdul-Muhmim (2007) stated that the researchers and environmentalists believe that customers can add a significant value in upgrading the eminence of the environment by purchasing an eco friendly product. Mansaray & Abijoye (1998) commented that consumer's awareness, attitudes, ideology and initiatives for green practices positively influence the natural environment. Research by Tanner & Kast (2003) states that, customer's green purchase decisions are strongly aided by consumer's favorable attitude towards environmental safety.

Green Marketing is defined by Peattie (1995) as “the overall management procedure accountable for identifying, anticipating and satisfying the requirements of customers and civilization, in a cost-effective and sustainable approach”. According to Charter & Polonsky (1999), green marketing is the promotion of products in relation to its performance for either saving or improving or less damaging environmental acts. The marketers expected that the positive attitude of the customer towards the green marketing of the organizations will generate the good will, increase sales and finally improve the market share and brand equity of the organization as a whole. As stated by Ottman, Stafford & Hartman (2006), the sustainable green branding fulfils two objectives: enhanced environmental performance and customer satisfaction.

Ottman (1993) stated that when around 16 countries were studied on their environmental concern in the year 1992, almost 50% consumers had shown the environmental concern in each country except Singapore. In the year 1994 study in Australia shows that 84.6% felt responsible for environmental concern and about 80% of the respondents agreed that they have modified their purchasing pattern, due to environmental reasons (EPA-NSW, 1994).

According to Apaolaza, Hartmann, & Forcada (2005), when the organization positions its brand as a green brand it create a differentiation in comparison to its competitive brands through an environment friendly attribute the research also stated that the efficient green positioning include communication and differentiation of brand according to the emotional aspects and functional attributes both. As stated by Insch (2011), communication of green brands is required to focus on the overall benefits including, value for life, socio-economic factors, waste reduction and pollution control and consumer' attitude.

Many more such studies indicate that environmental concern is of great importance for the society all over the world.

Consumer Perception

As a result of many research conducted in consumer perception about organizations following green marketing initiatives, it was observed that the customer have a positive influence towards the sustainable marketing practices and perceive that the organization's green marketing initiatives are a genuine environmental concern along with other obligatory reasons (Mendleson&Polonsky, 1995). Ginsberg & Bloom(2004) stated that the organization choose green marketing initiatives due to credibility in the eyes of the customers. According to them, the companies which are in green marketing initiatives and having socially responsible corporate values appear more credible to the targeted customers. Further, being branded as green marketing organization, a company can generate a more positive image in the customer psyche which enhances customer affinity, causing increased brand loyalty.

Green Marketing Initiatives

According to Polonsky(1995), a number of administrative bodies all over the planet have started to regulate the green marketing initiatives due to the concern towards the environment. Few studies raised questions regarding the consumer real intention related to their actions towards the green buying as it doesn't confirm that the claim for green buying is real green or due to the peer pressure (Kalafatis, Pollard, East & Tsogas, 1999). Some researchers also indicated that though environmental concern is related but not necessary correlated with consumption behavior. Balderjahn (1988) found that customer's environmental consciousness is an attitude which develops due to the positive influence of its attitude towards the environmental problems stated that the individuals having positive attitude towards the environmental protection also show positive attitude towards buying environmentally safe products (Crosby, Gill, & Taylor, 1981; Balderjahn, 1988).

Customer Involvement

Many researches linked customer involvement in green consciousness linking towards green purchase. As researched by Hallin(1995); McCarty & Shrum(2001), customer involvement in environmental protections is due to the aspiration for resolving the environmental tribulations and becoming a role model in the society. Kalafatis, et al., (1999) stated that the customers involvement in green marketing initiatives is due to the desire to be socially praised and also as a peer pressure. Grant (2007) has suggested that green marketing objective is to train and positively influence customer involvement in green initiatives, because it influences on changing the life style and behavior of the citizens towards environment protection. There are firm engagements in civic interest and concern about the environmental issues. Many companies are leading the greening of profound business and have had biggest impact on environment.

Business Strategies

According to Ottman&Creasey (1998), green communication, facilitate an affirmative brand image and also portray that the business firm has a genuine concern towards the environment and the society at large. As a result, the firms emphasize and incorporate environmental concerns in their business activities (Grant, 2007). The green marketing includes strategic alternatives in the entire marketing mix such as green products, pricing, packaging, allocating and communicating (Ottman&Creasey, 1998). The upbeat approach in sustainable marketing is intended at generate competitive advantage by strategically enhancing a brand image of the products to influence the customers perception. All the organizations, in the process of its green marketing strategies need to work on the fundamental areas like, market segmentation, product development, production positioning, pricing, promotion, green partnerships, logistics, waste management, in short should have the green process in the entire value chain and the market mix (Peattie, 1995). During the last few decades there has been a gradual progress towards enthusiastic sustainable marketing practices as a result of obligation identified to be followed in reference to rules and constant pressure from ecological groups towards legitimate hard work to upgrade green marketing plans and act as an environmentally responsible organization. (Polonsky& Rosenberger, 2001).

Environmental Concern

Jain & Kaur (2004) stated that environmental concern has swiftly emerged as a worldwide occurrence. Business organizations have started understanding the current situation and are reacting to environmental issues by committed green marketing initiatives. The positive consumer behavior towards green products has played an influencing role in steering organization's environmental initiatives and making them more green marketing oriented. During the last decades there have been regular researches (Rahbar&Wahid, 2011; Lee, 2008; D'Souza, 2004) which indicate that the consumers are conscious and are keen to be involved for a green initiative. The researches in Indian market on consumer behavior in reference to the impact of sustainable marketing are very few (Prakash, 2002; Bhattacharya, 2011).

Statement of the Problem

It is observed from the previous studies that green marketing initiative, customer involvement, environmental concern and organization's green marketing strategies are influencing the consumer perception and social awareness towards green product. The studies taken previously were focusing on the fact that the green products are getting huge awareness and also evoking the social concern towards the environmental protection and supporting the usage of the products which causes least harm to the environment. There is a requirement to pay attention by the marketers to take benefit of these factors which directly affect the customer perception and have a positive relation within. These is a need to study these factors with the current marketing and customers perspective and suggest the right strategy to device the marketing programs that help in branding the product as a green product and enjoy the consumer preference due to the green labeling.

With the development of nation in perspectives like culture, education, social awareness and responsibility towards the environment, there is a sharp growth in the mindset of customers towards the protection of the environment. With the advent of various green movement, it has also been observed that the consumers of are not only caring for the environment but they are also taking actions for adding value towards the mother nature by avoid or at least causing minimum harm to the natural environment by their acts of producing, consuming and disposing the environmentally safe products.

It is required to study the view of the consumers to understand how they perceive regarding the concept of product as green and how the product labeled as green can be used for brand building and reaping benefits of customer preference based on the relationship between the customer and organization in green initiative.

Objectives

1. To study the customer perception regarding the green initiatives.
2. To study the customer perception and its relationship with customer involvement in green marketing
3. To study the customer perception and its relation with organization's business strategy
4. To explore the relationship between customer perception and environmental concern.

Hypothesis

1. There is a relationship between customer perception and green marketing initiatives.
2. There is a relationship between customer perception and customer involvement.
3. There is a relationship between customer perception and organizational business strategy.
4. There is a relationship between customer perception and environmental concern.

Research Methodology

During the last many decades, considerable numbers of research have been conducted on the consumer response towards sustainable marketing practices and organizations initiatives towards green marketing. This research deals with the investigation of the factors influencing the consumer perception towards the green brands with predictors like green marketing initiative, customer involvement, environmental concern and organization's business strategy as the factors which were

prominently visible in literature review. The paper begins with the theoretical study of the literature review of the relevant secondary study followed by research methodology which includes a quantitative study, discussion of results and conclusions with future strategic perspectives.

- Research Design : Exploratory
- Dependent Variables : Customer Perception
- Independent variables:
 1. Green Marketing Initiatives
 2. Customer Involvement,
 3. Business Strategy,
 4. Environmental Concern
- Sampling : Convenience Sampling
- Instrument: Questionnaire
- Data Collection: Primary and Secondary
- Sample size: 79
- Population and Segmentation : Sample of middle income group family, aged between 25-45
- Research techniques: Reliability Test, Factor Analysis, Regression Analysis
- Level of significance : Test is done at the 5% level of significance

Data Analysis

With initial descriptive study from the questionnaire, an Exploratory Factor Analysis has been done (see annexure for tables). All factors were checked for reliability by using Cronbach's Alpha test. A series of value ranging from .911 to .765 was obtained which is larger than the accepted range of Cronbach's alpha values of 0.5 (Hair,1998). KMO value of .804 and Bartlett's test of spheroid is significant 0.00 which is less than 0.05. The results after the analysis for all five variables confirmed the questionnaire dimensions coincided with the theory framework. It is also evident that this model is able to explain 64.458% of variance, which is quite large and well acceptable.

Further, in order to examine all factors and its relationship, Multiple Regression Analysis has been done between all factors. After using Customer Perception as dependable variable and rest of them as predictors, Durbin-Watson value is 1.192 (between 1 and 3), which is in a range of being acceptable. The significance value ($p < 0.05$) from ANOVA test suggests that model is a significant fit of the data overall.

After conceptualization of t-test and its significance value, it can be observed that predictors Customer Involvement, Business Strategy and Environmental Concern ($p < 0.05$) are making a significant contribution to the model. But the predictor Green Marketing Initiatives ($p > 0.05$) is not a significant contributor to the model. Beta values also suggest that Customer Involvement and Environmental Concern are positive contributors but Green Marketing Initiatives and are negative contributors for Customer Perception. Also, Beta value (β) of Customer Involvement (.598) predicts as a major contributor among all.

Conclusion

With the above analysis, it is evident that Hypothesis 2, 3 and 4 ($p < 0.05$) is accepted whereas Hypothesis 1 ($p > 0.05$) is not accepted. Hence, finally, the researchers conclude that the customer involvement is a very influencing factor for customer perception towards green marketing because the customer perception towards the green brands will increase, if the customers have increased involvement in direction environment protection and its promotion. It may be an effective idea to enhance customer involvement incorporating during communication process as a business strategy of the firm which may improve environmental concern and hence improved customer perception. The involvement of customers in the places like social media upgrades the feeling of being green and hence also influence and motivates the participation of customers in the green marketing initiatives by upgrading customer perception regarding the environment and organization's environmental concern. The research also concludes that the Consumer perception has a significant relation with organization's business strategy in relation with green marketing; this proves that the organization

needs to incorporate green marketing as its business strategy more to influence customer perception. The research also finds that the consumer perception gets a positive influence and considers organization's green marketing activities as genuine environmental concern. Being branded as green marketing organization, a company can generate a more positive image in the customer psyche which enhances customer affinity, causing increased brand loyalty and increased environment concern.

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Annexure

Table 1: Descriptive Statistics

| Q | N | Strongly Disagree (1) | | Disagree (2) | | Neutral (3) | | Agree (4) | | Strongly Agree (5) | | Mean | SD |
|-----|----|-----------------------|----|--------------|-----|-------------|-----|-----------|-----|--------------------|-----|------|-------|
| | | f | % | f | % | f | % | f | % | f | % | | |
| Q1 | 79 | 0 | 0% | 0 | 0% | 0 | 0% | 7 | 9% | 72 | 91% | 4.91 | .286 |
| Q2 | 79 | 0 | 0% | 0 | 0% | 2 | 3% | 24 | 30% | 53 | 67% | 4.65 | .532 |
| Q3 | 79 | 0 | 0% | 0 | 0% | 3 | 4% | 28 | 35% | 48 | 61% | 4.57 | .570 |
| Q4 | 79 | 0 | 0% | 0 | 0% | 7 | 9% | 41 | 52% | 31 | 39% | 4.30 | .627 |
| Q5 | 79 | 1 | 1% | 5 | 6% | 6 | 8% | 37 | 47% | 30 | 38% | 4.14 | .902 |
| Q6 | 79 | 0 | 0% | 0 | 0% | 5 | 6% | 32 | 41% | 42 | 53% | 4.47 | .617 |
| Q7 | 79 | 0 | 0% | 0 | 0% | 1 | 1% | 29 | 37% | 49 | 62% | 4.61 | .517 |
| Q8 | 79 | 1 | 1% | 1 | 1% | 4 | 5% | 29 | 37% | 44 | 56% | 4.44 | .764 |
| Q9 | 79 | 0 | 0% | 0 | 0% | 2 | 3% | 30 | 38% | 47 | 59% | 4.57 | .547 |
| Q10 | 79 | 1 | 1% | 2 | 3% | 8 | 10% | 41 | 52% | 27 | 34% | 4.15 | .802 |
| Q11 | 79 | 1 | 1% | 2 | 3% | 17 | 22% | 38 | 48% | 21 | 27% | 3.96 | .839 |
| Q12 | 79 | 0 | 0% | 2 | 3% | 6 | 8% | 45 | 57% | 26 | 33% | 4.20 | .686 |
| Q13 | 79 | 0 | 0% | 0 | 0% | 4 | 5% | 24 | 30% | 51 | 65% | 4.59 | .589 |
| Q14 | 79 | 0 | 0% | 1 | 1% | 5 | 6% | 27 | 34% | 46 | 58% | 4.49 | .677 |
| Q15 | 79 | 1 | 1% | 5 | 6% | 16 | 20% | 37 | 47% | 20 | 25% | 3.89 | .906 |
| Q16 | 79 | 0 | 0% | 0 | 0% | 4 | 5% | 35 | 44% | 40 | 51% | 4.46 | .595 |
| Q17 | 79 | 0 | 0% | 0 | 0% | 1 | 1% | 20 | 25% | 58 | 73% | 4.72 | .479 |
| Q18 | 79 | 0 | 0% | 0 | 0% | 2 | 3% | 28 | 35% | 49 | 62% | 4.59 | .543 |
| Q19 | 79 | 0 | 0% | 0 | 0% | 5 | 6% | 32 | 41% | 42 | 53% | 4.47 | .617 |
| Q20 | 79 | 0 | 0% | 1 | 1% | 10 | 13% | 39 | 49% | 29 | 37% | 4.22 | .710 |
| Q21 | 79 | 1 | 1% | 3 | 4% | 17 | 22% | 28 | 35% | 30 | 38% | 4.05 | .932 |
| Q22 | 79 | 2 | 3% | 21 | 27% | 27 | 34% | 18 | 23% | 11 | 14% | 3.19 | 1.063 |
| Q23 | 79 | 1 | 1% | 13 | 16% | 35 | 44% | 21 | 27% | 9 | 11% | 3.30 | .925 |
| Q24 | 79 | 6 | 8% | 27 | 34% | 25 | 32% | 13 | 16% | 8 | 10% | 2.87 | 1.102 |
| Q25 | 79 | 3 | 4% | 5 | 6% | 17 | 22% | 23 | 29% | 31 | 39% | 3.94 | 1.102 |
| Q26 | 79 | 2 | 3% | 0 | 0% | 10 | 13% | 27 | 34% | 40 | 51% | 4.30 | .882 |
| Q27 | 79 | 1 | 1% | 18 | 23% | 26 | 33% | 24 | 30% | 10 | 13% | 3.30 | 1.005 |
| Q28 | 79 | 0 | 0% | 2 | 3% | 12 | 15% | 37 | 47% | 28 | 35% | 4.15 | .769 |
| Q29 | 79 | 3 | 4% | 9 | 11% | 18 | 23% | 35 | 44% | 14 | 18% | 3.61 | 1.031 |
| Q30 | 79 | 2 | 3% | 3 | 4% | 10 | 13% | 19 | 24% | 45 | 57% | 4.29 | 1.002 |
| Q31 | 79 | 1 | 1% | 5 | 6% | 16 | 20% | 29 | 37% | 28 | 35% | 3.99 | .967 |

Table 2:KMO and Bartlett's Test

| | | |
|--|----------|------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .804 | |
| Approx. Chi-Square | 1624.803 | |
| Bartlett's Test of Sphericity | Df | 465 |
| | Sig. | .000 |

Table 3: Factor Analysis and Reliability Test

Rotated Component Matrix^a

| | Questions | Component | | | | |
|--|----------------|-----------|--------|--------|-------|-------|
| | | 1 | 2 | 3 | 4 | 5 |
| Component-1 Green Marketing Initiatives | Q19 | .777 | | | | |
| | Q13 | .768 | | | | |
| | Q14 | .713 | | | | |
| | Q18 | .706 | | | | |
| | Q9 | .695 | | | | |
| | Q17 | .690 | | | | |
| | Q16 | .618 | | | | |
| | Q7 | .526 | | | | |
| | Q1 | .508 | | | | |
| | Q12 | .429 | | | | |
| Component-2 Customer Perception | Q28 | | .791 | | | |
| | Q25 | | .771 | | | |
| | Q21 | | .723 | | | |
| | Q26 | | .670 | | | |
| | Q30 | | .669 | | | |
| | Q20 | | .640 | | | |
| | Q31 | | .510 | | | |
| Component-3 Customer Involvement | Q5 | | | .759 | | |
| | Q11 | | | .737 | | |
| | Q10 | | | .688 | | |
| | Q8 | | | .621 | | |
| | Q29 | | | .601 | | |
| | Q15 | | | .566 | | |
| Component-4 Business Strategy | Q22 | | | | .811 | |
| | Q27 | | | | .775 | |
| | Q24 | | | | .759 | |
| | Q23 | | | | .721 | |
| Component-5 Environmental Concern | Q2 | | | | | .694 |
| | Q3 | | | | | .687 |
| | Q4 | | | | | .546 |
| | Q6 | | | | | .513 |
| Eigen values | Total | 5.277 | 4.733 | 4.001 | 3.031 | 2.940 |
| % of Variance | 64.458 | 17.022 | 15.268 | 12.905 | 9.779 | 9.485 |
| Cronbach's α | .911 | .877 | .880 | .884 | .832 | .765 |
| F | 352.976 | 14.467 | 4.092 | 18.612 | 6.958 | 9.054 |
| Significance | .000 | .000 | .001 | .000 | .000 | .000 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 23 iterations.

Table 4: Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .712 ^a | .506 | .480 | .5049 | 1.192 |

- a. Predictors: (Constant), Environmental Concern, Business Strategy, Customer Involvement, Green Marketing Initiatives
- b. Dependent Variable: Customer Perception

Table 5: ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 19.350 | 4 | 4.838 | 18.973 | .000 ^b |
| | Residual | 18.868 | 74 | .255 | | |
| | Total | 38.218 | 78 | | | |

- a. Dependent Variable: Customer Perception
- b. Predictors: (Constant), Environmental Concern, Business Strategy, Customer Involvement, Green Marketing Initiatives

Table 6: Regression Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .966 | .751 | | 1.287 | .202 |
| | Green Marketing Initiatives | -.041 | .196 | -.023 | -.210 | .834 |
| | Customer Involvement | .600 | .098 | .598 | 6.154 | .000 |
| | Business Strategy | -.203 | .072 | -.242 | -2.826 | .006 |
| | Environmental Concern | .351 | .171 | .226 | 2.050 | .044 |

- a. Dependent Variable: Customer Perception