Customer Awareness of Environmental-Friendly Products and Green Marketing Practices in UAE

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Abstract — This research study was to measure the extent of awareness amongst customers about environmental-friendly products and businesses that practice green marketing. The study focused on environmental-friendly products used in the UAE market and how it affected the customer's lifestyle. Manufacturing environmental-friendly products and practicing green marketing is an innovative idea that has been implemented by many businesses not only because it increased their competitive advantage but more so because there was an existing demand from customer group and civic societies.

Index Terms—Customer Awareness, environmentally friendly products, Green marketing, eco-friendly products.

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1 INTRODUCTION

Many experts from various literature observed the alarming state of the environment and had made customers and companies introduce innovative ideas that sustain the environment for future generation. To make the effort effective, customer's awareness was employed as part of the company's marketing strategy. Well-planned customer awareness was utilized to educate customers about the products and services. This secured customer commitment and welfare. Environmental-friendly products sustain the environment by pollution reduction. There are various environmental-friendly products available in the market for daily household products such as cloth napkin, cups, shopping bag, rechargeable batteries, papers etc. Environmental-friendly products have beneficial attributes that assist customers in numerous ways like; Long-term cost saving, Health benefits, Environment protection, and a better quality of life. Environmental-friendly products are biodegradable, recyclable and compostable.

The aim of Green marketing is to bring awareness among customers to purchase 'real' products and provide an understanding of various benefits from such products. Therefore, this study focused on the level of awareness of UAE customers regarding environmental-friendly products and green marketing practices and how they respond to it.

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Are customers aware of environmental-friendly products and green marketing? A study conducted by Dr.

Pritanka Goel (2017), observed most consumers recognized the products through e-labeling. Although the survey concluded that consumers are not well aware of the benefits, they were convinced to purchase environmentally- beneficial products by advertisements. Additionally, Kang (2017) aimed to explore customer's awareness regarding environmental-beneficial products. In the study it was found that consumers were able to get information regarding products through social media portal, however, this green marketing plan was not followed by majority of environmental-friendly products manufactured companies.

Researcher Camilla Barbarossa (2014) analyzed the purchase of environmental-friendly products across different customer groups. According to the study, collected data through structural equation modeling showed a negative impact on the personal inconvenience of purchasing environmental-friendly products. One of the reasons stated by the author was 'cost' of the products.

A similar study of Job Dubihlela (2016) examined the relationship between environmental-beneficial commodity and customer purchase intentions. The research survey concluded that retailers and wholesalers undoubtedly committed to packaging environmental-friendly products. However, the customers were not satisfied because the quality of the products did not meet the customer's profile. Another research study conducted in the same year by Rajeev Kumar Rajan (2017), focused on green marketing strategies and its impact on the business. To some extent, the author stated that green marketing has improved performance. At the same time availability of the environmental-friendly products was a major concern.

The studies mentioned above do not have direct reference to customer's awareness of environmental-friendly products and these studies were conducted in different parts

of the world except UAE. This further showed the gap that encouraged the researcher to pursue the study.

The Framework

In accordance with a study by Dubilehla (2016), it was concluded that developing recyclable packaging units were deplorable for a marketer. Consumer's feedbacks weren't considered to enhance Environmental-beneficial commodity. However, the marketer could have been watchful while implementing marketing plans to promote eco-friendly commodity according to consumer's preference by enlightened green marketing awareness strategies to the consumers. The study also mentioned consumer's high demands for environmental-beneficial commodities and services which benefited the conduct of business but there was an existing issue regarding availability, price, and authenticity of EFP. As an acknowledgment of the benefits acquired, the marketer accepted green marketing as a means to promote eco-friendly commodity that fulfilled the demands of consumers.

The framework explored the dependent variable and independent variables mentioned in the study. The dependent variable was Customer's awareness and Independent variables were green marketing, environmental-friendly and customer's profile in terms of gender, age and income. The diagram below illustrated the variables of the study.
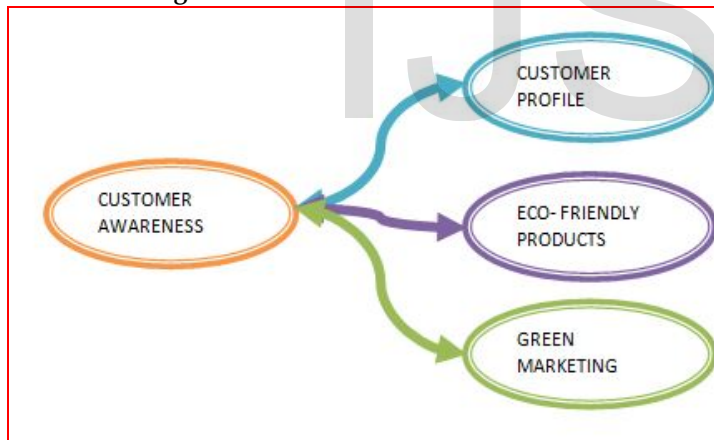
Schematic Diagram

Figure 1: Variables Of The Study

The Problem

Given the concept as presented above, this study has specifically answered the following questions

1. What is the profile of customer in terms of
    1.1. Gender
    1.2. Age
    1.3. Income
2. What is their level of awareness customer to environmental-friendly products and green marketing?
3. Is there a difference in their level of awareness when they have grouped according to gender, age, and income?

Hypothesis

H1. There is no difference in a customer's awareness when customers are grouped according to gender, age and income.

Scope and Limitation Of The Study

This study has explored only on the level of customer awareness on environmental-friendly products and green marketing. The source of data in the study was only customers from Abu Shagara in Sharjah for the year 2018. The level of customer awareness was measured by an identified variable in the study.

2.1 Review of Related

The Evolution of the Demand for Environmental Friendly Products

In the study, (Ottman, Cited In Mcdonagh 1999) a well-known author in the field of green marketing defined "Green Products are enduring, nonharmful, made of biodegradable components. Certainly, there is no completely eco-friendly commodity, they use energy and resource, distribution all along while production of processed goods." So Environmental-friendly is defined accordingly as a product with less impact on the environment than their substitute.

The figures illustrated the history of Environment awareness/Green Brand 1960 – 2010. (p 7 & 8) Source: (Fast Company, 2018)

During 60's environmental health and safety, complications weren't affected personally. Those days consumers were unaware of environmental dangers. In 1972, US banned on DDT, because harmful pesticides damaged the wildlife along with humans. Countless laws of today's auto pollutions and emissions reduction laws were a direct result of Clean Air Act and Motor Vehicle Safety Act which was established in 1970. Late 1970's consumers were cautious due to environmental events. 1970's National
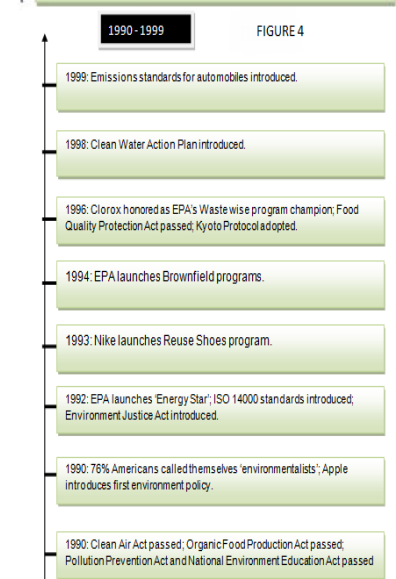
Environmental Act another concoction of EPA was established. Regardless of the environmental awareness; hardly any green products were marketed. However, Food selling organic and Natural products prospered. Nonetheless, 1960's and 1970's were the time consumers showed interest in sustainability. Various famous Green brands of today have detected their origin to 1980's. (Figure 2)

2007-2010 FIGURE 6

2009: Virginia-Highland district becomes first carbon neutral ozone in US.

2009: Wal-mart associates sustainable labeling system.

2008: Dell becomes a carbon neutral company; Clorox greenworks products launched.

2008: Industrialized nations agrees to cut green house gas emissions in half by 2050

2007: Live Earth Concerts around the world raise awareness on climate change.

2007: EU agrees to cut CO2 emissions by 20% by 2020

2007: Home deport Eco-options introduced.

In spite of green recognition during the 1980's, mainstream Brands struggled to produce Green products that satisfied consumers. The stable growth and consumption lead to first waste catastrophe. Recycling became normal in the US. By 1999, 125 tons of recycled materials were generated. However, it could not compete with the increase in demand for products and conjoined to the waste problem, world hand increased issues of global warming.

Endorsement of the Kyoto Protocol in 1997, prompt focused to greenhouse gases. On the other hand, the government attempted to reduce auto emissions. Petroleum Company was one of the first to position itself as a green brand. (Figure 3 & 4)

During the 2000's, Media, Governments, and Business became more concerned about sustainability along with consumers interest for green brands. However, the government was not the preliminary to support the sustainability agenda. Cooperation's like Wal-mart, IBM and GE defined their framework as sustainability. Other firms as in Toyota and Honda focused on energy saving and carbon reduction. (Figure 5)

It wasn't huge only for business, various brands grabbed this opportunity. Such as Tide reduced their packaging waste, Clorox produced one of the best green cleaning household products. Almost by the end of the decade, the majority of brands found advantages in going green. (Figure 5 & 6)

This sudden interest in sustainability was contributed by many factors such as weather, energy costs, and food-health scares. Consumers learned about alternative products (going green is best for sustainable life). By 2006, consumers aforementioned that their notion of Green brand was positioned on the color of its logo and packaging or messages such as ' Healthy' or 'Green' or 'Natural'. Around 2009 American consumers were educated about Green brands and Bio-degradable, packaging, labeling and Green marketing practices. (Figure 5 & 6)

The increased growth of environmental awareness and sustainability over 50 years described that there should be an improvement made over a period of time. (Fast Company, 2018)

2000-2006 FIGURE 5

2006: EPA launches Water Sense; California impose a cap on green house gas emissions.

2005: EPA organized CARE program to reduce toxic pollution.

2004: EPA instructs clear fuel and engines to be used for off road machinery

2003: EPA established Clean School Bus program.

2002: USDC certified organic seal introduced.

2001: According to NASA survey, over 2000 glaciers shrinking.

2000: European Union bans leaded gasoline

1980's FIGURE 3

1979: Second energy crisis

1976: Ozone depletion theory is confirmed.

1988: US congress bans ocean dumping of sewage and industrial wastes; Organic farm formed.

1985: Reduced in production of CFC refrigerants; 4000 garbage harge of NY being denied from disposal

1983: Clean up actions begun

1982: US congress executes laws for safe disposal of nuclear waste.

1980: Solar powered cars are produced and tested; US congress funds to clean up hazardous sites.

Benefits of Environmental- Friendly Products

A study conducted by Sruthiya (2017) noted, the consumers were not aware of the benefits that could be acquired from EFP and that's one of the reasons consumer were not interested in Environmental-friendly products. Yes, there are certain benefits from environmental-friendly products that can be utilized by consumers such as, biodegradable packaging, improved quality of life, save water and energy for future generation etc. Everyone was well aware of Global warming and how critical our earth was at this stage. However, the majority of case study justified that consumers were not aware of how it could benefit them and the environment by using EFP.

A research conducted by Lea, Worsley & Crawford (2005) studied the awareness of consumers' organic food beliefs. Data was collected via emails from farmers and random consumers in Victoria, Australia. According to the study's findings, there was a strong difference between farmers and consumers' impression on organic food. Consumers were aware of the benefits of a healthy lifestyle. However, consumers disagreed to purchase 'organic' foods because they did not
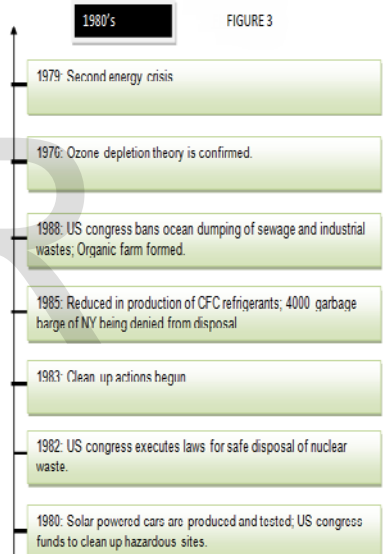
understand the difference between regular purchased food items from supermarkets and organic food items. The author stated that "consumer needed more information on organic/environmental-friendly products". The author concluded that consumers should have been educated on the benefits and Green marketers should have arranged Eco-friendly products with information in a way that consumers could easily identify which would have created awareness amongst consumers. A similar study conducted by Dimitri & Dettmann (2012) stated: "Education has powerful effects on awareness of EFP/organic products".

On the other hand, researchers Sondhi (2014) focused on Indian consumers and concluded that Indian consumers were aware of Green products but were doubtful of the benefits and certification. Although (Punyatoya 2015), eco-friendly products have certain attributes that should have been fulfilled for customers to be attracted to the concept of purchasing the product. Consumers showed a positive preference for eco-friendly products. Gender or age doesn't affect the preference of the consumers.

On the contrary, Scalvedi & Saba (2018) conducted a study on organic consumer consumption. Author justified that consumers were not aware of organic food benefits. Majority of the consumer could only identify organic fruits and vegetables. However, the author stated that consumer opposed to any difference in organic foods and regular food. Researcher Khare & Varshneya (2017) stated from the findings that, "67% of respondents were not familiar with the benefits of organic clothing"

Kane, Chiru & Ciuchete (2012) explored females who purchase organic cosmetic. According to the data collected via survey concluded that 44% of respondents used eco-products and most popular product usage was cosmetics. Female consumers were aware of the benefits and were able to get details from social media.

The Concept of Green Marketing

"Green marketing, also known as environmental marketing and sustainable marketing, referred to organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment." defined by Pride and Ferrell (Pride & Ferrell, cited in Narula). (Chahal, Dangwal & Raina 2014) explored green satisfaction. According to the author, the concept of Green marketing has progressed since the 1960s. Although the author justified that, the Green Marketing concept has not shown any advancement. However, the 1980s had an increase in awareness and green consumers.

Green marketing strategy indicated various marketing tools to promote Green products manufactured by companies that assist to attain targeted goals without damaging the environment simultaneously, immersed in environment protection which promoted sustainability in the country.

Dubey & Malik (2014), the term 'Green marketing' was reviewed in 1975 when the American Marketing Association (AMA) held the first workshop on 'Ecological Marketing'. At this workshop, ecological marketing was defined as "The study of the positive and negative aspects of marketing activities on pollution, energy depletion, and nonenergy resource depletion"

(Eneizan et al. 2016), the term 'Green marketing mix' emerged in 1989. The environment protection agency came up with the concept of Green marketing mix consisting of 4ps. The agency described it as 'classic marketing'. It comprised the procedure of producing and promoting the product and services that satisfied the consumers, kept the environment safe from hazardous chemicals, satisfied the needs/wants of consumer along with the quality of the product and reasonable pricing. However, it was prolonged to 7ps (price, product, place, promotion, process, people and personal evidence) later.

Many scholars have defined Green marketing in their own way but none of them have been accepted as the basic understanding concept of Green Marketing because of different interests in society. However, it was clear from above-stated definition and concept of Green Marketing that it is related to the activity of sustainable development of the environment.

Consumer Awareness on Environmental Friendly Products

'Are consumers aware of environmentally-friendly products?' A survey conducted of 885 respondents in 2 cities of Tamil Nadu by Chockalingam showed that only 57% of consumers were aware of environmentally-friendly products. On the other hand, Goriparthi & Tallapally (2017) a study on consumer's attitude towards environmental-friendly products suggested that a gap existed between awareness on eco-friendly products and awareness on the availability of EFP. A quantitative study of 37 respondents concluded that 30% of respondents were not aware of green products and 70% weren't aware of the availability of Green products.

This further raised another question 'Are consumers were aware of the availability of the products?'. Chovancova & Huttmanová (2014) focused on consumer's behavior towards green products. The study stated "consumers raised concern towards sustainable life" and observed an issue of 'situational barrier' and 'informational barrier' existed. This indicated that EFP was not available everywhere or they were not aware of how to identify such products and benefits of EFP. Furthermore, 60% of respondents were not aware of the availability of Green products and 40% weren't aware of the benefits of EFP. Likewise, a study by Sruthiya concluded that 43% were aware of eco-friendly products but majority were not aware of the availability of green products.

As mentioned before, consumers were not aware of the benefits that could have been acquired from neither EFP nor do they know of positive impacts of using such Environ-

mental friendly commodities. Therefore, the consumers were not interested in Environmental-Friendly products.

Beyrouti, El-Kassar & Jarrar (2014) explored consumer awareness and consumer behavior. According to quantitative findings, students showed a majority of awareness towards environment-friendly products as well as they were aware of Green marketing practices, but comparing (Scalvedi & Khare & Kane) from mentioned journal it was clear that the consumer was not aware of the benefits, therefore, they were not interested in any awareness regarding environmental-friendly products.

Researcher Barbarossa & De Pelsmacker (2014) analyzed the purchase of environmental-friendly products across different customer groups. Findings depicted that consumers were aware of recyclable products. However, consumer did not encourage awareness and one amongst the reasons was 'cost' of EFP and not understanding the significance of recyclable products. Similarly, Magnier & Crié (2015) concentrated on consumer awareness regarding eco-designed packaging. The consumer response to packaging was positive and negative, particularly due to cost and few consumers were not aware of recyclable packaging. Demographic results showed no difference in influence on consumer awareness.

Environmental-friendly carry bags are the most popular EFP in the market. Chib & Sheikh (2016) explored eco-friendly carry bags. The results revealed that 70% of consumers were aware of recyclable plastic bags. However, consumers were not aware of the benefits. Further stated that 'consumers argued if there were any kind of labeling then it would have been easy to identify and understand the benefits.' On the contrary, it was evident from above-stated findings that consumers were aware of products that are recyclable and biodegradable. However, were not aware of the difference devised with the use of EF carry bags. Additionally, only 57% of consumers were familiar with eco-labeling or certified logo's that represented environmental-friendly products. It would be defective to assume that majority of consumers were not completely aware of environmental-friendly products. Some consumers were aware of the product but at the same time doubtful of the benefits. Few consumers were certain about benefits but encountered issues regarding availability and inefficiency to identify eco-friendly products.

Companies have introduced official EFP certified seals which consumers were not aware of. Certified seal's such as Energy star seal for electronic products, USDC organic seal for food and cosmetic products, Green seal for cleaning products, Forest stewardship council logo for paper and wood products and Recyclable logo such seal/logo could help consumers to identify the products from real and fake EFP and recognize eco-friendly products.

Researcher Berghoef & Dodds (2011) explored on consumer's awareness and interest in eco-labeled product. According to the data collected, 90% of consumers were inter-

ested. Consumers wanted an uncomplicated method to access detailed information on approved eco-friendly certification. It was concluded that there was a need for a campaign that can raise awareness amongst consumer regarding eco-labeling for environmental-friendly products.

A similar study by Purohit (2012) on consumer attitude towards eco-labeling and advertisement corresponded to 76% of respondents being aware of certified logos. Author Dimitri stated that 'knowledge has a greater impact on consumer awareness' also noted that consumer has a positive attitude towards awareness and green marketing. The result affirmed that eco-friendly labeling was beneficial in spreading awareness.

Dekhili & Akli Achabou (2014) focused on consumer's knowledge of eco-labeling of French consumers it was revealed that consumers were fully aware of USDC labeling and their benefits. It was also noted that consumers were able to identify green color logo and when 'sustainable' was mentioned. Likewise, Zhang, Joglekar & Verma (2014) studied the concept of eco-labeling and the effect of credible eco-certification. The findings showed that consumers were interested in the services of organizations that had credible eco-certification. However, the findings also depicted that consumer was not aware of such eco-friendly services or credible eco-certification. Further, stated that 'green marketing should upgrade and spread awareness on eco-friendly products and eco-labeling before it's too late'.

(Bernard, Bertrandias & Elgaaied-Gambier 2015) explored consumer's choice of purchase in regards to eco-labeling. An experimental study of random age and gender group of people (n=333) were conducted. The author wanted to recognize level of awareness consumers had regarding EFP, which had eco-labeling. The author provided with consumers with off-brand dish soap and mixed those with green sealed dish soaps. Similarly with yogurt mixed with USDC sealed food products. The results revealed that regular customer was able to differentiate between eco-friendly products and others. However, 64% of consumers were not aware of eco-labeling some consumers were not able to recognize labels of their frequently purchased products.

Göçer & Sevil Oflaç (2017) explored younger consumers purchasing eco-labeled products in Turkey. The results revealed that there have been understandings on environmental concerns. Younger consumers' volunteered in green marketing and were familiar with eco-friendly products. Further, indicated that in terms of demographics, there were no changes in the level of awareness regarding EFP and Green marketing practices.

Consumer Awareness Of Green Marketing Practices

With global evolution, environment is rapidly deteriorating, which brought forth consumers attention towards companies introducing innovative ideas to protect the environment and satisfy consumers. It was notable that consumers

were aware of environment-friendly products and consumer awareness has always been part of the company's marketing plan. Well, planned consumer awareness has the possibility to educate consumers on EFP, availability, benefits, recyclable, packaging and labeling.

The aim of green marketing was to bring awareness. Green marketing has utilized various media platforms to spread awareness such as Television, newspaper/magazines, and social media's.

An experimental study conducted was conducted in 1985 by Kok & Siero (1985) about creating awareness on eco-friendly products, only 10% of female respondents participated in the study which made the results to be insufficient. Further, stated that there was lack of communication and awareness amongst respondents which caused the research to be unreliable.

(Thanika et al. 2012) investigated the impact of green marketing strategies on customers. The findings revealed that consumers showed interest in saving the environment, insinuating a positive impact on green marketing strategies. Further, noted that using animated videos and clips to create awareness was the efficient idea by Green marketers. Similarly, Suresh (2014), explored companies in Tamil Nadu that bought awareness amongst consumer through Green marketing practices. The author observed that media played a vital role in educating consumers it was concluded 22% of respondents acquired information from television, radio and other forms of the telecast, 51% from magazines and 27% from social media forums. Only 10% were unaware of Green marketing practices. Comparably, a study by Chockalingam on Tamil Nadu consumers concluded that 57% were aware of EFP. On the contrary, the case study by Chavancova says there was an information barrier.

A study conducted by Kumar (2016) concluded that green marketing was progressing rapidly. Although Green marketing faced obstacles when collecting information regarding environment-friendly products, Green marketers utilized innovative ideas to create awareness through short clips and seminars. Similarly, Ranjan (2017) studied green marketing strategies. The author stated that 'elevated performance was existent in green marketing practices.' The author also observed that new marketing strategies could be put forward to increase awareness of EFP.

Goel & Sharma (2017) reviewed environmental issues and level of awareness of green marketing practices. The study revealed that current marketing practices lacked green promotions forming a barrier in accepting green products amongst Indian consumers. The study established that majority of consumers were influenced by green labeling and ads that portray the commitments of the company towards green marketing and green products. The study concluded that 80% of Indians showed a positive attitude towards green marketing, however, were concerned about pricing, availability, and quality of the products.

Has green marketing practices accomplished itself in raising awareness regarding benefits of EFP? A study by Narula & Desore (2016) investigated previous researches on green marketing to identify the challenges in green practices, claiming that there was a gap between green product design and consumer understanding. The study pointed out that various researchers have been conducted to identify the motives to go green and less on why a consumer should go green. It was concluded that conducting a study on green marketing and green marketing communication strategy would help consumers to understand the values and the benefits of Green Marketing in the future.

Likewise, Hassan & Valenzuela (2016) focused on green marketing by investigating Australian consumers and advertisements that influenced consumers to purchase. According to the survey conducted, 22% of respondents mentioned that they rarely paid attention to the advertisement of EFP. 44% of respondents claimed they didn't trust advertisements. Further concluded that 'consumer showed lack of trust towards eco-friendly advertisement on products' the result indicated that customer who didn't trust green ads were convinced that the benefits portrayed by green ads were fabricated and not substantiated.

Eidi & Shahbazi (2017), explored the effective factors of a consumers purchase behavior. According to the data gathered, respondents supported the idea of creating awareness and showed interest in understanding/identifying knowledge regarding EFP. However, author contradicted that "environment-friendly product awareness alone does not result in sustainable life". Further, addressing that "green marketers should convey truthful messages to the consumers about environment-friendly products and the company's environmental performance". As mentioned earlier benefits are not only from products, few companies produced eco-friendly packaging that can be recycled.

Have green marketing educated consumers about eco-packaging/recyclable products? Soylu & Dumville (2011) concluded that consumers were not familiar with eco-packaging. The findings revealed that consumers disagreed on witnessing any Green marketing practices. (Borin, Lindsey-Mullikin & Krishnan 2013), analyzed consumer reaction towards green marketing strategies. The experimental findings exposed that consumers did not agree with Green marketing practices that conveyed packaging are 100% eco-friendly. The author further added that companies/Green marketers should educate consumers that purchasing eco-friendly products would not promise sustainability.

The study mentioned earlier say; 32 million metric ton per year of harmful plastic packaging is picked up in India. (Chahal, Dangwal & Raina 2014) affirmed that Green marketers were unable to fulfill the requirements to create awareness on environment-friendly products. The author observed that

there were no proper Green marketing strategies implemented.

(Rajagopal & Bansa 2015) identified the level of customer's awareness regarding 'going green'. According to the study, there was a low level of awareness regarding recyclable products. An elaborate study couldn't be conducted due to majority of consumers not being aware of the importance of eco-friendly and green marketing.

In contrary, a previously discussed study by Dharmadhikari.S explored identifying the responsibilities of the companies regarding eco-friendly packaging. According to the author, fulfilling the requirements of customers, manufacturing eco-friendly products and keeping the environment safe isn't the only responsibility of the company. Manufacturing companies have chosen 'eco-friendly packaging' as an initiative to green marketing by raising awareness on the eco-friendly product. The author concluded stating that reducing plastic packaging and opting for eco-friendly packaging has increased productivity and also reduced the packaging waste. The issue of biodegradability still remained as a major concern.

A case study by Yano & Sakai (2016) studied waste prevention. The author was able to observe that Green marketers used innovative ideas to create awareness. This resulted in companies to start using biodegradable materials for packaging, therefore, reduced toxicity in environment, even if it was just by implementing the idea of recyclable packaging. However, there should have been approved certification labeling on products, even if it is eco-packaging. Bernard depicted 64% of respondents were not aware of eco-labeling. Similar findings were acquired by Mourad & Yasser Serag (2012). According to the findings, although consumer showed concern, they weren't able to identify any eco-labeling products. The effects on green branding preference weren't notably different from gender but there was a notable difference in ages and income levels.

Abhishek & Li (2018) evaluated the awareness regarding recycling. The author stated recycling had adverse effects on the environment and public health. The survey results showed that only 30% of respondents were positive and confident about e-waste. Other 39% of respondents were not aware of e-waste. The author suggested that green marketers should promote e-waste awareness so the residents could keep the city clean in an eco-friendly manner.

Many consumers did not understand the difference between the products because 'green' were used in promotional strategies reported a lack of awareness of green promotion. Researcher (Tonkin et al. 2015) studied the gaps in knowledge regarding green marketing and consumer's awareness. The author concluded from 27 studies that there weren't much awareness on Green marketing practices in many countries.

An experimental study was conducted by Müller &

Gaus (2015), on consumer's response towards negative media information and observed that negative responses from the consumer. Author justified that the information given by Green marketers on Eco-labeling were fabricated. Consumers were unable to identify the certified seals approved by the companies. (Li et al. 2016) the author indicated that consumers were not aware of Energy Star seal. The author stated that consumers believed such seals were to increase the price of the products and concluded that consumer was not aware of certified seals; therefore, Green marketers should focus on educating the consumer.

The author, Mohd Suki (2016) explored to understand the impact of green brands and customer's attitude. A positive relationship between green brands and purchase intention was observed. The author suggested raising awareness of green marketing with eco-labeling and eco-branding which could imply green marketing as an environmentally friendly strategy. As an agreement, an above-stated study by Purohit analyzed the impact of green marketing and eco-friendly labeling. The study concluded that customers were concerned about the packaging of products and its purpose of use. Advertisements played a vital role in connecting to the norms and values of the customers. The findings stated around 7% were aware of eco-labeling from advertisements. Findings showed, eco-packaging, and labeling created awareness among consumers promoting a positive attitude towards green marketing. From above-mentioned journals, it was clear that green marketer used different ways to promote/create awareness on EFP.

Newell, Goldsmith & Banzhaf (1998) investigated misleading environmental claims. The study concluded that Green marketers focused on the creativity of eco-friendly products' ads telecasted, rather than educating consumers about eco-friendly products. Green marketer could have kept in mind about the laws and regulations of government that may affect misleading advertising practices. A similar case study stated (Leonidou et al. 2011) 'Green marketer addressed the relationship directly or indirectly between product/services and environment.' Further stated, that 'There was a lack of advertisement published by Green marketer and therefore consumers were not aware of such marketing practices'.

However, Rahbar & Nabsiah (2011) investigated Green marketing tools. According to the findings, Green marketer used newspaper/magazines to educate consumers about EFP. Green marketer also used eco-labeling to guide consumers to identify green products. Data collected from Malaysian respondents, consumers were aware of Green marketing practices. However, the author suggested that the government could have encouraged Green marketing to inform citizens about the benefits of EFP.

Khandelwal & Yadav (2017) conducted a study to identify marketer's attitude towards green marketing. The study stated the importance of green marketing that could

build a bridge between consumers and green business practices. The study suggested Governments involvement in promoting and raising awareness of green marketing. Study further observed that majority of the marketing firms were aware of green marketing concepts and implemented social media as a means to promote green products.

Kang, J.M. & Kim (2017) investigated a customer's awareness regarding environmental-beneficial products. It was found out that even though consumer was able to get all information regarding eco-products; many companies did not follow or update this green marketing strategy plan. As per the study, there was no influence on awareness when investigated as per gender, age, and income. A previously mentioned case study by Kane validated that female consumer's got detailed information on organic cosmetic through social media portals.

The effect of awareness of EFP and Green marketing have been studied by researchers ranging from business researchers to marketing professionals on the basis of demographic (gender, age, and income). Braimah, M. & Tweneboah-Koduah (2011) explored University students attitudes towards Green marketing practices and how it has impacted purchase decisions of the consumers. Concluding that consumers showed a lower level of awareness of green marketing (15.5%) and it affected the purchase decision by 7% but younger customers were easily influenced when aware of the benefits of green products

In support, the above-stated study by Dubey, S.K. & Mali stated that students had a positive attitude towards green marketing. The study concluded that gender had no impact on green marketing awareness. Also found out that different age groups showed similar awareness for green practices. Dagher, Itani & Kassar (2015) explored gender biased consumer awareness. The findings from 326 surveys showed that there was an equal amount of concerns and awareness amongst female and male consumers.

The study of Pudaruth, Juwaheer & Seewoo (2015) explored to understand the influence of female contribution in the purchase of eco-friendly cosmetic and beauty products. The author explored 8 factors with women's lifestyle being one of them. Female consumers were more prone to be concerned about health and the environment. Utilization of eco-friendly products has shown positive benefits and females consumers were satisfied with eco-friendly products.

Similar findings by (Royne, *et al.* 2016) focused on consumer's understanding of demographic biases. According to the finding, gender and age did not influence consumer awareness. Apaydin, F. & Szczepaniak, M. (2017) stated, 'age and gender seem to differentiate between greener segment and those consumer groups that are less environmentally aware'.

Conclusion

From the literature, EFP was defined as commodities that are barely harmful to the Environment. Green commodities can't be 100% environmental friendly on account that it utilized sources and energy like any other product however it has lessened the toxic impact on society. Green Marketing is a marketing strategy that is known for promoting Environmental commodities. A well planned Green Marketing strategy could instruct and assist consumers in adopting sustainable life.

Awareness of EFP and Green Marketing practices are important for a sustainable life. It was conclusively proved that majority of consumer's lack "green" knowledge. Due to lack of awareness, consumers were not able to lead a sustainable life. The government should have taken initiative and encouraged Green Marketers to promote Green products and assist consumers worldwide to understand the importance of EFP by creating awareness on every prospect such as; availability, benefits, positive outcomes, eco-labeling, the importance of packaging, and so on. It was clarified from Evolution of EFP and Green Marketing practices that strategies should be updated from time to time as the consumer's preference and the condition of Environment changes. There was a need for exploration on this topic. The above peer-reviewed journals shed light on research objectives. Therefore, it supported the notions that consumers were not aware of the benefits/importance of EFP and how Green marketing practices helped consumers and companies to achieve the goal of sustainable living.

Although there were different studies conducted, very few journals have shown any positive impact on awareness. Above mentioned studies were conducted in different parts of the world except for UAE. In UAE, the companies were making effort to pursue sustainable life. UAE government encouraged Green Marketers to educate the crowd with effective marketing strategy tools that stressed on Green products and how they provided a positive impact on society. However, there were no studies conducted in UAE regarding awareness on EFP and Green marketing.

2 Methodology

Research Plan

This research was an illustrative plan using a questionnaire as the primary key tool in collecting the data. The questionnaire has been researcher-made questionnaire which was subjected to a validity test. The data was tallied to measure the level of customer awareness of Environmental friendly products and Green marketing practices. The study also made the consumer aware of EFP and Green marketing.

Location

The location/research setting of the study was the location where the study was conducted. The study was conducted within the city of Abu Shagara in Sharjah, United Arab Emirates. The investigation was limited to the customer

awareness of Choithram Store on Green marketing and Eco-Friendly products.

Respondents

Respondents were those whom data/information was collected via questionnaire to benefit the study. The respondents used in this study were from Choithram. Since Choithram consisted of a relatively large customer base, rather only the customers from Abu Shagara of Choithram were utilized with the sample size of 165. The table below shows the respondents of the study.

Sample Size

Due to the comparatively large size of the organization, a simple random sampling method was used. The selected population and information are tabulated below.

Table 1: Respondents of the study

GENDER	POPULATION	SAMPLE SIZE
FEMALE	200	110
MALE	100	55
TOTAL	300	165

Research Tool

The research tool was a set of survey questionnaire (ref to appendix) prepared and approved using Cronbach Alpha and was distributed to the customers of Choithram to gather primary data for the study.

The research Questionnaire was directed of 2 sets.

Set 1 gathered information on customer profile and set 2 gathered information on the level of awareness of Eco-friendly products and Green marketing. It was answered by putting an (x) mark in the appropriate parenthesis.

Interpretation of gathered data in set 2 questionnaires was this way:

- o Not at all aware
- o Slightly aware
- o Moderately aware
- o Extremely aware

Data Collection

Two types of data were carried out for this study, (i) primary data and (ii) secondary data

(i) Primary data was used in form of a questionnaire. Therefore it has been well constructed.

(ii) Secondary data was from Proquest, Published or unpublished peer-reviewed journals.

The designed questionnaire for the study was subjected to the validation process. According to the pilot study conducted using 30 respondents, the gathered data showed the Cronbach alpha authenticity value of 0.87. The consumer had a positive reaction towards the questionnaire. It was clear enough and was easily understandable. The customer showed concern towards awareness and willingly participated to learn more about Green marketing and EFP.

For further analysis, the printed questionnaire was distributed. The printed questionnaire was sent to customers of Abu Shagara Choithram. The questionnaire contained a letter detailing the purpose of the study. The letter asked to complete the survey within a 1 week time period. Total time period allotted for the survey was two weeks.

Data Analysis

The data was tabulated and analyzed. Statistical tools were used such as bar graphs and tables. To perform practical calculations MS-Excel statistically was used for the purpose of interpretations data presentation.

Results, Conclusions, And Recommendations

Research Problem 1: What Is The Profile Of The Customer In Terms Of Gender, Age, and Income?
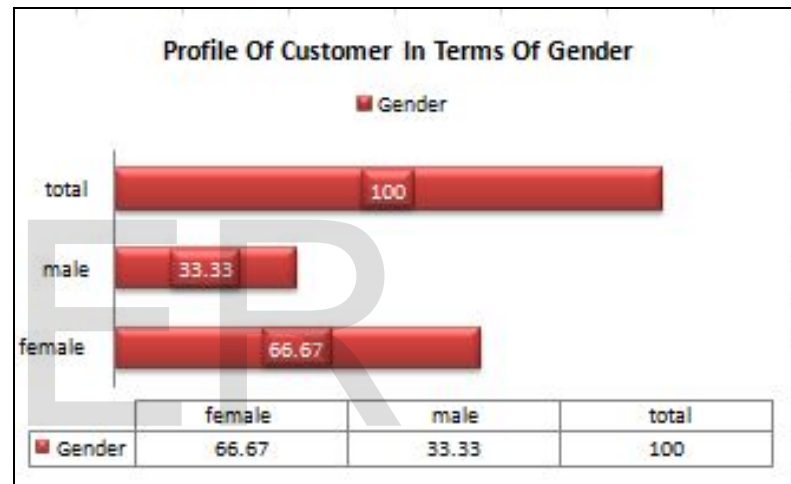
Customers Profile

Figure 7: Demographic Illustration Of Customers In Terms Of Gender.

Figure 7 presented the profile of the customers in terms of gender. There were 165 respondents, 33.3% were male and 66.7% were female. The results in terms of gender somehow presented that most of the customers were female than male. This result supported what had been mentioned by Kane, Chiru & Ciuchete (2012), who mentioned that females were more into living a healthy lifestyle than males.
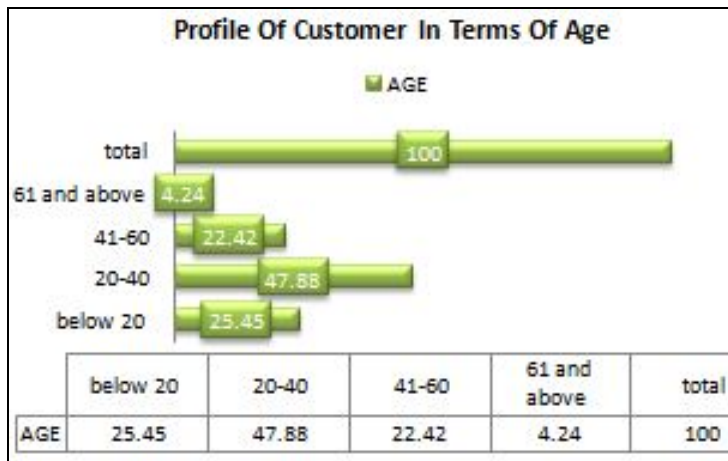
Figure 8: Demographic Illustration Of Customers Profile In Terms Of Age.

The figure 8 showed that among the 165 respondent's customers aged 20-40 comprised 47.88%, below 20 years old comprised 25.45%, 41-60 years old comprised 22.42% and 61 and above comprised 4.24%. This provided the impression that most customers who purchased environmentally friendly products were 20-40 years of age. The result seemingly provided a picture that young professional up to 40 years of age were more interested in purchasing healthy food products. However, the study mentioned by Sclvedi & Saba (2018) stated that even though consumers were not aware of the benefits, consumers were aware of organic food products because of the attractive marketing as per age.
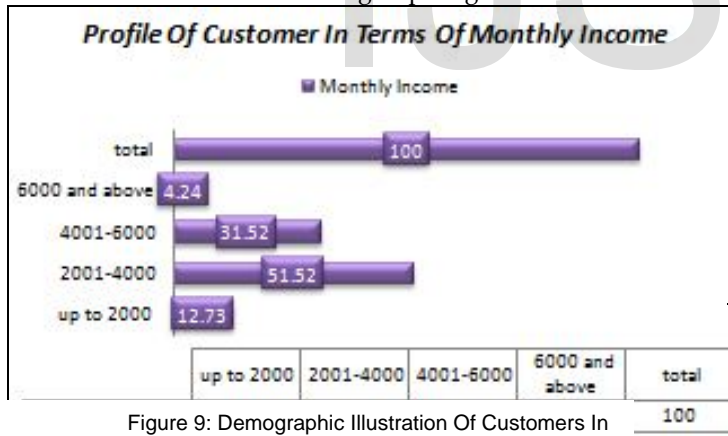

Figure 9: Demographic Illustration Of Customers In Terms Of Income

Figure 9 presented the monthly income of the customers which showed that the income bracket of 2001-4,000 comprised 51% of the customers, 4001-6,000 with 31.5%, followed by up to 2,000 which was 12.73% and 6,000 and above was 4.24. The result showed that there were more customers whose income falls under 2001-4000 who frequently purchased products in the market. Goriparthi & Tallapally (2017) stated, overall only 30% of consumers were not aware of environmental-friendly products. However, there was no difference in awareness when grouped according to the customer profile.

Research Problem 2: What Was The Level Of Customer Awareness To Environmental-Friendly Products And Green Marketing?

TABLE 2

Level of awareness as to customer awareness to environmental-friendly products when grouped according to gender

Indicators	Male		Female		Composite	
	U	Int	U	Int	U	Int
Eco- friendly products						
Organic vegetables and fruits	2.87	MA	2.78	MA	2.83	MA
Organic marine products (fishes)	2.55	MA	2.47	SA	2.51	SA
Organic poultry products (chicken)	2.85	MA	2.77	MA	2.81	MA
Organic house cleaning products	2.80	MA	2.73	MA	2.76	MA
Organic utensils (cups, Bags)	2.82	MA	2.71	MA	2.76	MA
Recyclable products	2.71	MA	2.64	MA	2.67	MA
Recycle products	2.71	MA	2.58	MA	2.65	MA
Overall Mean	2.76	MA	2.67	MA	2.71	MA
products that falsely identify it as eco-friendly products	2.71	MA	2.83	MA	2.77	MA
characteristics of original eco-friendly products (Green seal, USDA organic seal, Energy Star, and Forest Stewardship Council logo)	2.45	SA	2.44	SA	2.45	SA
Grand Mean	3.03	MA	2.96	MA	2.99	MA

LEGEND: Hypothetical Mean Range: 1.00 – 1.75 Not at all aware **(NAA); 1.76 – 2.50** slightly aware **(SA); 2.51 – 3.25** Moderately Aware **(MA); 3.26 – 4.00** extremely aware **(EA)**

Table 2 showed the results of the level of awareness of customers to environmental- friendly products when they were grouped according to gender. The results showed that both male and females were moderately aware of the existence of eco-friendly products showing a composite mean of 2.99 which had a description of Moderately Aware. However, looking into both results, the male had a higher grand mean of awareness than females with 3.03 which was moderately aware while females had a grand mean of 2.96 with a description of Moderately Aware. Chovancova & Huttmanoa (2014) study mentioned that, 60% were not aware of products from which were 43% males.

Male respondents had an overall mean of 3.03 which had the description of moderately aware. Observing the male group in detail, It was clear that majority of male respondents were aware of 'organic vegetables and fruits' by comprising mean of 2.87. Minimum male respondents were aware of 'organic marine products' by showing the mean range of 2.55. However, the general amounts of male respondents were aware of 'organic house cleaning products' by showing mid-range of 2.80. All of the above mentioned hypothetical mean ranges had been described as moderately aware. Male customers were aware of false products that available in the market which claimed to be eco-friendly by depicted the mean range of 2.71 which had the description of moderately aware. However, male respondents weren't much aware on official logo's/seals that were used by companies for the authenticity of eco-friendly products by showing the mean range of 2.45 which had the description of slightly aware. Barbarossa & De Pelsmacker (2014) stated, consumers were aware of eco-friendly products especially about recyclable products which meant consumers were aware of the certified logos, however, these consumers did not encourage awareness and one the of reasons stated by the author was higher cost.

Similarly, female respondents had the overall mean of 2.96 with the description of moderately aware. Studying the female respondents in detail it was clear maximum female respondents were aware of 'organic vegetables and fruits' with a mean range of 2.78 which had the description of moderately aware. However, the lowest awareness for the female group was on 'organic marine products' by showing a mean range of 2.47 which had a description of slightly aware. Female respondents had general knowledge of 'organic utensils' with mid mean range of 2.71 with the description of moderately aware. Female customers were aware of a false commodity that available in UAE market which claimed to be environmentally friendly products by depicted the mean range of 2.83 which had the description of moderately aware. Although, females consumers were not able to identify logo's/seals or they were not aware of such logo's certified by companies by showing the mean range of 2.44 which had the description of slightly aware. Berghoef & Dodds (2011), 90% of consumers were interested in eco products; however, there wasn't properly informed on labeling or how to identify eco-products. The researchers also justified in further study that there was no difference in result when grouped according to gender.

Table 3

Level Of Awareness As To Customer Awareness To Environmental-Friendly Products When Grouped According To Age

Indicators	Below 20		20 - 40		41-60		61 above	
	U	Int	u	Int	U	Int	u	Int
Eco-friendly products								
Organic vegetables and fruits	2.64	MA	2.84	MA	2.95	MA	2.86	MA
Organic marine products (fishes)	2.33	SA	2.53	MA	2.62	MA	2.43	SA
Organic poultry products (chicken)	2.62	MA	2.86	MA	2.86	MA	2.86	MA
Organic house cleaning products	2.57	MA	2.80	MA	2.84	MA	2.86	MA
Organic utensils (cups, Bags)	2.62	MA	2.80	MA	2.78	MA	2.71	MA
Recyclable products	2.48	SA	2.73	MA	2.73	MA	2.57	MA
Recycle products	2.48	SA	2.68	MA	2.68	MA	2.57	MA
Overall Mean	2.53	MA	2.75	MA	2.78	MA	2.69	MA
products that falsely identify it as eco-friendly products	2.74	MA	2.82	MA	2.81	MA	2.57	MA
characteristics of original eco-friendly products (Green seal, USDA organic seal, Energy Star, and Forest Stewardship Council logo)	2.40	SA	2.43	SA	2.49	SA	2.57	MA
Grand Mean	2.56	MA	2.67	MA	2.69	MA	2.61	MA

LEGEND: Hypothetical Mean Range: 1.00 – 1.75 Not at all aware **(NAA); 1.76 – 2.50** slightly aware **(SA); 2.51 – 3.25** Moderately Aware **(MA); 3.26 – 4.00** extremely aware **(EA)**

Table 3 showed the results of the level of awareness of customers to environmentally friendly products when they were grouped according to age. The results showed that, according to all age groups, they were moderately aware of the existence of an eco-friendly commodity by showing a composite mean of 2.63 which was moderately aware. However, observing into individual age groups, customers aged around 41-60 had a higher grand mean of 2.69 which had the description of moderately aware, followed by 20-40 years old had 2.67 which was again moderately aware, 61 and above years old had 2.61 which was moderately aware and the lowest grand mean of 2.56 which was although moderately aware was for below the age group of 20. Supported to these findings, Beyrouti, El-Kassar & Jarrar (2014), Students were aware of eco-

products also encouraged to spread awareness. However, the study mentioned by Scalvedi, Khare & Kane, and consumers were not aware of eco-product nor consumers were interested in awareness.

The results showed in detail that the age groups of 41-60 years old were aware of eco -friendly commodity with an overall mean of 2.78 which was described as moderately aware. Majority of customers were aware of 'organic fruits and vegetables with a mean range of 2.95 which was moderately aware. Followed by and the least was 'organic marine products' with a mean range of 2.62 which had been described as moderately aware. The mid indicator was 'organic utensils' with a mean range of 2.78, which also had been described as Moderately Aware. Customers of 41-60 age groups were also described as moderately aware of duplicate eco-friendly commodities existence in the UAE market by showing a mean range of 2.81. However, finding showed that customers were less aware of certified logos sealed eco-friendly products by showing 2.49 which had been described as slightly awareness.

20-40 age groups were showed moderately aware by an overall mean range of 2.75 had been described as moderately aware. In this age group majority were aware of 'organic poultry products' by a mean range of 2.86; lowest 'organic marine products' comprise mean of 2.53. The mid mean was 2.80 for 'organic house cleaning products' which had the hypothetical mean description of moderately aware. Customers of 20-40 years old were somewhat aware of the existence of false eco commodity in the UAE market by depicted a mean range of 2.82 which was moderately aware. However, customers were not aware/recognize or known the existence of a certified logo for certain eco commodity by shown the mean range of 2.43 which was slightly awareness. Bernard, Bertrandias & Elgaaied-Gambier (2015) studied random age groups, 64% of consumers were not aware of the environmental-friendly certified seals.

61 and above age group resulted in an overall mean of 2.69 which was moderately awareness. This age group was aware of the existence of 'organic fruits and vegetables' by comprising mean of 2.86; followed by lowest hypothetical mean range for 'organic marine products' comprise mean of 2.43 which was slightly aware. The mid means was 2.71 for 'organic utensils' which had the description of moderately aware. These age group customers were aware of duplicate eco commodity existence and awareness on certified logos in the UAE market by comprising mean of 2.57 which was moderately aware. The study mentioned previously by Gocer & Sevil Oflac (2017), it was young consumers who showed awareness of products and knowledge about logos.

Age group Below 20 had an overall mean of 2.53 with the description of moderately aware (MA). Here the majority of customers were aware of the existence of 'organic fruits and vegetables' by comprising mean of 2.64; the lowest mean range was for 'recycle product' consisted of 2.48 mean range which

had the description of slightly aware. The middle means the range was for 'organic house cleaning products' with a mean range of 2.57 described as moderately aware. This age group was aware of the existence of false eco commodity in the UAE market by comprising mean of 2.74 which was moderately aware. Whereas customers were not much aware of officially certified logos by showing a mean range of 2.40 which was described as slightly aware. This result was supported by a mentioned study by Chib.

Table 4
Level Of Awareness As To Customer Awareness To Environmental-Friendly Products When Grouped According To Monthly Income

Indicators	UP TO 2000 u	Int	2001-4000 u	Int	4001-6000 u	Int	6000 ABOVE U	In
Eco- friendly products								
Organic vegetables and fruits	2.62	MA	2.91	MA	2.77	MA	2.43	S
Organic marine products (fishes)	2.38	SA	2.52	MA	2.54	MA	2.14	S
Organic poultry products (chicken)	2.62	MA	2.91	MA	2.75	MA	2.29	S
Organic house cleaning products	2.67	MA	2.79	MA	2.75	MA	2.43	S
Organic utensils (cups, Bags)	2.62	MA	2.81	MA	2.69	MA	2.57	M
Recyclable products	2.52	MA	2.72	MA	2.60	MA	2.71	M
Recycle products	2.43	SA	2.71	MA	2.58	MA	2.43	S
Overall Mean	2.55	MA	2.76	MA	2.67	MA	2.43	S
products that falsely identify it as eco-friendly products	2.81	MA	2.80	MA	2.83	MA	2.57	M
characteristics of original eco-friendly products (Green seal, USDA organic seal, Energy Star, and Forest Stewardship Council logo)	2.81	MA	2.49	SA	2.42	SA	2.14	S
Grand Mean	2.72	MA	2.69	MA	2.64	MA	2.38	S

LEGEND: Hypothetical Mean Range: 1.00 – 1.75 Not at all aware **(NAA); 1.76 – 2.50** Slightly aware **(SA); 2.51 – 3.25** Moderately Aware **(MA); 3.26 – 4.00** Extremely aware **(EA)**

Table 4 demonstrated the outcome of the level of customer's awareness of an environmental-friendly commodity when grouped according to the monthly income basis. The outcome exhibited that all income groups that was: 'up to 2000', '2001-4000', '4001-6000', and '6000 and above' were moderately aware of the existence of the green product in UAE market with a mean range of 2.61 which was described as moderately aware. On the other hand, looking at particular monthly income group, 'up to 2000' acquired greater grand mean of 2.72 which was described as moderately aware followed by monthly income of '2001-4000' acquired 2.69 which was described as moderately aware, '4001-6000' achieved mean range of 2.64 that was moderately aware and lastly '6000 and above' comprise mean of 2.38 which was slightly aware. Magnier & Crie (2015), consumers were bothered about the cost of the products. Also, the majority of the previously mentioned journals stated that 57% of consumers were not aware of the products and rest was concerned about the high cost of the eco-products.

According to the data analysis, monthly income group of '2001-4000' comprised an overall mean of 2.76 which was cited as moderately aware. '20001-4000' monthly income group was very well aware of the existence of green products as in 'organic vegetables and fruits' by a comprised mean range of 2.99; followed by least mean range of 2.52 for 'organic marine products'. The middle means the range was 2.79 for 'organic utensils'. All of the above hypothetical mean range was described as moderately aware. This particular monthly income group was aware of the false green products available UAE market by comprising a mean range of 2.80 which was moderately aware. However, customers were not much aware or educated about the certified logo's that make green product original from a fake, the table showed the result mean range of 2.49 which was described as slightly aware. Chib & Sheikh (2016) mentioned 70% were aware of the eco products such as eco bags; however, customers don't understand the meaning of environmental-friendly products.

4001-6000 monthly income groups had an overall mean of 2.67 which has the description of moderately aware. Here the majority of customers were aware of 'organic vegetables and fruits' by showing the mean range of 2.77; followed by the least mean range of 2.54 for 'organic marine products'. The mid mean range was 2.69 for 'organic utensils'. All of the above hypothetical mean range was described as moderately aware. Same monthly income group was aware of fake green products in UAE market by showing the mean range of 2.83 which was moderately aware but very few were aware of the certified logo's that were available on original green products by showing the mean range of 2.42 which was described as slightly aware. A mentioned study by Purohit (2012), 76% of

consumers was aware of eco-friendly products and certified seals.

Up to 2000 monthly income group were showing overall mean range 2.55 which was moderately aware. Maximum customers from this income group were aware on the existence of 'Organic house cleaning products' by showing the mean range of 2.67 which had the mean description of moderately aware: the lowest mean range was for 'organic marine products' with a mean range of 2.38 with a description of slightly aware. The midrange was 2.62 for 'organic utensils' which had the description of moderately aware. Although this very same group were aware of duplicate products available in UAE market and awareness on how to identify them from certified logo's for certain green products by comprising a mean range of 2.81 each which was described as moderately aware. Dekhili & Akli Achabou (2014), 137 consumers were able to identify environmental-friendly products with certified logo.

6000 and above monthly income group consisted the least overall mean of 2.43 which was slightly aware. However, customers of this individual group were majority aware of 'Recyclable products' by showing a mean range of 2.71. The lowest mean range was for 'organic marine products' with a mean range of 2.14 which had the description of moderately aware. The midrange was for 'organic house cleaning house products' with a range of 2.43 with a description of moderately aware. Customers were aware of the fabricated eco products in market by comprising mean of 2.57 which was moderately aware but very few customers were aware of certified logos by showing a mean range of 2.14 which was described as slightly aware. Zhang, Jogleker & Verma (2014), the consumer was not at all able to identify such logo or the difference between regular product verses environmental-friendly products.

Table 5
Level of Awareness about Green Marketing When Grouped According To Gender

Indicators	Male		Female		Composite	
	u	Int	U	Int	u	Int
I am aware that there were businesses here in UAE that produce products which do not harm the environment.	2.85	MA	2.82	MA	2.84	MA

Indicator	u	Int	u	Int	u	Int
I am aware of the various brands which offer products that were not harmful to the environment.	2.49	SA	2.55	MA	2.52	MA
I am aware that there were products for sale out of recycled materials in UAE	2.78	MA	2.69	MA	2.74	MA
I am aware that green marketing was one of the many ways for companies to be socially responsible	2.60	MA	2.54	MA	2.57	MA
I am aware that green marketing was beneficial to human existence	2.76	MA	2.75	MA	2.76	MA
I am aware of the laws and regulations in UAE that encourages green marketing	2.60	MA	2.53	SA	2.56	MA
Overall Mean	2.68	MA	2.65	MA	2.66	MA

LEGEND: Hypothetical Mean Range: 1.00 – 1.75 Not at all aware **(NAA); 1.76 – 2.50** Slightly aware **(SA); 2.51 – 3.25** Moderately Aware **(MA); 3.26 – 4.00** Extremely aware **(EA)**

Table 5 illustrated the level of customer's awareness of green marketing when grouped according to gender. According to the data analyzed both genders as in male and female were averagely aware of green marketing practices in UAE. The findings displayed composite overall mean of 2.66 which was described as moderately aware. Nevertheless, males had a greater mean of 2.68 which was moderately aware than of females of 2.65 which was described as moderately aware as well. According to Soylu & Dumville (2011), consumers weren't aware of green marketing practices.

This showed the assurance that the UAE customers on the basis of gender as in both female and male were moderately aware of green marketing practices in the UAE market. However, according to the findings, male customers paid more attention or in other words, male customers were aware of the UAE law and that encouraged green marketing in UAE. Majority of the male gender were aware of the UAE companies that produced none harmful commodity by shown mean range of 2.85 which had the description of moderately aware. On the other hand, male gender was least aware of the brands which were an eco-friendly commodity available in the UAE market by shown mean range of 2.49 which had the description of slightly aware. The mid-mean range was 2.60 which depicts the awareness on green marketing was one of the way company follow to showcase that they were socially responsible. Borin, Lindsey-Mullikin & Krishnan (2013), consumer disagreed on green marketing practices that spread awareness on needed information regarding eco-friendly products.

Whereas in females, even though they showed moderate awareness, looking in detail we can identify that majority of females were aware on UAE that produced products that were non-harmful to the environment by showing the mean range of 2.82 which had the description of moderately aware. Followed by the lowest awareness of laws and regulation created by UAE that encourage green marketing by showing a mean range of 2.53 which had the description of slightly aware. The middle range was 2.55 which had the indicator of awareness on different brands in UAE market that produce/offer non-harmful eco commodities. Chahal, Dangwal & Raina (2014) affirmed that green marketers were not giving full potential to spread awareness of environmentally friendly products.

TABLE 6

Level of Awareness about Green Marketing When Grouped According To Age

Indicators	BELOW 20		20 - 40		41-60		61 AND ABOVE		Composite	
	u	Int	u	Int	u	Int	U	Int	u	Int
I am aware that there were businesses here in UAE that produce products which do not harm the environment.	2.88	MA	2.81	MA	2.78	MA	3.00	MA	2.87	MA
I am aware of the various brands which offer products that were not	2.52	MA	2.53	MA	2.51	MA	2.57	MA	2.54	MA

harmful to the environment.

Statement										
I am aware that there were products for sale out of recycled materials in UAE	2.67	MA	2.73	MA	2.73	MA	2.86	MA	2.75	MA
I am aware that green marketing was one among the many ways for companies to be socially responsible	2.60	MA	2.52	MA	2.57	MA	2.71	MA	2.60	MA
I am aware that green marketing was beneficial to human existence	2.83	MA	2.73	MA	2.70	MA	2.86	MA	2.78	MA
I am aware of the laws and regulations in UAE that encourages green marketing	2.52	MA	2.56	MA	2.54	MA	2.71	MA	2.58	MA
Overall Mean	2.67	MA	2.65	MA	2.64	MA	2.79	MA	2.69	MA

IJSER

Indicators	UP TO 2000		2001- 4000		4001-6000		6001 AND ABOVE		Composite	
	u	Int	u	Int	U	Int	U	Int	u	Int
I am aware that there were businesses here in UAE that produce products which do not harm the environment.	2.67	MA	2.85	MA	2.92	MA	2.57	MA	2.75	MA
I am aware of the various brands which offer products that were not harmful to the environment.	2.43	SA	2.58	MA	2.48	SA	2.57	MA	2.51	MA
I am aware that there were products for sale out of recycled materials in UAE	2.48	SA	2.80	MA	2.71	MA	2.71	MA	2.68	MA
I am aware that green marketing was one among the many ways for companies to be socially responsible	2.33	SA	2.64	MA	2.58	MA	2.14	SA	2.42	SA
I am aware that green marketing was beneficial to human existence	2.48	SA	2.80	MA	2.83	MA	2.57	MA	2.67	MA
I am aware of the laws and regulations in UAE that encourages green marketing	2.52	MA	2.62	MA	2.50	MA	2.29	SA	2.48	SA
Overall Mean	2.48	SA	2.71	MA	2.67	MA	2.48	SA	2.59	MA

LEGEND: Hypothetical Mean Range: 1.00 – 1.75 Not at all aware **(NAA); 1.76 – 2.50** Slightly aware **(SA); 2.51 – 3.25** Moderately Aware **(MA); 3.26 – 4.00** Extremely aware **(EA)**

Table 6 exemplified the data analysis of the level of customer's awareness of green marketing practices in UAE when grouped according to age. The analysis showed that the overall composite mean was 2.69 which had the description of moderately aware. In spite of the overall composite mean, observed autonomously '61 and above' age group comprised a higher overall mean of 2.79 which had the description of moderately aware. Accompany by the age group of 'below 20' comprised mean of 2.6 which had the description of moderately aware, 20 40 comprised overall mean of 2.65 which had the description of moderately aware and finally the age group of '41-60' comprised mean of 2.64 which was moderately aware. Rajagopal & Bansa (2015), consumer were able to identify green marketing practices but unaware of the benefits and importance of adopting such products. Therefore it showed lack of green marketing planning strategies.

61 and above age group comprise the highest overall mean of 2.79 which has the description of moderately aware. Here the majority of customers were aware of UAE firms that products eco products which were less harmful to the environment by comprised mean of 3.00. A minor group of the consumer was aware of brands that offer/produce eco commodity in the UAE market by shown a mean range of 2.57 which had the description of moderately aware. It commonly was known among consumers about the fact of choosing green market was one of the ways the company showed they were social responsibility by a depicted a mean range of 2.71 with the description of moderately aware. Previously mentioned study by Dharmadhikari.S, companies opted for environmental-friendly green marketing but the awareness amongst consumers regarding such sustainable process was a major issue.

Below age 20 groups consisted of overall mean 2.67 which had the description of moderately aware. Here again, the majority of customers of below age 20 was aware of UAE business that produces products that were less harmful to the environment showed the mean of 2.88. Fewer customers were aware of UAE laws and regulations that support green marketing and the brands which offered eco products in marketing by comprised mean of 2.52. Customers of UAE were aware that following green marketing by a company was part of social responsibility. The mid mean range was 2.60. All of the above hypothetical mean range had the description of moderately aware. Yano & Sakai (2016), companies opted for eco-packaging as a way to show their product as eco-friendly products, this helped green marketing to create awareness and consumers to identify the brand and products.

20-40 age groups were aware of green marketing practices in UAE by composite mean of 2.65 which had the description of moderately aware. Like all others, this age group was aware of the UAE businesses that produce eco products in the UAE market by a depicted a mean range of 2.81. However, compared to rest the consumers were least aware of green marketing was being one of the ways the companies showed their responsibility towards the environment by illustrated the mean range of 2.52. Although, many consumers were aware of UAE rules and regulation encourages green marketing to be adopted by any company by illustrated the mean range of 2.56. All of the above hypothetical mean range had the description of moderately aware. Mourad & Yasser Serag (2012), consumers showed concern towards sustain lifestyle but they weren't able to identify any green mar-

keting practices.

41-60 age groups consisted of overall mean 2.64 which had the description of moderately aware. Customers of this age group were very well aware like of others about the businesses in UAE that produce eco products by showing a mean range of 2.78. A small number of customers were aware of different brands that offered or produced environmental friendly commodity in the UAE market by displaying a mean range of 2.51. Further, customers generally known about the companies opted for green marketing to be socially accountable by a depicted a mean range of 2.57. All of the above hypothetical mean range had the description of moderately aware. Formerly mentioned journal by Bernard, 64% of consumers were not aware of green marketing practices.

TABLE 7

Level Of Awareness About Green Marketing Grouped According To Monthly Income

LEGEND: Hypothetical Mean Range: 1.00 – 1.75 Not at all aware **(NAA); 1.76 – 2.50** slightly aware **(SA); 2.51 – 3.25** Moderately Aware **(MA); 3.26 – 4.00** extremely aware **(EA)**

Table 7 represented the results of the level of customer awareness of green marketing practices in UAE when grouped according to monthly income. The results revealed that monthly income from 'up to 2000' to '6000 and above' were passably aware of green marketing in UAE by representing the composite overall mean of 2.59 which had the description of moderately aware. Although, observed respectively each monthly income groups, '2001-4000' group consisted of maximum mean by 2.71 which portrayed as moderately aware, followed up by '4001-6000' monthly income group consisted of 2.67 mean. All of which had the description of moderately aware. However, the monthly income group of 'up to 2000' and '6000 and above' were marginally aware by consisted of 2.48 each which meant slightly aware. Abhishek & Li (2018), 30% of consumers were aware of green marketing practices followed by law and companies; however, 39% of consumers were not at all aware of brands or any process which helps to adopted sustainable lifestyle.

Monthly income of '2001-4000' had the overall mean of 2.71 with the hypothetical description of moderately aware. However, great parts of the consumer were aware of UAE companies that manufactured environmental friendly commodity for the consumers by illustrated mean of 2.85. And a minimum group of the consumer was aware of numerous eco commodities that were produced or offered to consumers in the UAE market by exhibiting the mean range of 2.58. Collective groups of the customer were aware or believed that choosing green marketing was one way to showcase a company's social responsibility by illustrated the mean range of 2.64. All of the above mention hypothetical mean range had the description of moderately aware. Muller & Gaus (2015), the information shared by green marketer was fabricated or unclear. The consumer wasn't able to trust or influenced.

Monthly income of '4001-6000' had the overall mean of 2.67 which had the description of moderately aware. Observing into this particular income group, more than half of consumer had the knowledge about UAE Company that manufactured eco-friendly products that were non-harmful to the environment by illustrated the mean range of 2.92 with the description of moderately aware. However, the smallest group of the consumer had the knowledge of diverse environmental commodity that was produced in the UAE market by showing a mean range of 2.48 which had the description of slightly aware. It was commonly known among consumers about company's showing their social responsibility by choosing green marketing by depicted the mid-range of 2.58 which had the description of moderately aware. Li et al. (2016), all income groups were showing the same result as in unaware of green marketing practices.

Monthly income up to 2000 had the overall mean of 2.48 which had the description of slightly aware. Studying this group in detail it was clear that maximum respondents were aware of the business in UAE that manufactured nonharmful eco-friendly products by shown a mean range of 2.67 which had the description of moderately aware. Minimum group of respondents was aware of companies using green marketing as showing their responsibility towards society by depicted the mean range of 2.33 which had the description of slightly aware. However, it was common between monthly incomes of up to 2000 that in UAE recycled products were sold by displayed the mid-range of 2.48 which had the description of slightly aware. Mohd Suki (2016), Consumer were aware and able to identify green brands and aware of green marketing practices.

Monthly income of 6000 and above had the overall mean of 2.48 which had the description of slightly aware. Observing the group in detail explained that majority of respondents was aware there were products sold in UAE market which were recycled by showing the results of 2.71 with the description of moderately aware. Minimum group of respondents was only aware that companies taking green marketing as a source to promote eco products were showing their social responsibility towards society, showing means range of 2.14 which had the description of slightly aware. In this income group, it had general knowledge about UAE business that manufactured eco-friendly products by showing the range of 2.57 which had the description of moderately aware. Newell, Goldsmith & Banzhaf (1998), consumer disagreed on green marketing claims. Consumer commented on laws and regulation that green marketing doesn't follow and spread awareness on false closures.

TABLE 8

Sources of Awareness for Their Effectiveness in Providing Information Regarding Green Products When Grouped According To Gender

Indicators	Male	Female	Composite

	u	Int	U	Int	u	Int
TV	1.95	SA	1.90	SA	1.92	SA
Magazines / newspaper	2.38	SA	2.25	SA	2.31	SA
Social media ads	2.75	SA	2.77	SA	2.76	MA
Supermarket / hypermarkets ads	2.80	MA	2.76	SA	2.78	MA
Overall Mean	2.47	SA	2.42	SA	2.44	SA

LEGEND: Hypothetical Mean Range: 1.00 – 1.75 Not at all aware **(NAA); 1.76 – 2.50** Slightly aware **(SA); 2.51 – 3.25** Moderately Aware **(MA); 3.26 – 4.00** Extremely aware **(EA)**

Table 8 interpreted the outcomes of the level of customer's awareness from different sources for their efficacy in provided information regarding green products when grouped according to gender. The outcome interpreted; both male and female were less affected by sources of awareness, by observing overall composite mean 2.44 which had the description of slightly aware. Nonetheless, the male had a more overall mean of 2.47 than the female of 2.42. However, both were described as slightly aware. Thanika et al. (2012), the study mentioned that both genders were influenced by social media ads, which showcase quick explanation through animated videos and clips. Consumer agreed on the fact that it was easy to understand and it's an effective green marketing.

From the results, observed male effectiveness towards awareness from various sources, supermarkets/ hypermarket ads were more effective towards male by displayed that was 2.80 which had the description of moderately aware compared to the female by consisted mean of 2.76 that was slightly aware. The least effectiveness was for TV for both genders by displayed a mean range of male 1.95 and female 1.90, both of mean range had the description of slightly aware. However, Magazines/newspaper had somewhat effectiveness towards both genders, the male had a mean range of 2.38 and female had a mean range of 2.25. Both had the description of slightly aware.

TABLE 9
Sources of Awareness for Their Effectiveness in Providing Information Regarding Green Products When Grouped According To Age

Indicators	BELOW 20		20 - 40		41-60		61 AND ABOVE		Composite	
	u	Int	u	Int	u	Int	u	Int	U	Int
TV	2.00	SA	1.95	SA	1.68	SA	2.14	SA	1.94	SA
Magazines / newspaper	2.40	SA	2.27	SA	2.27	SA	2.29	SA	2.31	SA
Social media ads	2.93	MA	2.65	MA	2.81	MA	2.86	MA	2.81	MA
Supermarket / hypermarkets ads	2.90	MA	2.66	MA	2.92	MA	2.57	MA	2.76	MA
Overall Mean	2.56	MA	2.38	SA	2.42	SA	2.46	SA	2.46	SA

LEGEND: Hypothetical Mean Range: 1.00 – 1.75 Not at all aware **(NAA); 1.76 – 2.50** Slightly aware **(SA); 2.51 – 3.25** Moderately Aware **(MA); 3.26 – 4.00** Extremely aware **(EA)**

Table 9 demonstrated the results of various sources that displayed the effectiveness of awareness toward customers when grouped according to age. According to the overall composite results of all age groups were hardly effective towards various sources in regard to awareness by displayed 2.46 which had the description of slightly aware. Despite overall composite mean, examining independently age groups, below age 20 had an overall mean of 2.56 which had the description of moderately aware. Prolonged by 61 and above age group consisted of 2.46, 41-60 consisted of 2.42 and 20-40 consisted of 2.38. All of which hypothetical mean range had a description of slightly aware. Suresh (2014), in Tamil Nadu 51% of consumer felt magazines as an effective green marketing whereas, 22% from TV ads.

The data analysis proclaimed that below 20 was highly effective through social media and by depicted the mean of 2.93 (moderately aware), followed by the lowest effectiveness shown by TV, mean range of 2.00 which had the description of moderately aware. However, magazines/newspaper had general effectiveness by displayed the mean range of 2.40 which had the description of slightly aware. Kumar (2016) showed that green marketing was growing from time to time. Choosing innovative ways to spread awareness showed positive effects.

61 and above age group were displayed effectiveness through social media ads by consisted mean of 2.86(moderately aware) followed by the least effectiveness by TV by showing a mean range of 2.14 which had the description of slightly aware. The midrange was for magazines/newspapers by displayed mid-range of 2.29 which had the description of slightly aware. Rajan (2017), even though green marketing as taken new innovative ideas to spread awareness, green marketing to update the marketing strategy according to the changes in the market. As the world was growing with the speed of internet the marketing should take it as an advantage.

41-60 age group were appeared highly effective through supermarket/ hypermarket ads by comprising mean of 2.92(moderately aware) followed by the lowest effectiveness by TV showing mean range of 1.68 which had the description of slightly aware. The midrange was 2.27 for magazines/newspaper which had the description of slightly aware. The study mentioned by Mohd Suki, 7% of consumers were aware of and influenced by green marketing practices through different sources. However, green marketing should opt for an improved strategy to influence consumers.

20-40 age group was exhibited maximum effectiveness through supermarket/ hypermarket ads by mean consisted of 2.66 (moderately aware) followed by minimum effectiveness for TV by depicted a mean range of 1.95 which had the description of slightly aware. Mid-range was shown for same as all others, magazines/newspaper with mid mean range of 2.27 which had the description of slightly aware. Leonidou et al (2011), there was a lack of using different sources to spread awareness and influence consumers. With time the plan should be changed and improve strategic planning and utilize different sources as well.

Table 10

Sources of Awareness for Their Effectiveness in Providing Information Regarding Green Products When Grouped According To Monthly Income

Indicators	UP TO 2000		2001-4000		4001-6000		6000 AND ABOVE		Composite	
	u	Int	U	Int	u	Int	u	Int	U	Int
TV	1.76	SA	1.91	SA	2.02	SA	1.71	SA	1.85	SA
Magazines / newspaper	2.33	SA	2.22	SA	2.40	SA	2.14	SA	2.28	SA
Social media ads	2.57	MA	2.74	MA	2.87	MA	2.57	MA	2.69	MA
Supermarket / hypermarkets ads	2.76	MA	2.79	MA	2.79	MA	2.57	MA	2.73	MA
Overall Mean	2.36	SA	2.41	SA	2.52	MA	2.25	SA	2.39	SA

LEGEND: Hypothetical Mean Range: 1.00 – 1.75 Not at all aware **(NAA); 1.76 – 2.50** Slightly aware **(SA); 2.51 – 3.25** Moderately Aware **(MA); 3.26 – 4.00** Extremely aware **(EA)**

Table 10 exhibited the effectiveness of awareness towards eco-friendly commodity when the customers were grouped according to monthly income. As per the overall composite mean, monthly income groups from 'up to 2000' to '6000 and above' showed 2.39 which had the description of slightly aware. Although categorized separately into each group, 4001-6000 income had the maximum mean by 2.52 which had the description of moderately aware. 2001-4000 income groups were less aware by comprised mean of 2.41 which had the description of slightly aware. Prolong with up to 200 monthly income group mean consisted of 2.36 which was slightly aware. Lastly 6000 and above, the overall mean consisted of 2.25 which had the description of slightly aware. Rahab & Nabsiah (2011), stated that the newspaper was the sole tool to influence the customers regarding green products. Also, the author suggested approaching the government as a means to influence customers.

The results showed that 4001-6000 monthly income groups indicated the effectiveness of awareness through social media ads by a mean range of 2.87 which had the description of moderately aware. Next source which showed the lowest effectiveness was through TV ads depicted the mean range of 2.02 which had the description of slightly aware as well. However, the midrange was for magazines/newspaper which had 2.40 mid-range with the description of slightly aware. Khandelwal & Yadav (2017), consumers were not influenced by sources. The author suggested green marketing should opt for social media ads as a source to create awareness.

Income group of 2001-4000 were effective through supermarket/hypermarket ads exhibited the mean range of 2.79 which had the description of moderately aware. TV ads exhibited lower levels effectiveness by a mean range of 1.91 which had the description of slightly aware. The midrange was for magazines/newspaper ads which had the mean range of 2.22 with the description of slightly aware. Kang, J.M & Kim (2017), companies did not follow the updates strategy plan which led to a lack of awareness.

Up to 2000 monthly income group were mostly effectiveness through supermarket/ hypermarket ads with mean 2.76 which had the description of moderately aware. The minimum effective was through TV ads consisted of 1.76 mean range, had the description of slightly aware. Commonly effectiveness was through magazines/newspaper with a mean range of 2.33 which had the description of slightly aware. A previously mentioned case study by Kane, Females of basic income was influenced by social media ads regarding eco-products.

6000 and above monthly income group were least effective by overall composite mean 2.25 which had the description of slightly aware. Social media ads were showing a majority of effectiveness by showing a mean range of 2.57 which had the description of moderately aware. The lowest effectiveness was through TV ads by showing a mean range of 1.71 which had the description of slightly aware. The midrange was for magazines/newspaper by showing the mean range of 2.14 which had the description of slightly aware. Dubey, S.K & Mali, the study stated that gender or income does not affect the influence of the consumer.

TABLE 11
Preference to Buy Eco-Friendly Products When Grouped According To Gender

Indicators	Male		Female	
	F	%	F	%
Not at all	0	0.00	0	0.00
Consider	33	60.00	61	55.45
To use sometimes	21	38.18	49	44.55
To use always	1	1.82	0	0.00

TOTAL	55	100	110	100

Table 11 represented the preference to buy eco-friendly products when grouped according to gender. Out of 165 respondents, 55 were male and 110 were female. According to the results, 60.00% of male respondents considered purchasing eco-commodity. However, 38.18% of male respondents agreed to use eco-commodity sometimes. Only 1.82% had agreed to use environmental commodities always. Similarly, female respondents' results illustrated that 55.45% of males considered buying eco-friendly products and 44.55% of female respondent's preferred to use eco-friendly products sometime. However, one female respondent did not want to use eco-friendly products always. Sruthiya (2017) mentioned that there was no difference in gender bias, consumers were not able to get information on the eco-friendly products and therefore consumers were not interested to purchase eco-friendly products.

Table 12

Preference to Buy Eco-Friendly Products When Grouped According To Age

Indicators	BELOW 20		20 – 40		41-60 AND ABOVE	
	F	%	F	%	F	%
Not at all	0	0.00	0	0.00	0	0.00
Consider	20	47.62	46	58.23	24	64.86
To use sometimes	22	52.38	33	41.77	12	32.43
To use always	0	0.00	0	0.00	1	2.70
TOTAL	42	100	79	100	37	100

Table 12 illustrated the preference to buy eco-friendly products when grouped according to age. As per the results, 71.43% of consumers considered buying eco-friendly products under the group of 41-60 and only 47.62% of consumer showed consideration to purchasing eco-friendly products. 52.58% of consumers considered purchasing the product sometimes under the age group of below 20. 28.57% consumer preferred to use the product sometimes under the age group of 61 and above. Only 2.70% of consumers preferred to purchase eco-products always under the age group of 41-60 years. Lea, Worsley & Crawford (2005), mentioned that the consumers should be provided with information on eco-products benefits and importance so that will ultimately lead to positive buying preference.

Table 13

Preference to Buy Eco-Friendly Products When Grouped According To Monthly Income

Indicators	UP TO 2000		2001- 4000		4001-6000	
	F	%	F	%	F	%
Not at all	0	0.00	0	0.00	0	0.00
Consider	11	52.38	52	61.18	26	50.00
To use sometimes	10	47.62	33	38.82	25	48.08
To use always	0	0.00	0	0.00	1	1.92
TOTAL	21	100	85	100	52	100

Table 13 illustrated the preference to buy eco-friendly products when grouped according to monthly income. According to to the result, 71.43% of consumers considered purchasing an eco-friendly product under the income groups of 6000 and above that 50% of consumers under the monthly income group of 4001-6000. 48.08% of consumers preferred to purchase eco-products sometimes under the monthly income of 4001-6000 than 28.57% of consumers under the monthly income of 6000 and above. Only 1.92% of consumers preferred to purchase always under the monthly income group of 4001-6000. Dimitri & Dettmann (2012) stated that education mattered on eco-products indicating that green marketing played an important role to create awareness which affects the buying preference of consumers.

Table 14

Preferred to Buy Products Which Are Manufactured d Using Green Marketing Practices When Grouped According To Gender

Indicators	Male		Female	
	F	%	F	%
Not at all	0	0.00	0	0.00
Slightly preferred	24	43.64	48	43.64
Moderately preferred	29	52.73	62	56.36
Always preferred	2	3.64	0	0.00
TOTAL	55	100	110	100

Table 14 showcased the preference to buy eco-friendly products that were manufactured using green marketing in UAE according to gender. As per the result, out of 165 respondents, 55 were male and 110 were female. 56.36% of female respondents moderately preferred to purchase products that were manufactured using green marketing than males at 52.73%. Whereas, 43.64% female consumer slightly preferred to purchase eco-products which were manufactured using green marketing practices and only 3.64% of male consumer always preferred to purchase green products which were manufactured using green marketing practices. Sondhi

(2014) mentioned that consumers were doubtful about the benefits of the eco-product affecting the preference of purchase.

TABLE 15

Preferred to Buy Products Which Are Manufactured d Using Green Marketing Practices When Grouped According To Age

Indicators	BELOW 20		20 – 40		41-60	
	F	%	F	%	F	%
Not at all	0	0.00	0	0.00	0	0.00
Slightly preferred	18	42.86	38	48.10	10	27.03
Moderately preferred	24	57.14	40	50.63	26	70.27
Always preferred	0	0.00	1	1.27	1	2.70
TOTAL	42	100	79	100	37	100

Table 15 illustrated the customer's preference to purchase eco-friendly products that were manufactured using green marketing according to age. According to the results, 71.43% of consumers slightly preferred to purchase a green product which was manufactured using green marketing under the age group of 61 and above whereas only 27.03% of the consumer under the age group of 41-60 slightly preferred to purchase green products which were manufactured using green marketing practices. 70.27% of consumers under the age of 41-60 moderately preferred to purchase green products which were produced using green marketing practices. Whereas, only 28.57% of consumer moderately preferred to purchase a green product which was produced using green marketing practices under the age group of 61 and above. Only 2.70% of consumers under the age group of 41-60 always preferred to purchase green products which were produced using green marketing practices than of1.27% consumers that preferred to purchase always. Punyatoya (2015), consumers showed positive preference, age does not affect the preference of the consumers.

TABLE 16

Preferred to Buy Products Which Are Manufactured Using Green Marketing Practices When Grouped According To Monthly Income

Indicators	UP TO 2000		2001- 4000		4001-6000		6000 AND ABOVE	
	F	%	F	%	F	%	F	%
Not at all	0	0.00	0	0.00	0	0.00	0	0.00
Slightly preferred	12	57.14	32	37.65	23	44.23	5	71.43
Moderately preferred	9	42.86	52	61.18	28	53.85	2	28.57
Always preferred	0	0.00	1	1.18	1	1.92	0	0.00
TOTAL	21	100	85	100	52	100	7	100

Table 16 illustrated the preference of respondents to purchase products that were produced using green marketing in accordance with monthly income. According to results, 71.43% of consumers under the monthly income of 6000 and above slightly preferred to purchase green products which were produced using green marketing practices than consumer under the income group of 2001-4000 at 37.65%. 61.18% of consumers moderately preferred to purchase products which were manufactured using green marketing practice under the monthly income of 2001-4000 than of consumers under the monthly income of 6000 and above at 28.57%. 1.92% of consumers always preferred to purchase commodity which was manufactured using green marketing practices under the monthly income of 4001-6000 than under the monthly income of 2001-4000 at 1.18%. Varshneya (2017) 67% of consumers were aware of the benefits of the eco commodity which showed positive preference towards the eco-friendly product. Eidi & Shahbazi (2017) stated that consumer encouraged the concept of awareness however, it was difficult to show positive preference due to the availability and high pricing of the eco-product.

Research problem 3: Is there a difference in their level of awareness when they had grouped accordingly to the gender, age, and income?

TABLE 17

One-Way Analysis Of Variance on

Level of Awareness as to Customer Awareness to Environmental-Friendly Products When Grouped According To Gender, Age And Income

INDICATORS	Variation	Df	Sum of Squares	Mean Square	F-Stat	P-Value
GENDER	Between Groups	1	0.015	0.015	0.7709	0.3929
	Within Groups	16	0.312	0.0195		
	Total:	17	0.3271			
AGE	Between Groups	3	0.2298	0.0766	3.6295	0.0232*
	Within Groups	32	0.6753	0.0211		
	Total:	35	0.9051			

INCOME	Between Groups	3	0.5249	0.175	6.9893	0.001*
	Within Groups	32	0.801	0.025		
	Total:	35	1.3259			

*Significance at p = 0.05

Table 17 showed a summary derived from the ANO-VA results, revealed that the groups Level of awareness as to customer awareness to environmental-friendly products differ significantly on age [$F(3,35)$ = 3.6295, p = 0.0232] and income [$F(3,35)$ = 6.9893,p = 0.001] at 0.05 level of significance, hence the null hypothesis is rejected therefore there is a significant difference in the level of awareness as to age and income, while gender [$F(1,17)$ = 3.6295,p = 0.3229] factor did not differ significantly at 0.05 level of significance, therefore the null hypothesis is accepted thus, there is no significant difference in the level of awareness as to gender. Hassan & Valenzuela (2016) 44% of Australian consumers didn't believe in the concept of environmental-friendly products. Consumers claimed that the advertisements or the eco-friendly products were fabricated. There didn't show any significance in the matter of gender age or income.

Table 18
**One-Way Analysis Of Variance on
Level of Awareness about Green Marketing When Grouped According To Gender, Age and Income**

INDICATORS	Variation	Df	Sum of Squares	Mean Square	F-Stat	P-Value
GENDER	Between Groups	1	0.0033	0.0033	0.1944	0.6687
	Within Groups	10	0.1711	0.0171		
	Total:	11	0.1745			
AGE	Between Groups	3	0.0832	0.0277	1.4783	0.2507
	Within Groups	20	0.3754	0.0188		
	Total:	23	0.4586			
INCOME	**Between Groups**	**3**	**0.2773**	**0.0924**	**3.5585**	**0.0327***
	Within Groups	**20**	**0.5195**	**0.026**		
	Total:	23	0.7968			

*Significance at p = 0.05

Table 18 showed a summary derived from the ANO-VA results, and only the significant values, $p < 0.05$, were presented in the bolded form. Level of awareness about green marketing was significantly different in income [$F(3,23)$ = 3.5585, p = 0.0327], therefore there is a significant difference on income when it is grouped for green marketing basis.

On the other hand, the level of awareness about green marketing gender [$F(1,11)$ = 0.1944, p = 0.6687]; and age [$F(3,23)$ = 1.473, p = 0.2507] did not significantly differ at 0.05 level of significance. Therefore, the hypothesis is accepted that there is no significant difference in gender and age. Braimah, M. & Tweneboah-Koduah (2011), mentioned that consumers had a low level of awareness on green marketing by 15.5% and it affects the purchase decision by 7%. However, gender or income or age groups didn't get affected.

TABLE 19
**One-way Analysis of Variance On
Sources of Awareness for Their Effectiveness in Providing Information Regarding Green Products When Grouped According To Gender, Age and Income**

INDICATORS	Variation	Df	Sum of Squares	Mean Square	F-Stat	P-Value
GENDER	Between Groups	1	0.005	0.005	0.0299	0.8684
	Within Groups	6	1.003	0.1672		
	Total:	7	1.008			
AGE	Between Groups	3	0.0683	0.0228	0.1234	0.9445
	Within Groups	12	2.2156	0.1846		
	Total:	15	2.2839			
INCOME	Between Groups	3	0.1557	0.0519	0.3006	0.8244
	Within Groups	12	2.0724	0.1727		
	Total:	15	2.2282			

*Significance at p = 0.05

Table 19 showed a summary derived from the ANO-VA results, sources of awareness for their effectiveness in providing information regarding green products gender [$F(1,7)$ = 0.0299, p = 0.8684]; and age [$F(3,15)$ = 0.1234, p = 0.9445] ; and income [$F(3,15)$ = 0.3006, p = 0.8244] did not significantly differ at 0.05 level of significance. Therefore, the hypothesis is accepted that there is no significant difference in gender, age, and income. Dagher, Itani & Kassar (2015), both genders were equally showed effectiveness towards eco-products. Also, according to Royne (2016) and Apayadin, F. & Szczepaniak, M. (2017) both mentioned journals stated that

when grouped according to gender, income, and age there was no difference in effectiveness towards eco-products and green marketing.

Conclusion

According to the profile of consumers in terms of gender, it was clear that most customers were females. After all, females indulged in living a healthier lifestyle and providing healthy food for the family. As per the profile of consumers in terms of age, it was notable that the age groups of 20 - 40 had consumed environmental-friendly products in particular and 61 and above age group had consumed the least environmental-friendly products. As per the profile of consumers in terms of income, the majority were from the income group of 2001-4000 the least were identified to be the income group 6000 or above monthly. Concluding that, younger female consumers with minimal income consumed environmental-friendly products primarily.

The second statement investigated the level of awareness of consumers to EFP and green marketing. It was concluded that consumers were aware of EFP to an extent, however, majority of consumers weren't aware of 'organic marine product'. Further, indicating a lack of awareness amongst consumers. Consumers were able to identify organic fruits and vegetables and organic house cleaning products. Additionally, the consumers were able to name the brands and assure the authenticity of the EFP. However, Consumers were not aware of a characteristic of original products (seals/ logo's) despite variation in profile. Consumers agreed on green marketing being beneficial to society, customers (male and female) could name well-established companies in UAE that followed green marketing. However, few male customers were not able to identify brands in UAE that produce eco-friendly products. Additionally, female customers were not aware of UAE laws and regulation that encouraged green marketing. As per income, results indicated that 2001-4000 monthly income groups were aware of green marketing practices and minimal income group lacked awareness in green marketing. As per the findings, consumers were influenced in higher quantity; consumers were informed about sales through pamphlets, email ads, and social media ads comparatively to TV and magazines/newspapers ads. However, during data collection, customers expressed their issues with trust; concluding that customers preferred transparency from eco-marketing/firms. The results indicated that customers rarely paid attention to advertisements due to speculation of messages being false or irrelevant. Regarding the preference of purchase of EFP concluded that consumer considered purchasing products which were manufactured using green marketing methods, however, consumer was concerned about the availability of the EFP, pricing, and authenticity. Majority of consumers in UAE were expats and they preferred affordability of a product of good quality. The consumers of different income group mentioned that due

to the issuing of VAT product price had increased raising the question of differences in utilizing organic and normal products.

The difference in the level of awareness when grouped according to gender, age, and income were identified using the one-way analysis of variance it was verified that in terms of awareness of EFP, age and income showed differences, while gender did not differ. When it came to green marketing it was verified that there was a different significance in income apart from gender and age. However, effectiveness regarding Green products did not differ when grouped according to gender, age, and income. Hence the hypothesis does not approve.

Recommendation

Most customers in UAE including expatriates are not aware of EFP or Green Marketing practices because of lack of awareness. These customers prefer products that are affordable and of better quality compared to expensive commodity/service even if those are of superior quality.

As per the results, majority of females are aware of EFP products compared to males. A business that follows green marketing could focus on educating their employees first, giving them proper training on EFP and communicating the core values of Green Marketing which will further assist the employees to educate the customers regarding EFP. EFP manufacturing firms in UAE could initiate innovative services through their official business website, where customers could recommend/suggest EFP to acquaintances and friends as a part of a promotion with benefits to the customer. This promotional campaign can provide customers with tokens that can be attained through each suggestion of firm to others which can be redeemed at the end of the month for a bonus reward. Another strategy the organization could employ is 'SURVEY APPS', by which customers of different gender, age or income groups could fill the 1-minute survey and collect free tokens and redeem it at the end of the month. This assists the organization to understand the lacking aspects when it comes to raising awareness of EFP and implement measures that can improve Green Marketing by the organization.

The above results indicated that the majority of UAE customers are unclear about organic marine products. Fish market has been a hugely successful business in the UAE. UAE government has constructed fish market as an establishment with information regarding the availability/affordability of marine products for their shoppers. This could be taken as an advantage by EFP firms to educate customers about organic marine products. Eco-friendly firms could put forward entertainment quizzes regarding EFP which can raise awareness as it is natural for a human to attract challenges and procure rewards. Handing out free children's book with attractive EFP logos and seals could educate future customers from the start as they are consumers of a succeeding sustainable lifestyle.

When it comes to green marketing, community support

plays important roles as well. Organization/firms who opt for EFP and Green Marketing could improve their goodwill among customers as a brand. They can involve themselves in the community through:

- Partaking in local charities and posting videos and pictures on social media like FaceBook, Instagram and Twitter to show the customers that you help in sustainability.
- Using a fixed amount from EFP purchased by customers as a donation to charities.
- Engage students and teachers to create awareness by encouraging them to create DIY innovative products by using plastic bottles and papers.
- Word of Mouth is an effective strategy; this strategy will help the firm to clear the concerns of the customers to face to face also is an effective method of free promotion of the company.

As per findings, customers are wary when it comes to the authenticity of EFP and the claims shown by firms through Green Marketing. Organizations could communicate their core values and goals to their customers through social media portals disclosing as much as much as possible will be a step up against competitors. Organizations should focus on primarily spreading awareness through Instagram and Facebook 1-minute videos basically, educating customers on the benefits EFP.

Lastly, as per the findings, the consumers preferred to purchase EFP, however, due to issues of availability and affordability, customers had a doubtful perspective regarding the purchase of EFP. An organization could opt for 7ps as a strategic planning to overcome the issue of preference of customers.
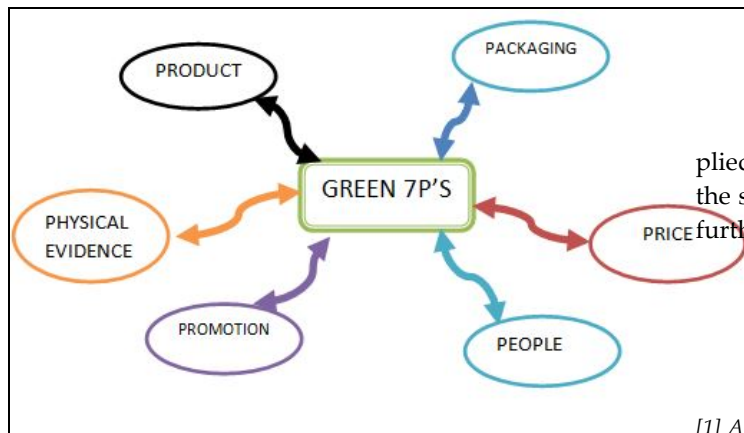

Figure 10: Green 7p's

7ps explained as follows

- Product: an organization should make sure the product that is sold to customers is manufactured as per the rules and regulations of environmentally friendly products. The EFP

product of the organization should meet the ethical standards.

- Packaging: EFP business could make their commodities to stand out from competitors by taking innovative eco packaging. Sustainable packaging could be the key to the successful trade.
- Price: Few customers prefer to pay a premium cost to get good quality of EFP, however, the majority of customer question about the price. The firm should make sure to charge the EFP according to the products quality and make sure customers are made aware of the certain high charge. Price could be higher if the quality and convenience are better.
- People: organizations can bring in brand ambassadors who can influence the customers regarding awareness on EFP and the importance that follows. Involving employees and taking their opinion for innovative Green Marketing practice that company could implement those could be substantial. Here communication helps in building the EFP community.
- Place: EFP firms should make sure the commodities are available at places where customers majority prefer to purchase EFP.
- Promotion: EFP firms should have strategic plans for innovative ideas to portrait green marketing ideas. By highlight the advantages and benefits of EFP and the importance of choosing sustainable life. Be truthful to the green claims. The promotion should be spread based on customer's targeted benefits.
- Physical evidence: Firm should be innovative, different from the competitors by packaging and spreading sustainable messages.

The mentioned recommendation could differ if applied in real life as it is based on minimal findings according to the survey conducted in UAE on July 2018. There is a need for further research on this topic in detail to get a conclusion.

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