

A Profound Analysis Of Consumers Insight On Green Marketing – An Emerging Conception

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ABSTRACT

Green marketing is a marketing method of producing environmentally safe products. It is one of the most wanted concepts in today's world. Green marketing is one of the newly focused impacts in business scenario today. It also involves developing and promoting the products that satisfy the customer's wants, needs and desires in the aspect of quality, performance and pricing of the products. There it wide usage of technology which will be required to perform wide range of activities of Green marketing. In the race of earning profit there are large number of manufacturers are producing products and services using non recyclable packaging and using materials that are harmful to the environment. The Government has also taken initiative in making this concept as developed one in India. The main purpose of the study is to spread awareness and enumerate the scope of green marketing in India.

Keywords: Green marketing, Need, Scope, importance, Green marketing products and practices, Government interventions, environmental friendly, eco-friendly products.

1. INTRODUCTION

The green marketing concept is a modern approach. This approach differs from the concept of traditional marketing. Green marketing is no limited to any organizations or non government organizations. It is also applicable to IT industries which refers to the potential efforts use to gain consumer support of environmental friendly products.

Today's consumers are more anxious more about the environmental impact of products they purchase. Green marketing refers to selling product or representation services based on environmental benefits. Green marketing is growing rapidly and the consumers are enthusiastic to pay a lot for the green product. Realistic consumers buy those products and packages that can be recycled.

According to the American Marketing Association, Green marketing is the marketing of products that are presumed to be environmentally safe. Green marketing incorporates a wide range of activities such as product modification, changes to the production process, including modification in packaging process that happens in less detrimental manner to the environment with growing awareness about the implications of global warming, harmful impact of pollutants,

non-biodegradable solid waste, etc., both marketers and consumers are becoming highly sensitive to the need green products and services.

Green entrepreneurship innovates, substitutes the traditional or conventional products into the green products and tapes in green market. Creation of the market is a kind of an opportunity for those green entrepreneurs as it is emerging market and not penetrated enough. Green entrepreneurs are also called as “Enviropreneurs” as they build their business which is favorable to the environment and the society.

The concept of green entrepreneurs is not only helping consumer in getting green products and services but also make people learn about greening the ecosystem. Green entrepreneurs also face challenges such as lack of substitution of the conventional products, cost controlling redesigning, raw material and lack of R & D infrastructure etc. These challenges can be reduced in further development. The nurturing of green entrepreneurs also encourages young graduates to come and be a part of this emerging opportunity. Green entrepreneurs can make profit through the market as well as social recognition in the society. Therefore we can say it is not all about business only but somewhat it is a kind of social activity in terms of providing a safeguard to our natural environment.

2. Review Study

There are a few studies regarding consumer awareness and perception regarding green products:

Rex and Baumann (2007)[1] found that green marketing could learn lot of things from conventional marketing in discovering other means than labeling to promote green products like addressing a wider range of consumers, working with the positioning strategies of price, place and promotion and actively engaging in market creation.

Ali et al. (2011)[2] evaluated the green purchase attitude and green purchase intention of Pakistan consumers and found that there are many customers who have positive and high intention to purchase green products but due to high prices and poorer qualities as compared to non-green products then do not buy them.

Sanjeev Kumar., et.al (2012)[3] identified their study the consumer was environmentally concerned and ready to pay high yet they were not aware as to what constitutes environmentally friendly products. Hence, marketers need to consider efforts that are required to convert the environment concern into environmental consumption behavior.

Dr. Krishna kumar veluri (2012)[4]in his study on “Green Marketing: Indian Consumer Awareness and Marketing Influence on Buying Decision”. His main objective was consumer beliefs and attitude on green products. Consumer awareness on the availability of environmentally friendly products and the influence of marketing efforts put by the marketers with reference to consumer non-durable. His study fid that respondents reacted positively about buying brands which are less damaging to environment.

Mohammad Azam(2014)[5] in his study on Green Marketing: “Eco-Friendly Approach”. In this article he discusses the some of the key issue of green marketing and challenges for going green

and the steps taken by the organization. He found that now the corporate people as well as consumers have become more concern with the issue of green marketing at various levels. The corporate have accepted the green production as they have seen the interest of customer was positive with these green products.

Apart from companies, NGOs also have very important roles to play. NGOs should carry out research and tell the companies how they can make their process more environment-friendly Vijay Jain et al (2010)[6] summarized the three C's process for green marketing implementation as Consumer Value Positioning, Calibration of Consumer Knowledge and Credibility of product. The study by Saloni Pawan Diwan & B. S. Bodla (2011)[7] observed that it is not a smooth sailing of the ship carrying green products and services in the sea of intense competition. The boat can encounter an iceberg of increased cost and prices and inflated claims of greenness.

Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. Both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services (Mudhassir, 2016)[8].

Braimah and Tweneboah-Koduah (2011) [9] studied Ghanaian consumers and have found low level of awareness towards green marketing issues which affected that purchase decision of the consumers. Price of green products was also found to be one of the factors that influence the purchase of green products. However, it was found that young consumers are more likely to be influenced by green issues.

Cherian and Jacob (2012)[10] found that consumers lack green knowledge and because of this low awareness, organizations are still not focusing towards development of green products. There are several issues and challenges identified by various researchers with respect to Green Marketing (Welling and Chavan, 2010)[11].

3. SCOPE OF THE STUDY

- Green marketing creates a wider scope for consumer demand
- Enhances Corporate Social Responsibility (CSR)
- Green marketing paves way for Government initiations
- It also determines the cost effectiveness of various products and services

4. NEED OF THE STUDY

- To create awareness about ecological / environmentally friendly products and services
- To ensure reduction in environmental damage
- Maintain accountability to manufacture and produce products that are free from hazardous substances

5. OBJECTIVES OF THE STUDY**PRIMARY OBJECTIVES**

A study on the consumer perception in purchase of green marketing products in india

SECONDARY OBJECTIVES

- To extract utmost knowledge about the concept “Green marketing”
- To identify the importance of Wasting resources, Harmful Environment.
- To study the challenges faced by the consumers in the purchase of Green marketing
- To ensure awareness and Knowledge about Green Marketing.
- To understand the factors that play main role in the Purchase of Green Marketing Products.
- To analyze the purchasing motivation of consumers

6. METHODOLOGY AND FINDINGS

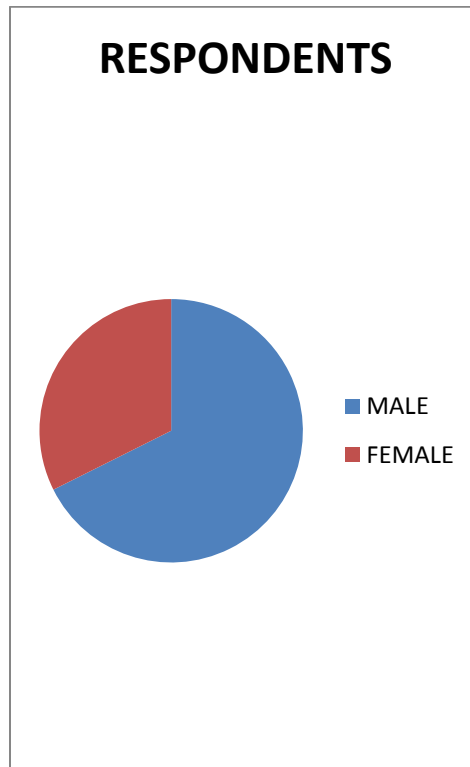
A Questionnaire is prepared and data is collected from the diverse groups.

DEMOGRAPHIC PROFILE**GENDER OF RESPONDENTS**

GENDER	RESPONDENTS	PERCENTAGE
MALE	71	67.6
FEMALE	34	32.4
TOTAL	105	100

TABLE NO. 1

INFERENCE: It can be interpreted from the above table that an overwhelming majority of 67.6 percent of the respondents are Male and a small segment of 32.4 percent of the respondents are Female.

GENDER**CHART NO. 1****AGE OF RESPONDENTS**

AGE	RESPONDENTS	PERCENTAGE
BELOW 20	0	0
20 – 30	55	52.38
30 – 40	41	39.04
40 – 50	0	0
ABOVE 50	9	8.57
TOTAL	105	100

TABLE NO. 2

INFERENCE: It can be interpreted from the above table that a majority of 52.38 percent the respondents are in the age group of 20-30, followed by 39.04 percent of the respondents are in the age of 30-40 and 8.57 percent of the respondents are above 50 years.

ACADEMIC QUALIFICATION

QUALIFICATION	RESPONDENTS	PERCENTAGE
UPTO 10 TH	0	0
UPTO 12 TH	14	13
UG	40	38
PG & OTHERS	51	49
TOTAL	105	100

TABLE NO. 3

INFERENCE: It can be interpreted from the table that, a majority of the respondents 49 percent are having professional qualification, followed by 38 percent of the respondents are Graduates, followed by 13 percent of the respondents belong to +2 category.

I AM CONCERNED ABOUT

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	TOTAL	WEIGHTED AVERAGE
The products that I use do not harm the environment	0	2	1	5	1	9	4.24
My buying habits are affects our environment	1	3	0	0	6	10	4.30
Wasting the resources of our planet	3	7	0	10	0	20	3.90
The impact of my actions while making many of my purchase decisions	0	3	10	8	15	36	3.90
I am environmental friendly as well as responsible	3	14	13	0	0	30	3.83
TOTAL	7	29	24	23	22	105	

TABLE NO. 4

INFERENCE: It can be interpreted that, 4.30 average states that buying habits affects the environment, 4.24 average states that the products customers use do not harm the environment, followed by 3.90 average states both the factors (i.e.) there is wastage of resources of our planet and there is impact of actions playing role while making purchase decisions and 3.83 average of people are environmentally friendly and responsible to the environment.

I AM CONCERNED ABOUT

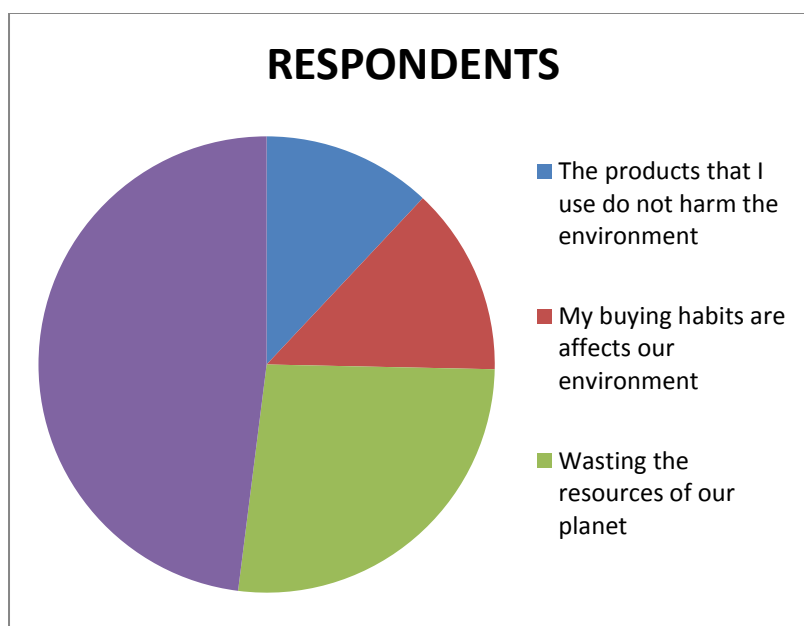


CHART NO. 4

DEMANDING ENVIRONMENT IN INDIA

	N	MEAN	STD. DEVIATION	STD. ERROR MEAN	T - VALUES	SIG
VAR00001	105	4.7333	.44978	.08212	21.108	.000
VAR00002	105	4.5000	.77682	.14183	10.576	.000
VAR00003	105	3.9667	.49013	.08949	10.802	.000
VAR00004	105	4.4000	.81368	.14856	9.424	.003

TABLE NO. 5

INFERENCE: The application of Karl Pearson's Co-efficient clearly relationship between the demanding environment and impact in India. The above table reveals the parametric relationship between relationship between the demanding environment and impact in India. The correlation co-efficient are statistically significant at 5% level which immediately implies Go Green, Forest

Protection, Future existent of Pure Environment, No waste of resources are positively related to the total impact of Green Marketing.

DEMANDING ENVIRONMENT IN INDIA

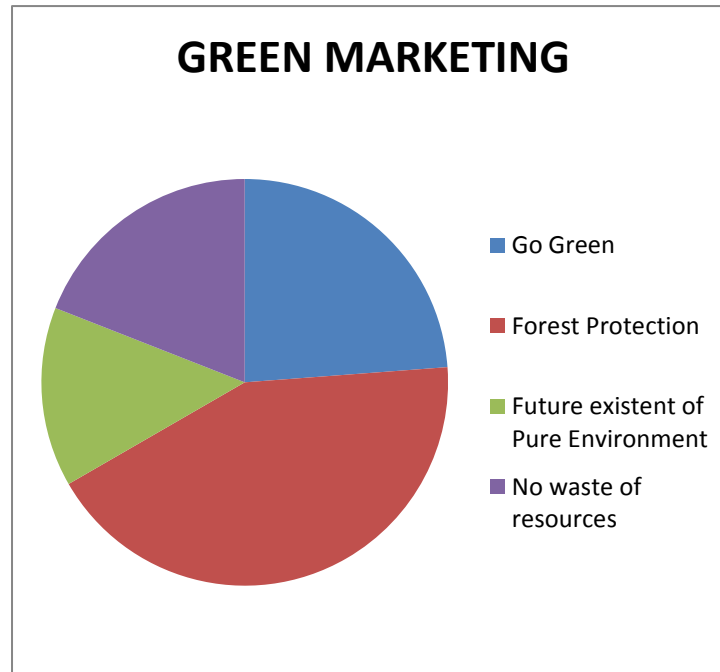


CHART NO. 5

ANALYSIS OF VARIANCE OF SELECTED INFLUENCERS ON GREEN MARKETING

INFLUENCERS	SOURCES	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Pollution and Environmental issues	BETWEEN GROUPS	0.329	5	0.165	0.659	0.518
	WITHIN GROUPS	76.990	100	0.250		
	TOTAL	77.319	105			
Environment Degradation in the upcoming years	BETWEEN GROUPS	0.031	5	0.015	0.085	0.919
	WITHIN GROUPS	128.273	100	0.181		
	TOTAL	128.304	105			

TABLE NO. 6

INFERENCE :Table shows that there is no significant difference in the Pollution with the Green Marketing (F = 0.659) and Environment Degradation (F = 0.085) on consumer perception towards Green Marketing Concept and its Application.

ONE SAMPLE TEST

	TEST VALUE = 0					
	t	Df	Sig. (2 tailed)	Mean Difference	95% Confidence Interval of the Difference	
	Lower	Upper	Lower	Upper	Lower	Upper
Waste or resource	30.774	105	.000	3.54000	3.3088	3.7712
Global Warming	31.996	105	.000	3.44000	3.2239	3.6561
Water Pollution	35.546	105	.000	3.80000	3.5852	4.0148
Air pollution	34.308	105	.000	3.38000	3.1820	3.5780
Water contamination	32.509	105	.000	3.72000	3.4900	3.9500
Species unsecuredness	27.060	105	.000	3.32000	3.0734	3.5666
Food Pesticides	29.374	105	.000	3.40000	3.1633	3.6367
Deforestation	39.862	105	.000	3.78000	3.5871	3.9729
Dangerous for Ozone	24.119	105	.000	3.46000	3.1717	3.7483

TABLE NO. 7

INFERENCE: The application of general liner model analysis of variance is applied to find the influence of environmental impact on applying Green Marketing. The total score with respect to the independent variables brought the effects of independent variable on dependent factors of atmosphere and human negligence.

FACTOR ANALYSIS**AWARENESS OF GREEN MARKETING OR ENVIRONMENT FRIENDLY PRODUCTS AND PRACTICES**

	COMPONENT	% OF VARIANCE
YES	.762	1.178
NO	.644	4.633

TABLE NO. 8

INFERENCE: In India, Green Marketing awareness on Environmental Friendly Products or Practices is not popular among customers. From the above table it is found that the factor comprises 2 variables which gives environment protection is not that much popular among them. Therefore, this factor is called as “Awareness on Green Marketing”.

KNOWLEDGE ABOUT GREEN MARKETING PRODUCTS AND PRACTICES

	COMPONENT	% OF VARIANCE
Television	.774	1.630
Newspaper	.650	1.515
Magazines	.532	1.408
School / Universities		1.798
Social Media		2.010

TABLE NO. 9

INFERENCE: From the above table it is found that the factor comprises of 5 variable, which is more of analyzing the media which generated consumers on Green Marketing. Therefore this factor is called as “Knowledge on Green Marketing”

ADVERTISEMENT OF GREEN PRODUCTS OR PRACTICES YOU ARE AWARE

	COMPONENT	% OF VARIANCE
Television	.710	2.879
Mobile	.690	3.034
Newspaper / Magazines	.639	2.989
Hoardings	.545	2.706

TABLE NO. 10

INFERENCE: From the above table it is found that the factor comprises of 4 variable, which is more of advertisements about Green Marketing and educating Consumers. Therefore the factor is named as “ Advertisement on Green Marketing”.

MEAN SCORE ANALYSIS

CATEGORY	SATISFIED	NEUTRAL	DISSATISFIED	MEAN SCORE	RANK
Green product is available in a product purchase	35	15	55	2.25	I
Products also affects Green Marketing	42	36	27	1.80	II

TABLE NO. 16

INFERENCE: It can be interpreted that, majority 55 respondents are dissatisfied to the point that green product is available in a product purchase where 42 respondents are satisfied to the fact that products also affect Green marketing.

FINDINGS

- From the given analysis we have found that the percentage of Male respondents is higher than the Female with 67.6%
- 39.04% of the respondents are in the age group of 20-30
- There is 49% of the respondents that have professional qualification
- 4.30% of the respondents state that their buying habits affects our environment
- Table no. 5 determines that the correlation are statistically significant at 5% level which implies to the label “Go Green”
- Table no. 6 states that there is no significant difference in pollution with Green marketing
- There is highest percent of water pollution (4.014) that has great impact on green marketing

- 4.633% of variance states that there is No awareness of Green marketing or environmentally products and practices
- It is found that 2.010% social media plays a major role in creating knowledge about Green marketing products and practices
- Highest awareness in spread about Green marketing products and practices is through mobiles with 3.034%
- 35.23% stands as the highest indicator for product packaging to suit our planet
- 32.38% of the respondents somewhat disagree that organisations do manufacture or promote Green products and are concerned about the environment
- 42.85% of the respondents strongly agree that consumers demand can protect the environment
- Tagline of the advertisement is ranked 1st for attraction to the customers to green products and practices
- Price of the green products affects the purchasing behavior is again ranked 1st as the factor while purchasing the products
- 2.25 mean score states that green products are available in product purchase

7.Conclusion

Green marketing is at the starting stage in India. There should be Government interventions so that there will be stringent Laws which makes Firms and Consumers to use environment free Products. Awareness of Green initiatives are not up to the mark. Organizations must highly focus on the point that Green initiatives are undertaken by various government and non-government agencies. Customers can make efficient use of social media to create and spread awareness about Green marketing, its product and practices. This will pave way for greater environmental and social impact. On the basis of marketing an effective and efficient marketer is not only satisfy the consumer needs but also produce and supply products according to the need and want of the consumers. Future generation must be highly benefited in way of green marketing

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