Last three decades have witnessed a radical change in consumer perception towards environmental issues and its related problems. And this increasing concern is enforcing both organizations and consumers to adopt prospective environmental approaches to preserve the diminishing sources for future generation and develop probable alternatives to fulfill the unmet demands of the constantly increasing population. In the similar context this study examines customer’s awareness and perception about green marketing of LED lighting products among the customers of various segments and factors influencing their purchase behavior of environmental friendly lighting products. This research work also highlights the success of initiatives implemented by green marketers in constructing green brand awareness in consumer’s mind which permits them to pay premium prices for green products.

Literature suggest that several researches have been conducted to address the evolving concept of green marketing; but not much research has been conducted to analyze consumer behavior towards LED lighting products. Therefore, this research study has extensively discussed the impact of consumer behavior, consumer attitude, attributes of LED lights and demographic factors on the purchase intention of LED lights. A quantitative approach was adopted for the study by using a structured questionnaire. Responses were collected from 574 respondents confined to Delhi/NCR region only. Primary data was exposed to statistical tests like correlation, regression and ANOVA.

The findings indicate that majority of respondents were aware about the ecological practices and its associated benefits for sustainable future growth and development. Indeed larger chunk of population were willing to pay premium prices for eco-friendly products. Furthermore, the study highlights that consumers preference to buy LED green products over other products is correlated with attributes of LED products like superior quality, durability, flexible, having long operation life, energy saving features and controllability. However, it was also found that awareness of green products enforces consumers to read eco labels which further augment the consumer purchase intention. The research findings demonstrated that there were differences in
perception and purchase intention towards ecological products on account of income groups they belong to.

Finally the study suggest that marketers can fully exploit the available potential in green market industry of Delhi by cutting cost so that it becomes easy for environment conscious population to purchase the same. Also, marketers should place greater emphasis on spreading awareness of the green marketing concept so as to change the perception of consumers who are reluctant to purchase the same. Moreover current study will help companies gain an insight about preferences and choices of green consumers of Delhi, to attract and acquire the attention of untapped market segment.