

Green Marketing: A Insightful Study On Consumers Perceptiveness In India

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ABSTRACT

Green marketing is a marketing technique 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. There it wide usage of knowledge which will be required to perform wide range of activities of Green marketing. Green marketing is one of the novel approaches which do not adjust or enhance the existing practices of marketing but also play a major role in providing a substantially different aspect. The key rationale of the study is to broaden restiveness and enumerate the possibility of green marketing in India.

Keywords: Green marketing, Need, Scope, importance, Green marketing products and practices, Government interventions

1. INTRODUCTION

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

1.1 EVOLUTION OF GREEN MARKETING

The development of green marketing into 3 phases:

- **PHASE I** involves “Ecological”
- **PHASE II** involves “Environmental”
- **PHASE III** involves “Sustainable”

Phase I involves ‘Ecological’ Green marketing lasted from the 1960’s into the early 1970’s focuses on dropping Environmental problems and providing remedies. It mainly concentrates on external harms of the environment, such as air pollution.

Phase II involves ‘Environmental’ Green marketing which began in the late 80’s focuses on innovations through clean technology. It mainly concentrates on new concepts, such as clean technology, sustainability, consumer and competitive advantage emerged. The significant difference between the Phase I and Phase II was that the Phase I focused on effective industries on the environment, but Phase II deals with environmental marketing, including all services and manufacturing methods, such as Tourism.

Phase III involves ‘Sustainable’ Green marketing focuses on preservation of environment through Sustainable development. It mainly focuses on sustainable development, in the area of marketing science which made a great impact on the economy.

1.2 CONCEPT – GREEN MARKET & GREEN ENTREPRENEURS

An entrepreneur is the one who always focuses on innovative ideas and brings the change in the society and market with the help of the enterprise, number of entrepreneurs those who change the concept of business in their own way and provide solutions for various problems in the society.

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 emerging entrepreneurs concerned about the green marketing . 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.

1.3 IMPACT OF GREEN MARKETING IN THE ASPECT OF SUSTAINABLE DEVELOPMENT

- Worldwide efforts to recycle wastes of consumer and industrial products
- Increasing the use of bio-fertilizers instead of chemical fertilizers
- High emphasis on social and environmental accountability of producers.
- Global restrictions on production and use of hazardous weapons, atomic tests, etc
- Declaration of 5th June as World Environment Day
- Recommending use of leaves, jute, cloth bags rather than plastics materials (like bags, polythene covers)

2. REVIEW STUDY

Rex and Baumann (2007) identified consumer awareness on green marketing , promotion and proposed different strategies for price and market creation. Ali et al. (2011) has suggested many customers are interested in green products inspite of the higher prices, the buying patterns are reduced in numbers. Sanjeev Kumar., et.al (2012) recognized that the awareness amongst the customers but not have the knowledge about environmentally, friendly products. Braimah and Tweneboah-Koduah(2011) observed that the lower level awareness amongst the Ghanaian customers , and those factors affected the influence of purchasing the green products.

Groening et al.(2018) has proposed that the different approaches and methodologies are required for green marketing , compared to non-green products. The objective of this study proposed theories for addressing this green marketing. Reddy et al.(2018) proposed that green marketing has enabled the re-marketing strategies and techniques. The work addressed the pros and cons of the green marketing. Papadas et al.(2019) outlined the companies strategies on internal green

marketing and firm competitiveness. Findings of this paper reveal that the internal green marketing methods leads to the development of long term sustainable competitive advantage.

Suki et al.(2019) has aimed at linking the awareness of green marketing with the corporate social responsibility. The questionnaire was prepared and data was collected from 250 samples. It was found that the consumer purchase preferences of green products are modestly connected with business reputation. Fernandes et al.(2019) has developed model for consumer purchase intention towards green products and green marketing. D'Souza, Clare, et al.(2019) has addressed the issues of environmental marketing and strategies.

3. METHODOLOGY AND FINDINGS

A Questionnaire is equipped and data is composed from the varied groups.

DEMOGRAPHIC PROFILE

TABLE. 1 GENDER OF RESPONDENTS

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

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.

TABLE. 2 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

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.

TABLE 3. ANALYSIS OF VARIANCE OF SELECTED INFLUENCERS ON GREENMARKETING

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			

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.

TABLE 4. 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

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

TABLE 5. AWARENESS OF GREEN MARKETING OR ENVIRONMENT FRIENDLY PRODUCTS AND PRACTICES

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

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”.

TABLE 6. MAJOR GREEN MARKETING PRACTICES

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	TOTAL	PERCENTAGE
Awareness of environmental friendly	2	5	1	3	2	13	12.38
Eco-friendly products Production	3	0	6	1	0	10	9.56
Environmental friendly products modification	7	10	0	3	8	28	26.67
Product packaging to suit our planet	3	8	15	4	7	37	35.23
Branding to Green Marketing Practices	14	0	0	0	3	17	16.19

TOTAL	29	23	22	11	20	105	100
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INFERENCE: It can be interpreted that, 35.23 percentage of product packaging is done to suit our planet, followed by 26.67 percent of product modification is environmentally friendly , Awareness of environmental friendly products is 12.38 percent, followed by branding to green marketing practices is up to 16.19 percent and the least percent states that there is production of eco-friendly products.

CHART 1. MAJOR GREEN MARKETING PRACTICES

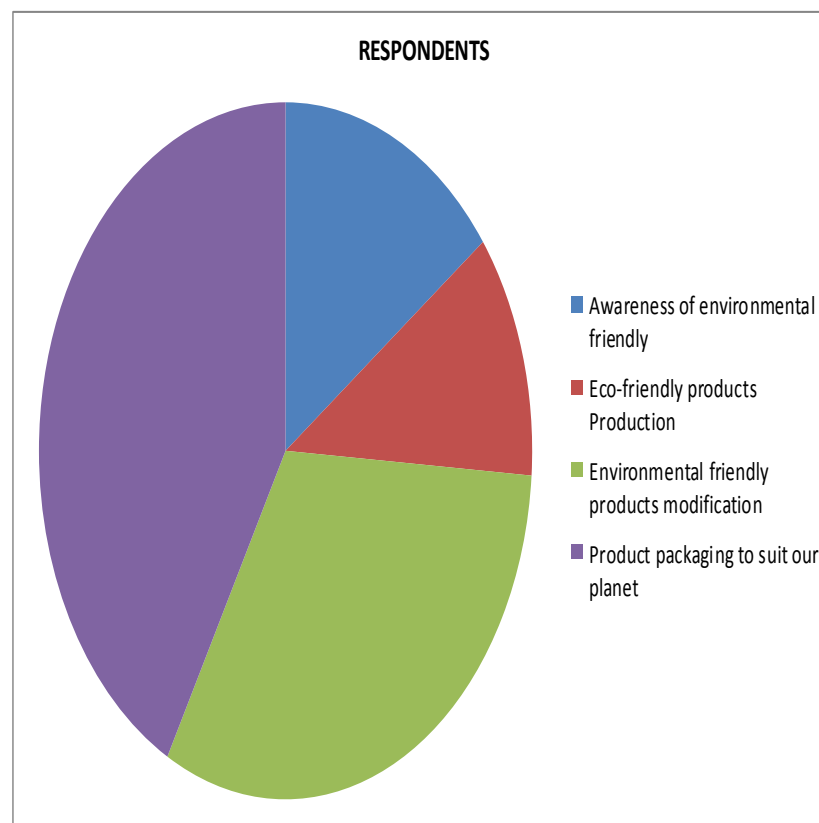


CHART 2.

ORGANISATIONS DO MANUFACTURES OR PROMOTES GREEN PRODUCTS AND ARE CONCERNED ABOUT THE ENVIRONMENT

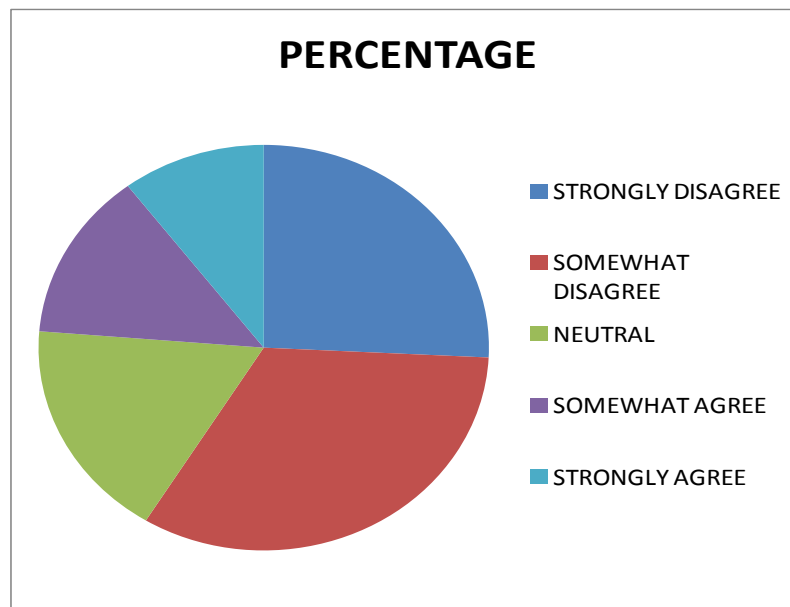


TABLE 7.

CONSUMERS DEMAND CAN PROTECT THE ENVIRONMENT

ATTRIBUTES	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	TOTAL
RESPONDENTS	6	9	15	30	45	105
PERCENTAGE	5.71	8.57	14.28	28.57	42.85	100

INFERENCE: It can be interpreted that 45 no. of respondents strongly agree that consumers demand can protect the environment, followed by 30 no. of respondents somewhat agree, followed by 15 no. of respondents are in Neutral position, 9 no. of respondents somewhat disagree to the point and 6 no. of respondents strongly disagree that consumers demand can protect the environment.

CHART 3. CONSUMERS DEMAND CAN PROTECT THE ENVIRONMENT

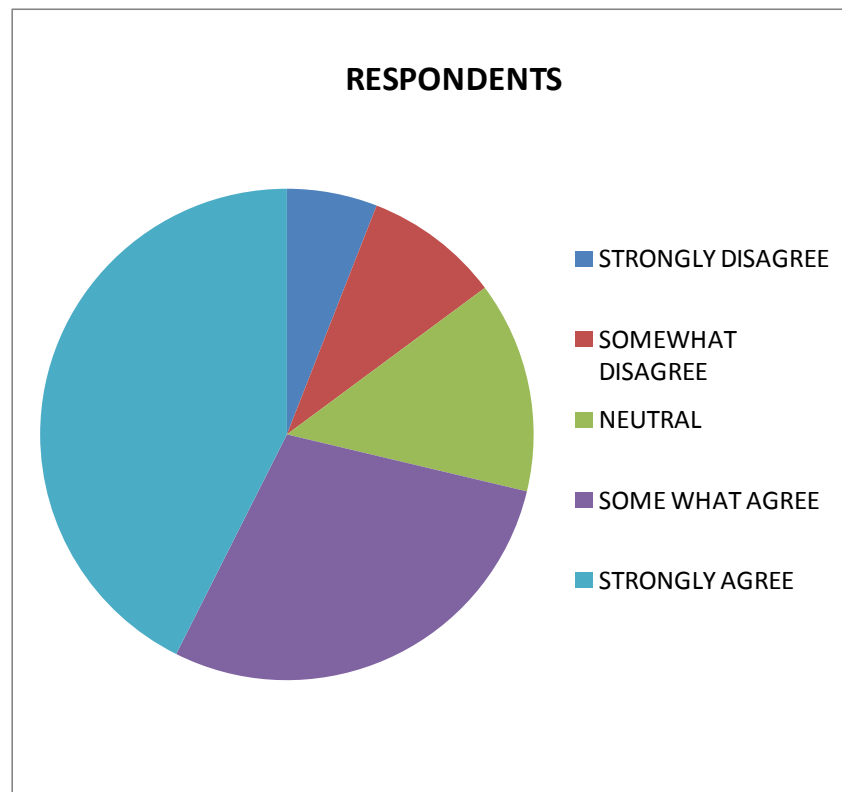


TABLE 8. MEAN SCORE ANALYSIS

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

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.

4. CONCLUSION

Intensity of Consumers consciousness regarding the green products found to be elevated but at the same time consumers are not responsive about green initiatives. Newspaper remains most important foundation of information for most of the respondents and should be utilized more for accomplishment out to the consumers concerning green products and practices. Responses were on reasonable positive level and we can conclude that consumers are not skeptic about green claims of the organizations and consumers are concerned about the present and future state of atmosphere signifying need for green products and practices. Marketers can approach with innovative green products and converse the benefits to the consumers.

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