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Awareness about Greenwashing among Consumers

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ABSTRACT

As environmental concerns continue to rise, consumers are increasingly seeking out eco-friendly products and companies. However, amidst this trend, there is a growing phenomenon known as greenwashing, wherein companies deceptively portray their products or practices as environmentally friendly to capitalize on this demand. This research aims to explore consumer awareness of greenwashing practices and its impact on purchasing behaviour.

The study employs a mixed-method approach, combining quantitative analysis using independent t-tests and ANOVA (Analysis of Variance) to examine the relationship between consumer awareness of greenwashing and demographic variables such as age, income, and education level. Additionally, qualitative data through surveys and interviews are collected to provide deeper insights into consumer perceptions and behaviours regarding greenwashing.

The findings of this research provide valuable insights into the prevalence of greenwashing and its effect on consumer decision-making. Understanding consumer awareness of greenwashing can aid policymakers, marketers, and consumers themselves in making informed choices and combatting deceptive environmental claims in the marketplace.

***Keywords**: Green washing, eco-friendly, green label.*

I. INTRODUCTION

In recent years, the global movement towards sustainability and environmental consciousness has led to an increased demand for products and services that are perceived as eco-friendly. This shift in consumer behaviour has prompted many companies to adopt environmentally friendly branding and marketing strategies to capitalize on this growing market. However, amidst thistrend, there exists a concerning phenomenon known as greenwashing, wherein companies engage in deceptive practices to falsely portray their products or operations as

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environmentally friendly, thus misleading consumers.

The term "greenwashing" was first coined by environmentalist Jay Westerveld in the 1980s to describe the practice of companies using misleading advertising or marketing techniques to create a false impression of environmental responsibility. Since then, greenwashing has become a prevalent issue across various industries, ranging from cosmetics to energy production, as companies seek to exploit consumers' desire for sustainable products without making genuine efforts to reduce their environmental impact.

The consequences of greenwashing are manifold, impacting both consumers and the environment. For consumers, greenwashing can lead to confusion and skepticism, eroding trust in companies and their environmental claims. Moreover, it can result in misallocation of resources, as consumers may unknowingly support companies that engage in unsustainable practices. From an environmental perspective, greenwashing perpetuates the illusion of progress towards sustainability while allowing companies to continue harmful practices unchecked.

Amidst the prevalence of greenwashing, understanding consumer awareness of these deceptive practices is crucial. Empirical research into consumer awareness can shed light on the extent to which individuals recognize and respond to greenwashing in the marketplace. Moreover, analysing demographic factors such as age, income, and education level can provide insights into variations in awareness and susceptibility to greenwashing among different consumer groups to address this gap in the literature, this research paper aims to investigate consumer awareness of greenwashing practices and its impact on purchasing behaviour. Utilizing a mixed-method approach, this study will employ quantitative analysis techniques, including independent t-tests and ANOVA, to examine the relationship between consumer awareness of greenwashing and demographic variables. Additionally, qualitative data will be collected through surveys and interviews to gain deeper insights into consumer perceptions and behaviours regarding greenwashing.

By comprehensively analyzing consumer awareness of greenwashing and its demographic determinants, this research seeks to contribute to the existing literature on sustainable consumption and marketing ethics. Ultimately, the findings of this study will provide valuable insights for policymakers, marketers, and consumers alike, enabling them to make informed decisions and combat deceptive environmental claims in the marketplace effectively.

II. SEVEN SINS OF GREEN WASHING

1. **Sin of Hidden Trade-Off**: This occurs when a product claims to be "green" based on a

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narrow set of attributes without considering the overall environmental impact. For example, a product may be labelled as environmentally friendly due to being made from recycled materials, but it overlooks other significant environmental issues such as energy consumption or emissions during production.

2. **Sin of No Proof**: This involves making environmental claims that cannot be substantiated by easily accessible supporting information or by a reliable third-party certification. Companies may make vague or unverifiable claims about their product's environmental benefits without providing evidence to support these claims.

3. **Sin of Vagueness**: This occurs when environmental claims are so vague or poorly defined that their meaning is unclear to consumers. For example, terms like "natural" or "eco-friendly" are often used without specific criteria or standards, leading to confusion and potentially misleading consumers.

4. **Sin of Worshiping False Labels**: This involves the use of fake or meaningless certifications, labels, or endorsements to give the impression of environmental legitimacy. Companies may create their own misleading labels or use unofficial logos to imply environmental certification or endorsement where none exists.

5. **Sin of Irrelevance**: This occurs when environmental claims are unrelated to the actual environmental impact of the product or are insignificant compared to other environmental issues. For example, promoting a product as "CFC-free" when CFCs have been banned for years, or highlighting a minor environmental attribute while ignoring more significant environmental concerns.

6. **Sin of Lesser of Two Evils**: This involves attempting to portray a product as environmentally friendly compared to an alternative, but the product itself has significant environmental drawbacks. For example, promoting a fuel-efficient SUV as "green" compared to other SUVs, but ignoring the fact that SUVs are inherently less environmentally friendly than smaller, more fuel-efficient vehicles.

7. **Sin of Fibbing**: This is straightforward: outright lying about environmental claims. This can include false or misleading statements about a product's environmental benefits, its compliance with environmental regulations, or its environmental impact. Fibbing undermines consumer trust and can have legal consequences for companies found guilty of false advertising.

(A) Scope of study:

Green washing is recently developed marketing strategy by companies to grab the customers

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and make profit. This gives a lot of scope for research and market analysis and gives a scope to have a consumer awareness.

(B) Research Methodology

This research is conducted to know the impact on customer behaviour due to social media marketing, the research design chosen is Quantitative research design and the data is randomly collected also the data analysis is made in statistical basis.

This study uses both primary and secondary data for the purpose of research.

a. Primary Data

The data was collected through questionnaire and respondents were send link with few questions and it was a simple random sampling and a data among 102 samples were collected. The collected data is analysed and interpreted with SPSS package for findings and interpretation. This study used SPSS package for the data analysis and they bused various tools like T test, ANOVA, descriptive, frequencies, pie charts etc for the respondents.

b. Secondary Data

The data was collected from journals, articles, newspapers, companies reports and profit and loss statement, internet, books etc.

(C) Study Area

The respondents are not specifically chosen they are from different age groups from different locations and the respondents were known about green washing so the impact of green washing is analysed in this research.

(D) Limitation of study

This study is limited to the people of both urban and rural region and due to time and cost the data was collected only from few respondents and this result cannot be universally implied. And the most of the respondents were belonging to the same age group of 18-25. The consumer perception may change in accordance with time.

(E) Review of literature

1. (Kadyan, 2014), in his study, states that Corporate social responsibility means that organisations must be accountable to all stakeholders, including consumers, investors, the environment, employees, the community, government, and the public. They should align their performance with decisions below the expectations of participants. There is a growing trend among companies to use the "go green" strategy to gain a foothold over their competitors.

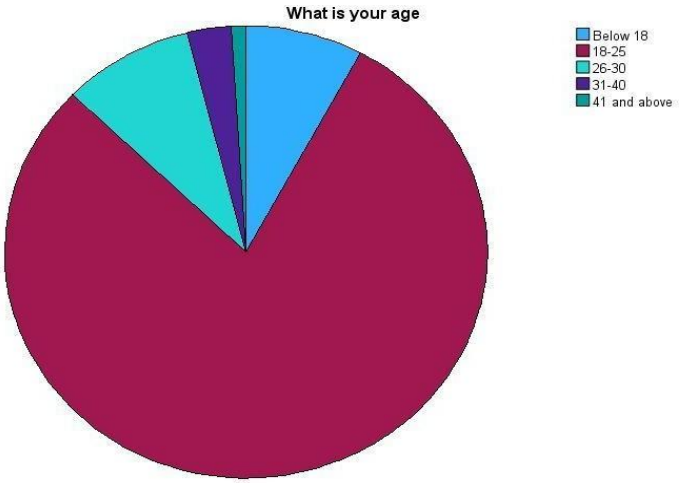
Therefore, the concepts of green marketing and sustainability reporting are essential. According to the Global Reporting Initiative (2011) - "Sustainable reporting is a practice of measuring, disclosing, and accounting to internal and external stakeholders for the organisation's performance in achieving the goal of sustainable development". Green marketing is a complete marketing practice used by an organisation to promote a natural image of its products and the organisation. It involves innovation and transformation in product development, production, packaging and marketing.

2. (Benoit-Moreau, 2015), in his study, states that there is a growing trend among companies to use eco-labels and certificates to enhance their contribution to saving the planet. However, research suggested that such labels and approvals (even if given to experts) could not reduce basic washing. It can only help professional consumers express their opinions on a particular product. According to Ramus and Montiel (2005) - environmental programs and programs between different industries do not differ significantly; However, their implementation is different.

3. (Binney, 2016), in his research, states that retailers prefer profit over genuine interests. Therefore, marketers need to focus on the environment and think beyond the benefits. It is noteworthy that firms strengthen their CSR and green marketing programs to improve their public image whenever a natural disaster strikes. Cherry and Sneierson (2011) conducted a study on the notorious oil spill in British Petroleum. They showed that the company engaged in false advertising and security fraud as it could not provide sufficient environmental and social claims evidence. Suggested that change should be genuine and valid.

(F) Sampling

Simple random sampling was used where the respondents from various age groups are randomly selected, as they are customers of green washing product.



Analysis:

From the chart it can be infer that the majority of the people are from the same group of 18 to 25 and other four groups are similar in size.

HYPOTHESIS

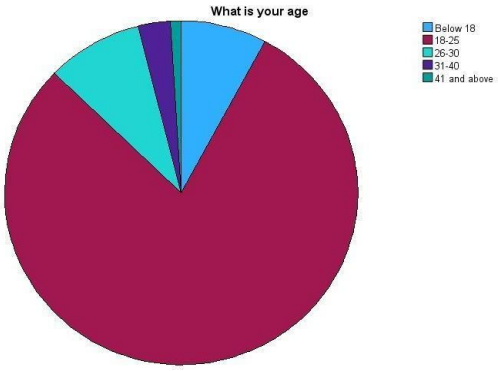
1. Green washing in advertising leads to increased purchase intentions among environmentally conscious consumers compared to non-green washing advertising.
2. Consumers are more likely to perceive products labelled as "green" or "eco-friendly" positively, even when the actual environmental impact is minimal or non-existent.
3. Green washing influences the usage of the product.
4. Green washing product creates impact on the society.

OBJECTIVES

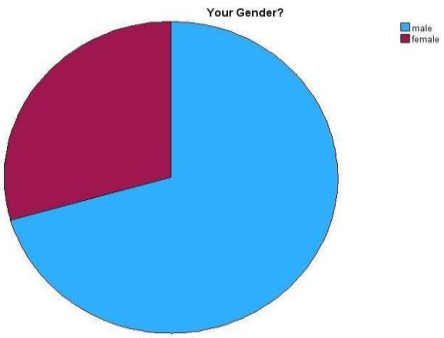
1. To analyse the opinion on the usage of green washing product.
2. To analyse the impact of green washing on the environment and public.
3. To analyse that advertisement influence people to purchase green washing product.

RESEARCH ANALYSIS

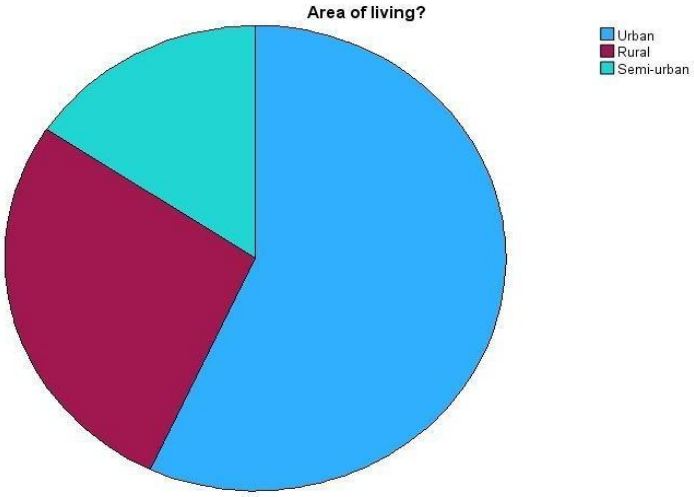
1. Age:



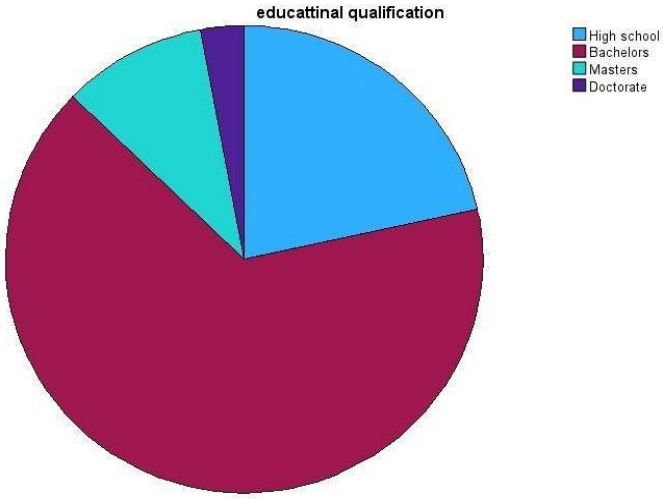
2. Gender:



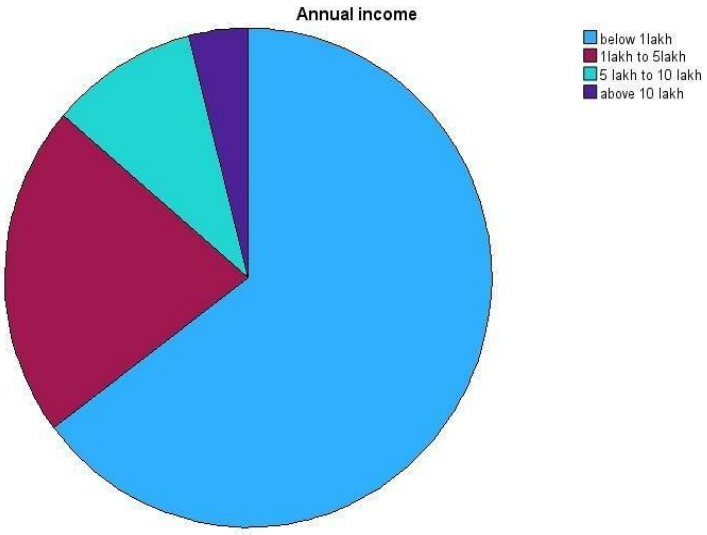
3. Area of Living:



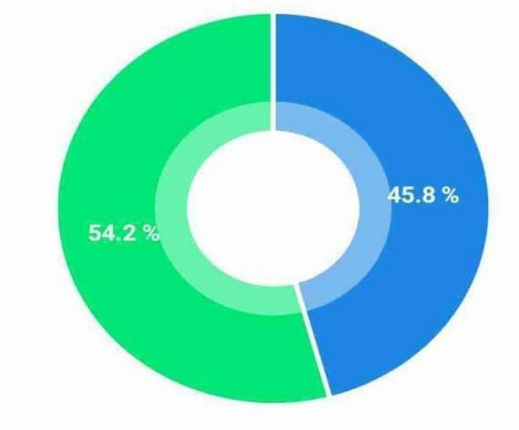
4. Education qualification:



5. Annual Income:



Have you heard the term Green Washing?



The most of the respondents were heard about the term green washing.

6. Have you bought any product that indulged in Green Washing?

Almost half of the respondents were used the green washing product.

7. Does the green washing product affects your usage of the product?

does the green washing product affects your usage of the product ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.9	2.9	2.9
	2	12	11.7	11.8	14.7
	3	56	54.4	54.9	69.6
	4	23	22.3	22.5	92.2
	5	8	7.8	7.8	100.0
	Total	102	99.0	100.0	
Missing	System	1	1.0		
Total		103	100.0		

The respondents have given neutral answer that green washing affects the usage of the product.

1-Strongly disagree

2-Disagree

3-Neutral

4-Disagree

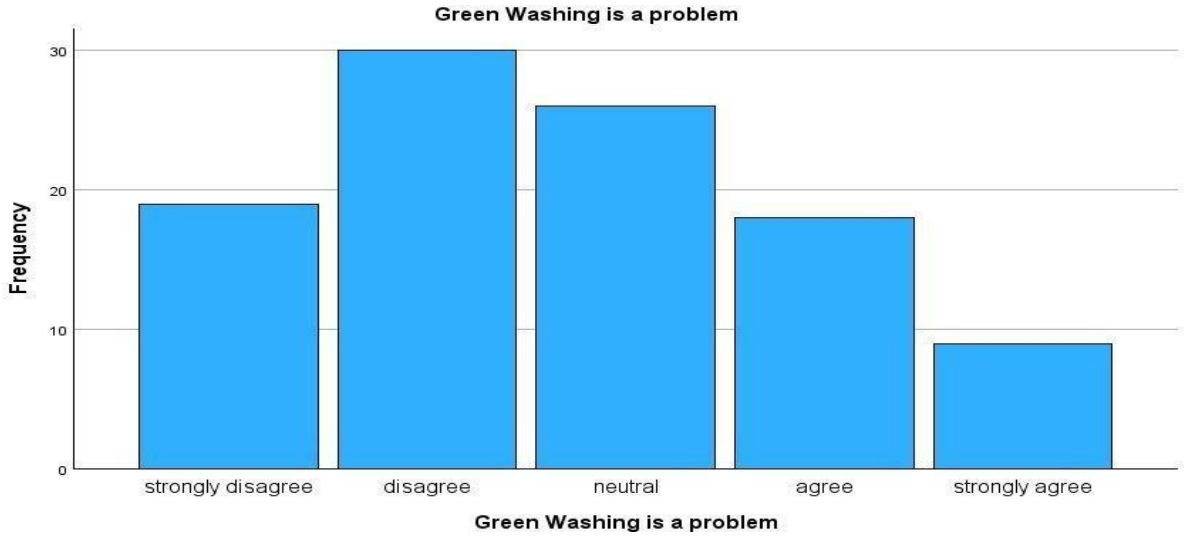
5- Strongly disagree

8. Green washing is a problem

Green Washing is a problem

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	19	18.4	18.6	18.6
	disagree	30	29.1	29.4	48.0
	neutral	26	25.2	25.5	73.5
	agree	18	17.5	17.6	91.2
	strongly agree	9	8.7	8.8	100.0
	Total	102	99.0	100.0	
Missing	System	1	1.0		
Total		103	100.0		

The respondents strongly disagree and neutrally agree upon the fact green washing is a problem.

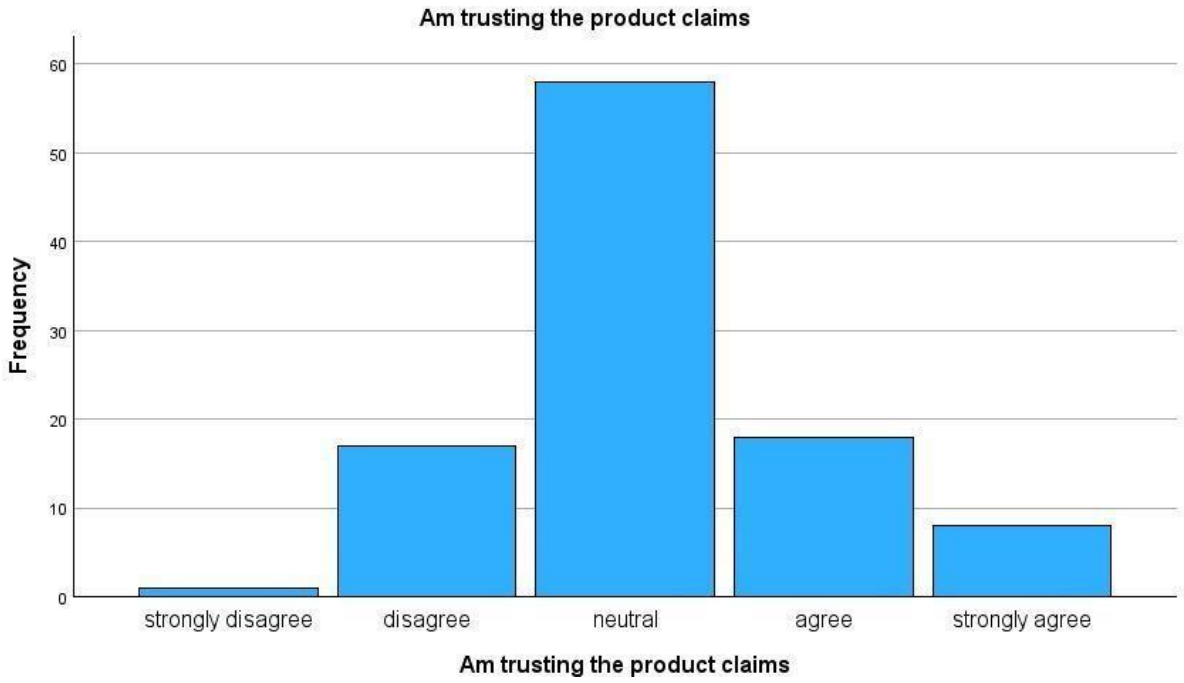


9. Am trusting the product claims

Am trusting the product claims

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	1.0	1.0	1.0
	disagree	17	16.5	16.7	17.6
	neutral	58	56.3	56.9	74.5
	agree	18	17.5	17.6	92.2
	strongly agree	8	7.8	7.8	100.0
	Total	102	99.0	100.0	
Missing	System	1	1.0		
Total		103	100.0		

Most of the respondents neutrally trusting the product claims.

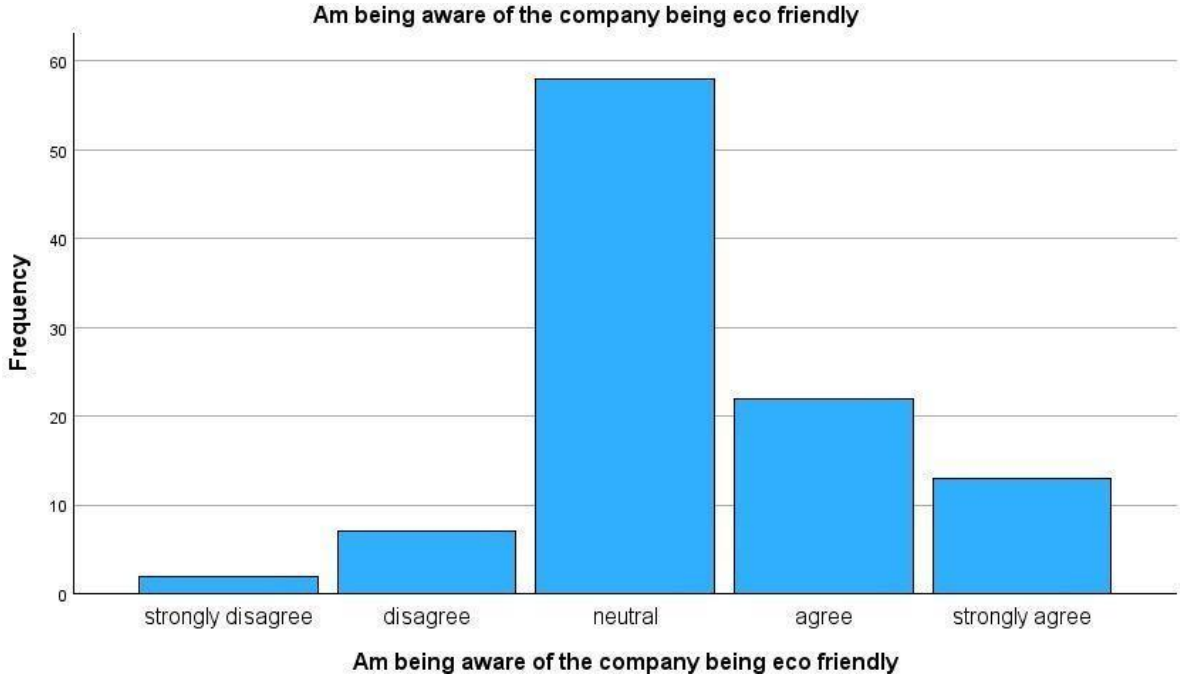


10. Am being aware of the company being eco friendly

Am being aware of the company being eco friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	1.9	2.0	2.0
	disagree	7	6.8	6.9	8.8
	neutral	58	56.3	56.9	65.7
	agree	22	21.4	21.6	87.3
	strongly agree	13	12.6	12.7	100.0
	Total	102	99.0	100.0	
Missing	System	1	1.0		
Total		103	100.0		

Most of the respondents neutrally given answer about their awareness about company ecofriendly nature.

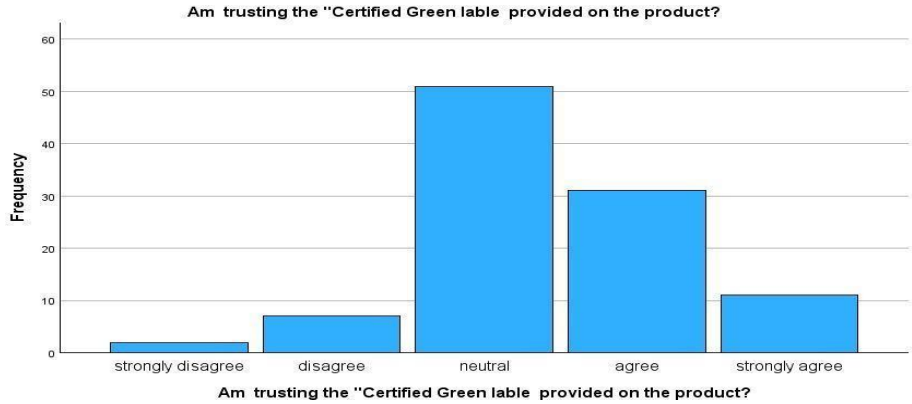


11. Am trusting the certified green label provided on the product

Am trusting the "Certified Green lable provided on the product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	1.9	2.0	2.0
	disagree	7	6.8	6.9	8.8
	neutral	51	49.5	50.0	58.8
	agree	31	30.1	30.4	89.2
	strongly agree	11	10.7	10.8	100.0
	Total	102	99.0	100.0	
Missing	System	1	1.0		
Total		103	100.0		

Most of the respondents neutrally agree and agree about the certified green label provided on the product

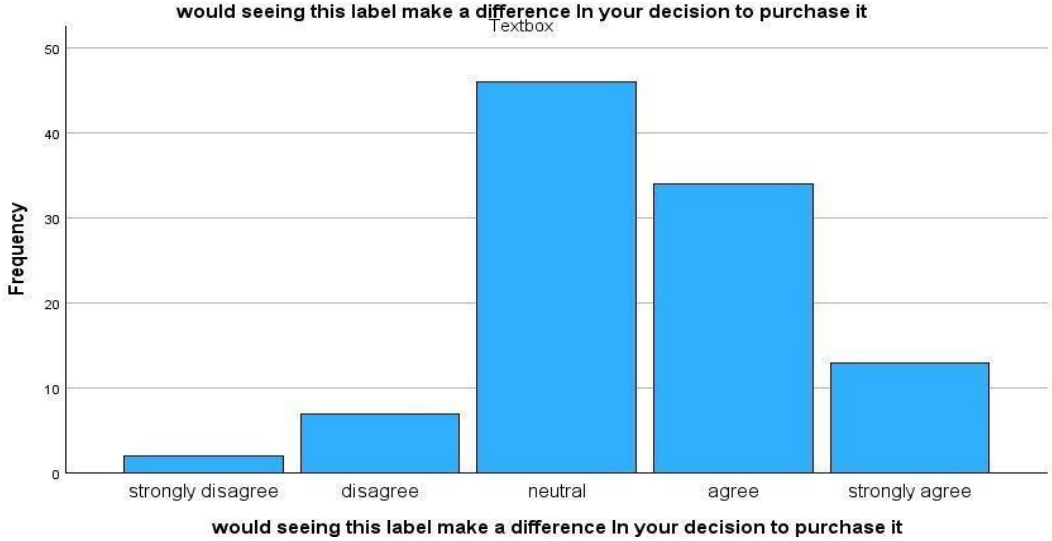


12. Would seeing the label of the product make difference in your decision to purchase it

would seeing this label make a difference In your decision to purchase it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	1.9	2.0	2.0
	disagree	7	6.8	6.9	8.8
	neutral	46	44.7	45.1	53.9
	agree	34	33.0	33.3	87.3
	strongly agree	13	12.6	12.7	100.0
	Total	102	99.0	100.0	
Missing	System	1	1.0		
Total		103	100.0		

Most of the respondents were neutrally agree and agree about the label influencing their purchasing decision

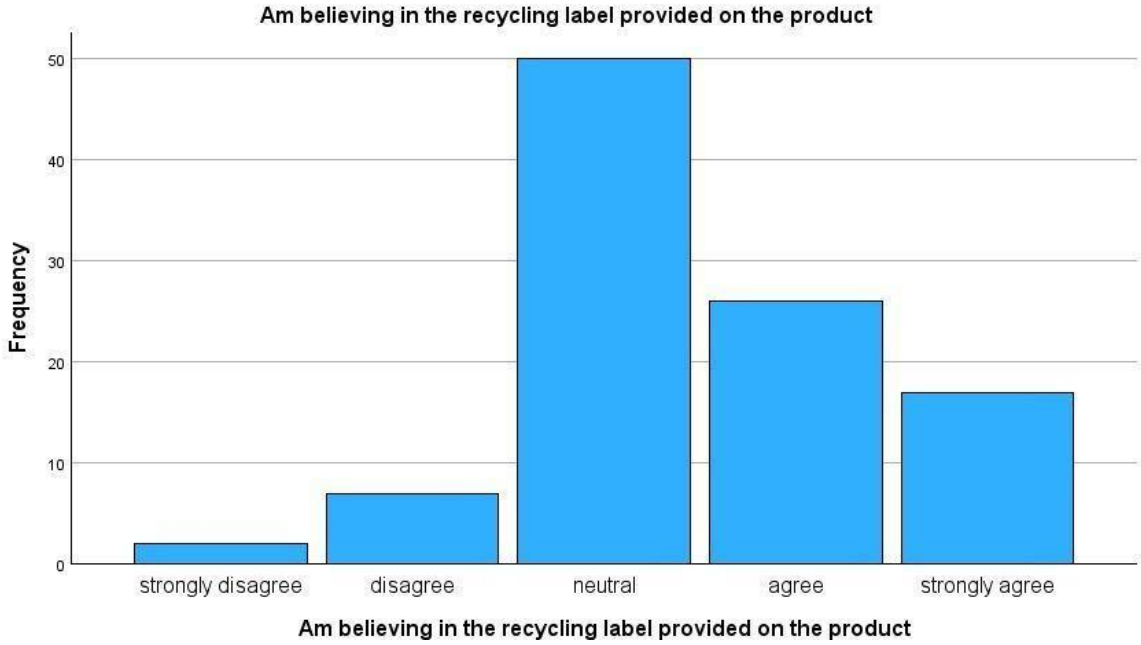


13. Am believing in the recycling label provided on the product

Am believing in the recycling label provided on the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	1.9	2.0	2.0
	disagree	7	6.8	6.9	8.8
	neutral	50	48.5	49.0	57.8
	agree	26	25.2	25.5	83.3
	strongly agree	17	16.5	16.7	100.0
	Total	102	99.0	100.0	
Missing	System	1	1.0		
Total		103	100.0		

Most of the respondents neutrally agree upon their believing nature on the recycle label.

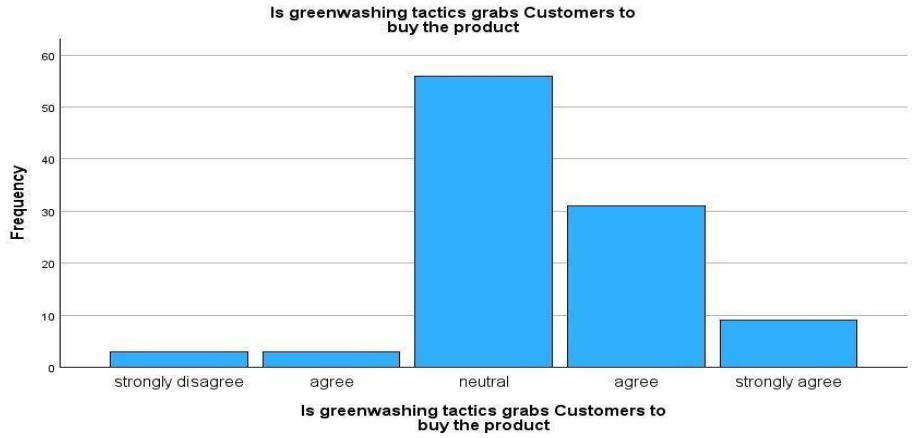


14. Is green washing tactics grabs customers to buy the product

Is greenwashing tactics grabs Customers to buy the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	2.9	2.9	2.9
	disagree	3	2.9	2.9	5.9
	neutral	56	54.4	54.9	60.8
	agree	31	30.1	30.4	91.2
	strongly agree	9	8.7	8.8	100.0
	Total	102	99.0	100.0	
Missing	System	1	1.0		
Total		103	100.0		

Most of the respondents neutrally agree on the statement that green washing is a good tactics to grab customers to buy the product.

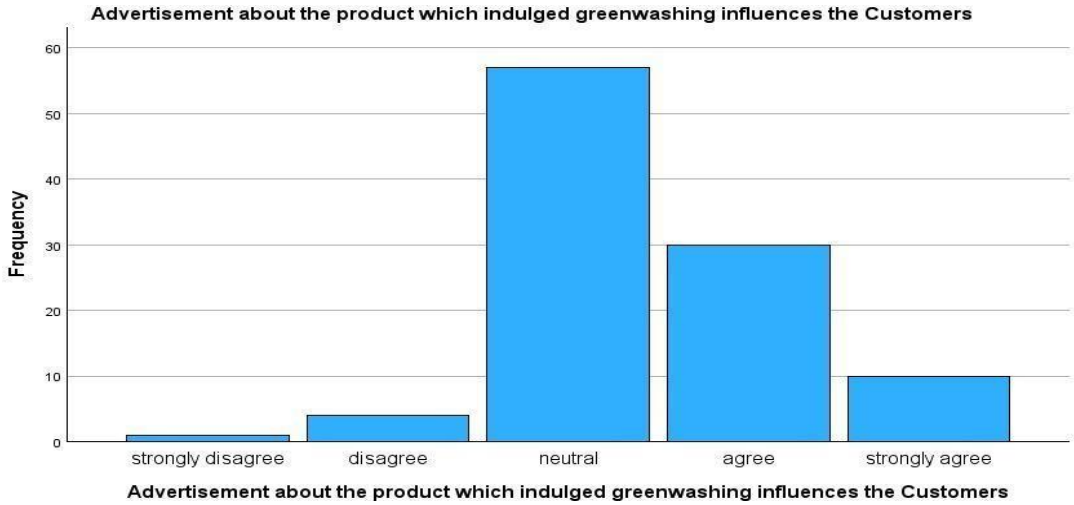


15. Advertisement about the product which indulged greenwashing influences the Customers

Advertisement about the product which indulged greenwashing influences the Customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	1.0	1.0	1.0
	disagree	4	3.9	3.9	4.9
	neutral	57	55.3	55.9	60.8
	agree	30	29.1	29.4	90.2
	strongly agree	10	9.7	9.8	100.0
	Total	102	99.0	100.0	
Missing	System	1	1.0		
Total		103	100.0		

Most of the respondents neutrally agree upon that advertisement influences the customers.



16. Will you recommend Green Washing Product to others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sometimes	45	43.7	44.1	49.0
	never	5	4.9	4.9	4.9
	no	24	23.3	23.5	72.5
	yes	28	27.2	27.5	100.0
	Total	102	99.0	100.0	
Missing	System	1	1.0		
Total		103	100.0		

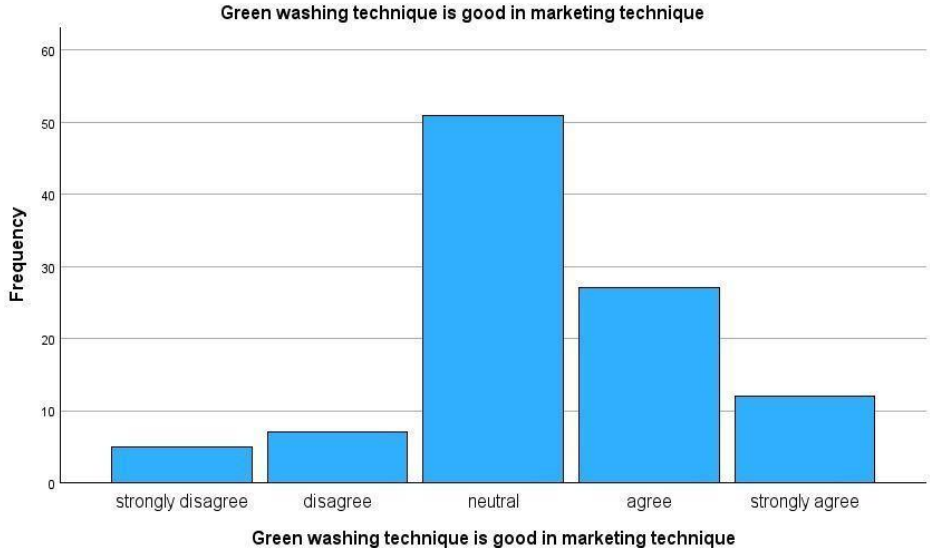
Most of the respondents says that they would sometimes recommend the green washed products to the others.

17. Green washing technique is good in marketing technique

Green washing technique is good in marketing technique

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	4.9	4.9	4.9
	disagree	7	6.8	6.9	11.8
	neutral	51	49.5	50.0	61.8
	agree	27	26.2	26.5	88.2
	strongly agree	12	11.7	11.8	100.0
	Total	102	99.0	100.0	
Missing	System	1	1.0		
Total		103	100.0		

Most of the respondents neutrally agree that green washing is a good marketing technique.

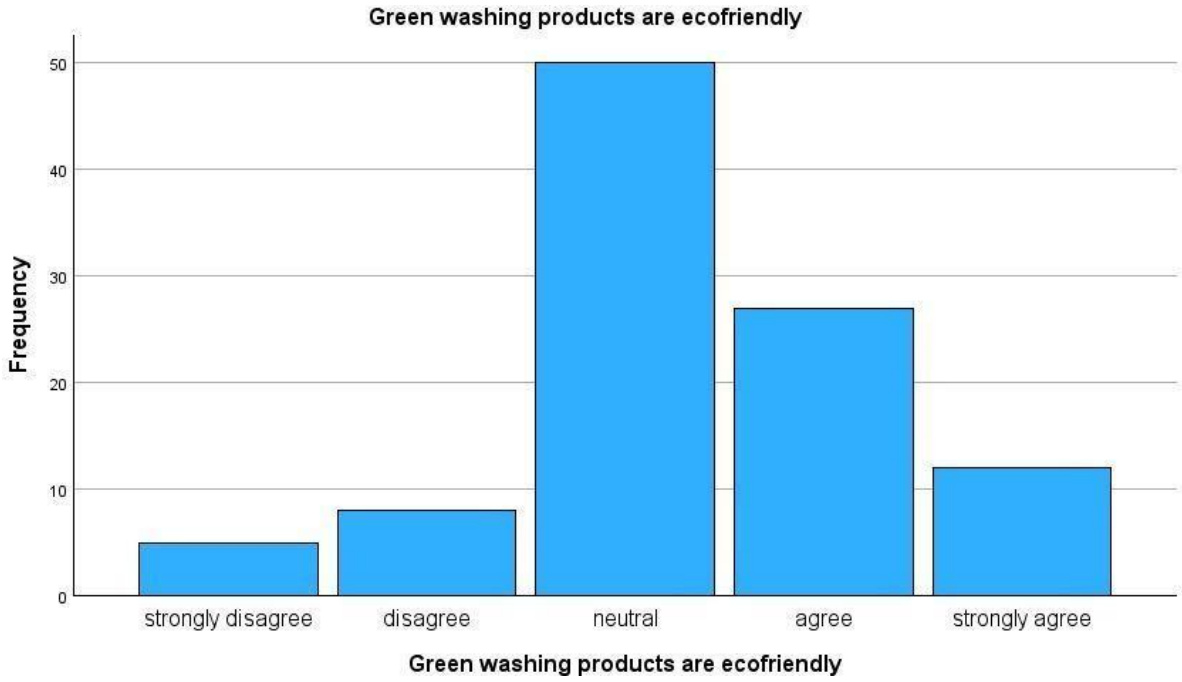


18. Green washing products are ecofriendly

Green washing products are ecofriendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	4.9	4.9	4.9
	disagree	8	7.8	7.8	12.7
	neutral	50	48.5	49.0	61.8
	agree	27	26.2	26.5	88.2
	strongly agree	12	11.7	11.8	100.0
	Total	102	99.0	100.0	
Missing	System	1	1.0		
Total		103	100.0		

Most of the respondents neutrally agree upon the fact green washing products are eco-friendly in nature.

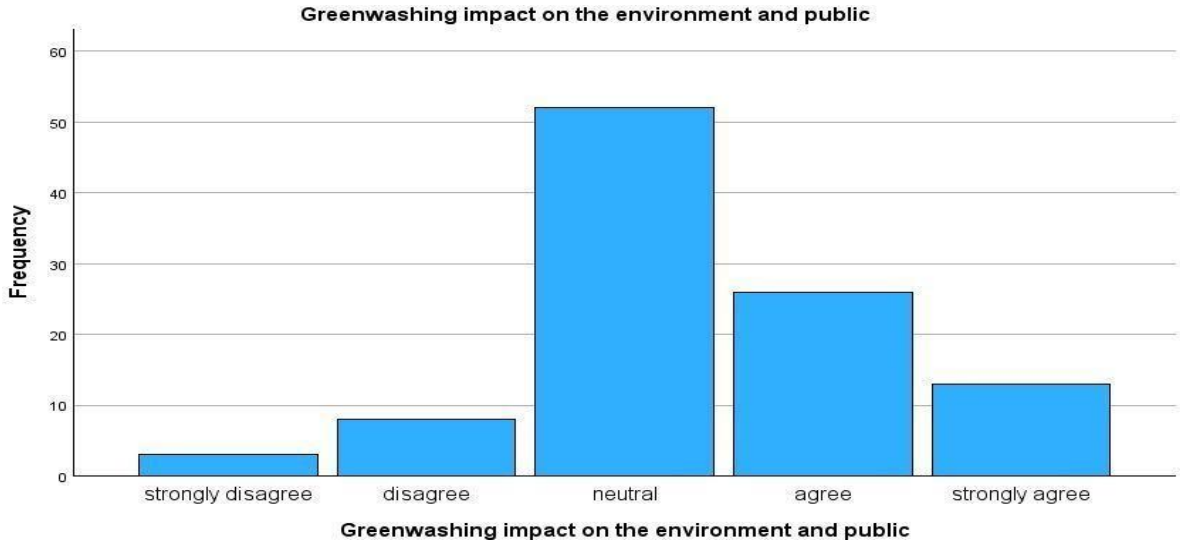


19. Greenwashing impact on the environment and public

Greenwashing impact on the environment and public

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	2.9	2.9	2.9
	disagree	8	7.8	7.8	10.8
	neutral	52	50.5	51.0	61.8
	agree	26	25.2	25.5	87.3
	strongly agree	13	12.6	12.7	100.0
	Total	102	99.0	100.0	
Missing	System	1	1.0		
Total		103	100.0		

Most of the respondents neutrally agree upon that green washing product impacts the society.



III. DATA ANALYSIS AND INTERPRETATION

(A) Independent Samples Test

1. HYPOTHESIS:

Gender influences in purchasing the green washed products

Null Hypothesis (H_0): There is no significant difference in the propensity to buy green washing products between genders.

Alternative Hypothesis (H_1): There is a significant difference in the propensity to buy green washing products between genders.

Group Statistics

	have you bought any products that indulged in green washing ?	N	Mean	Std. Deviation	Std. Error Mean
Your Gender?	yes	44	1.32	.471	.071
	no	58	1.28	.451	.059

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Your Gender?	Equal variances assumed	.823	.367	.460	100	.323	.646	.042	.092	-.140	.225
	Equal variances not assumed			.458	90.533	.324	.648	.042	.092	-.141	.226

RESULT:

From this table it is taken that since the sig. value is 0.367 and the other variable sig. value is 0.367>0.05 so the Null Hypothesis is not rejected and therefore there is no significant difference in the purchase of the green washing product in the gender male and female.

2. Hypothesis:

Gender influences in believing green labels provided on the green washed products.

Null Hypothesis (H_0): There is no significant difference in the likelihood of believing green labels between males and females.

Alternative Hypothesis (H_1): There is a significant difference in the likelihood of believing green labels between males and females.

Group Statistics

	would seeing this label make a difference In your decision to purchase it	N	Mean	Std. Deviation	Std. Error Mean
Your Gender?	yes	2	1.00	.000	.000
	no	7	1.43	.535	.202

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Your Gender?	Equal variances assumed	74.667	<.001	-1.080	7	.158	.316	-.429	.397	-1.367	.510
	Equal variances not assumed			-2.121	6.000	.039	.078	-.429	.202	-.923	.066

RESULT:

From this table it is taken that since the sig. value is< 0.001and the other variable sig. value is <0.001 so the Null Hypothesis is rejected and alternative hypothesis is accepted at 1% of confidence level therefore there is significant difference in the likelihood of believing green labels between males and females.

3. Hypothesis:

Gender influences in recommending the green washed products to others.

Null Hypothesis (H_0): There is no significant difference in the likelihood of recommending green washed products between males and females.

Alternative Hypothesis (H_1): There is a significant difference in the likelihood of recommending green washed products between males and females.

Group Statistics

	will you recommend the green washing product to others	N	Mean	Std. Deviation	Std. Error Mean
Your Gender?	male	5	1.60	.548	.245
	female	45	1.27	.447	.067

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Your Gender?	Equal variances assumed	.869	.356	1.549	48	.064	.128	.333	.215	-.099	.766
	Equal variances not assumed			1.313	4.612	.125	.251	.333	.254	-.336	1.003

RESULT:

From this table it is taken that since the sig. value is 0.356 and the other variable sig. value is 0.356>0.05 so the Null Hypothesis is not rejected and therefore there is no significant difference in recommending the green washing product in the gender male and female.

4. Hypothesis:

Gender influences in believing the fact that green washing product creates impact on the society.

Null Hypothesis (H_0): There is no significant impact of believing green washing products creates impact on society between males and females.

Alternative Hypothesis (H_1): There is a significant impact of believing green washing products creates impact on society between males and females.

Group Statistics

	Greenwashing impact on the environment and public	N	Mean	Std. Deviation	Std. Error Mean
Your Gender?	male	3	1.33	.577	.333
	female	8	1.25	.463	.164

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Your Gender?	Equal variances assumed	.211	.657	.251	9	.404	.808	.083	.332	-.668	.835
	Equal variances not assumed			.224	3.030	.418	.837	.083	.371	-1.092	1.258

RESULT:

From this table it is taken that since the sig. value is 0.657 and the other variable sig. value is 0.657>0.05 so the Null Hypothesis is not rejected and therefore there is no significant difference in believing green washing product creates impact in the society.

ANOVA TEST

1. **Hypothesis:**

Age groups influences in purchase of the green washing product.

Null Hypothesis (H_0): There is no significant difference in the likelihood of buying green washing products across different age groups.

Alternative Hypothesis (H_1): There is a significant difference in the likelihood of buying green washing products across different age groups.

ANOVA

What is your age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.069	1	.069	.187	.667
Within Groups	36.951	100	.370		
Total	37.020	101			

RESULT:

From this table it is taken that since the sig. value is 0.667 and the other variable sig. value is 0.667>0.05 so the Null Hypothesis is not rejected and therefore there is no significant difference in the purchase of the green washing product among the ages.

2. **Hypothesis:**

Age groups influence in belief of the green labels produced on the products.

Null Hypothesis (H_0): There is no significant difference in the belief in green labels produced on products across different age groups.

Alternative Hypothesis (H_1): There is a significant difference in the belief in green labels produced on products across different age groups.

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ANOVA

What is your age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.547	4	1.137	3.395	.012
Within Groups	32.473	97	.335		
Total	37.020	101			

RESULT:

From this table it is taken that since the sig. value is 0.012 and the other variable sig. value is 0.012<0.05 so the Null Hypothesis is rejected alternative hypothesis is accepted at 5% level and therefore there is significant difference in believing the green labelled products among the ages.

3. **Hypothesis:**

Age groups influences in believing the advertisements of the green washed products.

Null Hypothesis (H_0): There is no significant difference in the likelihood of buying green washed products based on advertisement across different age groups.

Alternative Hypothesis (H_1): There is a significant difference in the likelihood of buying green washed products based on advertisement across different age groups.

ANOVA

What is your age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.642	4	.160	.428	.788
Within Groups	36.378	97	.375		
Total	37.020	101			

RESULT:

From this table it is taken that since the sig. value is 0.788 and the other variable sig. value is 0.788>0.05 so the Null Hypothesis is not rejected and therefore there is no significant difference in the purchase of the green washing product by based on advertisements among the ages.

4. **Hypothesis:** Area of living makes a difference in purchasing the green washed products.

Null Hypothesis (H_0): There is no significant difference in the likelihood of purchasing green washed products based on the area of living.

Alternative Hypothesis (H_1): There is a significant difference in the likelihood of purchasing green washed products based on the area of living.

ANOVA

Area of living?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.559	4	.890	1.624	.174
Within Groups	53.147	97	.548		
Total	56.706	101			

RESULT:

From this table it is taken that since the sig. value is 0.174 and the other variable sig. value is 0.174 >0.05 so the Null Hypothesis is not rejected and therefore there is no significant difference in purchasing of green washed products based on the advertisements.

5. Hypothesis:

Area of living makes a influence in believing advertisement on the green washed product.

Null Hypothesis (H_0): There is no significant difference in the influence of advertisement of green washed products based on area of living.

Alternative Hypothesis (H_1): There is a significant difference in the influence of advertisement of green washed products based on area of living.

ANOVA

Area of living?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.857	4	.214	.372	.828
Within Groups	55.849	97	.576		
Total	56.706	101			

RESULT:

From this table it is taken that since the sig. value is 0.828 and the other variable sig. value is 0.828 >0.05 so the Null Hypothesis is not rejected and therefore there is no significant difference in purchasing of green washed products based on the area of living.

6. Hypothesis:

Educational qualification influences on the perception of green labels on products.

Null Hypothesis (H_0): There is no significant difference in the perception of green labels on products based on educational qualification.

Alternative Hypothesis (H_1): There is a significant difference in the perception of green labels on products based on educational qualification.

ANOVA

educattinal qualification

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.473	4	.368	.847	.499
Within Groups	42.174	97	.435		
Total	43.647	101			

RESULT:

From this table it is taken that since the sig. value is 0.499 and the other variable sig. value is 0.499 >0.05 so the Null Hypothesis is not rejected and therefore there is no significant difference in the perception of green labels on products based on educational qualification.

7. Hypothesis:

Educational qualification influences on the purchase of the green washed products.

Null Hypothesis (H_0): There is no significant difference in the likelihood of purchasing green washed products based on educational qualification.

Alternative Hypothesis (H_1): There is a significant difference in the likelihood of purchasing green washed products based on educational qualification.

ANOVA

educattinal qualification

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.268	1	.268	.617	.434
Within Groups	43.379	100	.434		
Total	43.647	101			

RESULT:

From this table it is taken that since the sig. value is 0.434 and the other variable sig. value is 0.434 >0.05 so the Null Hypothesis is not rejected and therefore there is no significant difference in the likelihood of purchasing green washed products based on educational qualification.

8. Hypothesis:

Educational qualification influences in belief of green washing creates impact the society.

Null Hypothesis (H_0): There is no significant difference in the belief that green washing impacts society based on educational qualification.

Alternative Hypothesis (H_1): There is a significant difference in the belief that green washing impacts society based on educational qualification.

ANOVA

educattinal qualification

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.186	4	.546	1.278	.284
Within Groups	41.462	97	.427		
Total	43.647	101			

RESULT:

From this table it is taken that since the sig. value is 0.284 and the other variable sig. value is 0.284 >0.05 so the Null Hypothesis is not rejected and therefore there is no significant difference in the belief that green washing impacts society based on educational qualification.

9. Hypothesis:

Educational qualification influences in recommending green washed product to others.

Null Hypothesis (H_0): There is no significant difference in the likelihood of recommending green washed products based on educational qualification.

Alternative Hypothesis (H_1): There is a significant difference in the likelihood of recommending green washed products based on educational qualification.

ANOVA

educattinal qualification

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.605	3	1.202	2.941	.037
Within Groups	40.042	98	.409		
Total	43.647	101			

RESULT:

From this table it is taken that since the sig. value is 0.037 and the other variable sig. value is 0.037<0.05 so the Null Hypothesis is rejected and alternative hypothesis is accepted at 5% level and therefore there is significant difference in the likelihood of recommending green washed products based on educational qualification.

10. Hypothesis:

Annual income influences in purchasing the green washed product.

Null Hypothesis (H_0): There is no significant difference in the likelihood of purchasing green washed products based on annual income.

Alternative Hypothesis (H_1): There is a significant difference in the likelihood of purchasing green washed products based on annual income.

ANOVA

Annual income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.737	1	.737	1.073	.303
Within Groups	68.675	100	.687		
Total	69.412	101			

RESULT:

From this table it is taken that since the sig. value is 0.303 and the other variable sig. value is 0.303 >0.05 so the Null Hypothesis is not rejected and therefore there is no significant difference in the likelihood of purchasing green washed products based on annual income.

11. Hypothesis

Annual income influences in belief of the green label produced on the product.

Null Hypothesis (H_0): There is no significant difference in the belief in green label on products based on annual income.

Alternative Hypothesis (H_1): There is a significant difference in the belief in green label on products based on annual income.

ANOVA

Annual income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.409	4	.352	.502	.734
Within Groups	68.003	97	.701		
Total	69.412	101			

RESULT:

From this table it is taken that since the sig. value is 0.734 and the other variable sig. value is 0.734 >0.05 so the Null Hypothesis is not rejected and therefore there is no significant difference in the belief in green label on products based on annual income.

(B) Research Discussion

In this research I have learnt about green washing and while doing the ANOVA test I have come to understand that age and educational qualification make a significance difference in understanding the green washing product and its impact. Gender and annal income didn't make a big difference in the decision and area of living is also factor influences in understanding the concept greenwashing.

Most of the rural and semi-urban people haven't heard about the term green washing. And

different age groups make a big difference in understanding the term green washing.

IV. CONCLUSION

In conclusion, this research paper has provided valuable insights into consumer awareness of greenwashing practices, employing rigorous statistical analysis through independent t-tests and ANOVA tests. Through a mixed-method approach, combining quantitative analysis with qualitative data from surveys and interviews, this study has shed light on the prevalence of greenwashing and its impact on consumer behaviour.

The findings of this research underscore the importance of addressing greenwashing in the marketplace. It is evident that consumer awareness of greenwashing is crucial for promoting transparency, fostering trust, and empowering consumers to make informed choices. By understanding demographic variations in awareness levels and factors influencing perception, policymakers, marketers, and businesses can develop targeted interventions to combat deceptive environmental claims effectively.

Furthermore, the statistical analysis conducted in this study has contributed to the existing literature on sustainable consumption and marketing ethics. The independent t-tests and ANOVA tests have provided empirical evidence of differences in awareness levels across demographic groups and identified influential factors that shape consumer perceptions of greenwashing.

Moving forward, it is essential for stakeholders to continue efforts to raise awareness about greenwashing and promote genuine sustainability initiatives. Consumer education, regulatory enforcement, and industry collaboration are crucial in addressing the root causes of greenwashing and fostering a more transparent and responsible marketplace.

In conclusion, this research paper serves as a call to action for policymakers, marketers, businesses, and consumers to work together in combating greenwashing and advancing genuine environmental stewardship. By leveraging the insights gained from this study, stakeholders can take meaningful steps towards creating a more sustainable and ethical future for all.

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