

**Study On Awareness And Perception Of Customer Towards
Green Marketing In Bengaluru City**

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Abstract

Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertisement. The current study is being conducted to analyse the awareness level of green marketing among the respondents. The study also helps in determining the attitude and perception of respondents towards the adoption of green marketing in India. Lastly the study will help in analysing the relationship between demographic variables and level of awareness towards green marketing among the respondents. The study will be carried out by taking the survey of 100 respondents by non-probabilistic convenience sampling method from Bangalore city by using structured questionnaires and interview technique.

Keywords- Green marketing, Perception, Awareness, Attitude.

Introduction

The negative impact of human activities over environment is a matter of concern today. Governments all over the world making efforts to minimize human impact on environment. Today our society is more concerned with the natural environment. Understanding the society's new concerns businesses have begun to modify their behavior and have integrated environmental issues into organizational activities. Governments all over the world have become so concerned about green marketing that they have attempted to regulate them. Green marketing refers to the process of selling products and/or services based on their

environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way.

Review of Literature

Consumer Perception towards the Green Marketing: A Study with Special Reference to Chennai City V. N. Parthiban

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. The present paper reviews the green marketing literature in various aspects, which include customer awareness, relationship between the customer awareness and usage of green products, effect of green products and benefits of the green products. The main purpose of this study is to investigate the factors which enhancing the green products attractiveness to consumers in Chennai city. The results of the study show a bright future for green products in the present day situations and the factors which enhancing the green products attractiveness in consumers in Chennai city

A study on consumer's perception for green products: An empirical study from India Dr Sabita Mahapatra

The last three decades have seen a progressive increase in worldwide environmental consciousness due to rising evidence of environmental problems. Environmental protection is increasingly becoming a necessity and part of a bigger agenda in the urbanising world of developing countries. Given the increasing deterioration of the environment, India as a developing country need to prevent pollution and preserve its natural resources.

Environmental attitudes constitute a significant part of environmental consciousness. Therefore, this paper empirically investigates the attitude of Indian consumers towards the environment in general. A survey was developed and administered across India. A total of 162 Indian consumers responded completed the questionnaire. The present paper made an attempt to understand the factor that influences environment conscious behaviour for green products. The finding of the study would help government to better understand consumers' environment conscious behaviour, for developing effective environmental policies required to reinforce green purchase

Green Marketing: A Study of Consumers' Attitude towards Environment Friendly

Products Jacob Cherian & Jolly Jacob

Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still evolving. Organizations and business however have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. The current study introduces the concept of green marketing and looks into the various ways in which the different consumer attributes are related to the concept of green marketing. A conceptual framework is presented and the information is analyzed on the basis of the framework

Statement of the problem

One of the greatest problems that the world is facing today is that of Environmental Pollution, increasing with every passing year and causing irreparable damage to the World. We need Environment friendly products and process. Therefore it is important that everyone is aware of the green marketing which serves the purpose in reduction of pollution and other environmental issues. Though there are various campaigns being conducted to spread the awareness, many people are being ignorant and unaware of the same. Therefore this study is conducted in analysing the awareness and perception of consumers towards green marketing among the respondents in India.

Objectives

- To study the level of awareness of green marketing among the respondents.
- To understand the perception and attitude of the respondents towards the adoption of green marketing.
- To study the relationship between demographic variable and level of awareness.

Hypothesis

1. **H₀₁**: There is no significant awareness of green marketing among respondents
2. **H₀₂**: There is no significant relationship between demographic variable and the level of awareness among respondents towards green marketing

Importance

As green marketing is surging on an account of saving the environment for a sustainable development in India, this study undertakes to give an insight about green marketing. The study

helps in understanding the awareness of consumer towards usage of green marketing. The study also aims to find the factors influencing the perception of the consumers towards green marketing. It also help us to determine the relationship between the various variables and level of awareness and usage of green marketing.

Methodology

Under this study the researchers will use both primary data and secondary data. Primary data is collected through questionnaire from the Indian citizen in Bangalore. Secondary data is also used for the purpose of the study from various sources like Published books Newspapers, Journal, Published articles, unpublished articles, various websites etc. The sample size is 100 that is data will be collected by 100 respondents who reside in Bangalore. Under this study the researchers have used non probability sampling method to collect data. Under non probability sampling convenient sampling technique has been used by the researcher for collecting the sample. For this study appropriate hypothesis are developed and will be tested by using statistical tool- Regression analysis, factor analysis and chi-square. Data analysis will be carried out with the help of SPSS Version17.

Analysis and interpretation

Regression Analysis

For analyzing the awareness level among the respondents about green marketing regression analysis was conducted .

Dependent factor	Heard about Green Marketing
Independent factor	Green marketing is buying and selling of products based on environment benefits, Green products, Sustainable packaging, Plastic ban, carbon footprint and Renewable materials.
F value of the model	14.008
R²	.656
Significance level	.026

The regression model is said to be significant if the significance value is less than 0.05 that is ($p < 0.05$). The R-Square value is .656 which is equal to 0.6 which means that the independent variables influence the awareness level to an extent of .656. The dependent variable have a significant influence on the level of the awareness of the respondents towards Green Marketing. The results are analyzed to test the hypothesis H1 that is, there

is no significant awareness about green marketing in India. Therefore, the null hypothesis that is, there is no significant awareness of green marketing in India is rejected and the alternative hypothesis that is, there is significant awareness of green marketing in India is accepted.

H ₀ 1	H ₀	There is no significant awareness of green marketing among respondents	Rejected
	H _a	There is significant awareness of green marketing among respondents	Accepted

Factor Analysis

The main objective to conduct factor analysis is to determine the attitude of the respondents towards green marketing. Factor analysis is the most common data reduction technique using principle component analysis.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.867
Approx. Chi-Square		912.621
Bartlett's Test of Sphericity	Df	45
Sig		.000

KMO=.867 which is greater than 0.6, which indicate that all variables are significantly correlated. Hence, it is appropriate to carry out factor analysis. Variables with less than 0.4 as communality are not going to significantly contribute to the entire data. Hence, we discard such variables. Here the table of communalities is provided below in which all the variables have communality value more than 0.4. Hence we consider all variables.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.829	58.287	58.287	5.829	58.287	58.287
2	1.113	11.134	69.421	1.113	11.134	69.421
3	.840	8.397	77.818			

4	.649	6.488	84.305			
5	.377	3.772	88.078			
6	.342	3.417	91.495			
7	.247	2.471	93.966			
8	.244	2.443	96.409			
9	.186	1.865	98.273			
10	.173	1.727	100.000			

Extraction Method: Principal Component Analysis

To find the new factors and the variables associated with them

		Components	
		1	2
	Environmentally friendly	.870	
Positive attitude	Green product enhance quality of life.	.879	
	Improve product quality	.892	
	Social responsibility	.819	
	Government campaigns for green marketing	.822	
	It has positive impact	.737	
	Not aware about positive impact	.871	
Negative attitude	Green products are expensive		.773
	Doesn't make a difference		.872
	Misconception about the concept		.508

The number of factors to be chosen is based on the Eigen values of the factors (>1) and the total variance explained by such factors ($>60\%$). In the present case, we take 2 factors for further analysis since they have Eigen values >1 and total variance explained is 69.421% which is more than 60%.

Thus the latent factors from 10 variables brought out by factor analysis are:

1. Positive attitude - This group of respondents are highly interested in Green marketing .

They are active users of green products for day to day transactions. They support green marketing and want India to be environmental friendly.

2. Negative attitude- This group of respondents are not very interested in green marketing.

CHI SQUARE

To investigate the relationship with the social economic variables and the level of awareness among the respondents towards Green marketing, Chi-square analysis was done.

Demographic Variable	Factor
Education qualification of respondent	1.Heard about green marketing.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.691 ^a	6	.018
Likelihood Ratio	2.679	6	.248
Linear-by-Linear Association	.832	1	.362
N of Valid Cases	135		

Demographic variables	Factors
Age of respondent	Heard about green marketing

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.033 ^a	8	.021
Likelihood Ratio	8.734	8	.365
Linear-by-Linear Association	1.465	1	.226
N of Valid Cases	135		

Demographic variables	Factors
Gender of the respondent	Heard about green marketing

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.623 ^a	4	.001
Likelihood Ratio	2.050	4	.027
Linear-by-Linear Association	1.086	1	.297
N of Valid Cases	135		

Demographic variables	Factors
Area of the respondent	Heard about green marketing

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.379 ^a	2	.015
Likelihood Ratio	6.032	2	.049
Linear-by-Linear Association	0.796	1	.372
N of Valid Cases	135		

From the above tables age, education qualification, gender and area of residence are selected to check whether there is significant relationship between socio-economic variable and the level of awareness among respondent towards green marketing. The above table shows the chi square values as 3.691, 18.033, 1.623 and 8.379 respectively and table value is .018, .021, .01 and .015 which is less than 0.05, so we reject the null hypothesis and accept the alternative hypothesis that is there is relationship between socio-economic variables and the level of awareness among the respondent towards green marketing .

H ₀ 2	H ₀	There is no significant relationship between the socio-economic variables and the level of awareness among the respondents towards green marketing.	Rejected
	H _a	There is significant relationship between the socio-economic variables and the level of awareness among the respondents towards green marketing.	Accepted

Major findings

1. As the main objective was to analyze the awareness level among the respondents towards green marketing it was found that there is awareness among the respondents towards green marketing.
2. The second objective of the study was to analyse the attitude and consumer behaviour towards the adoption of green products for which factor analysis was conducted. Respondents were grouped in to two different category based on the 10 variables as positive attitude and Negative attitude.
3. It was also found that all socio economic variable like age, education qualification, gender and area of residence of the respondents have significant relationship with awareness level of respondent towards green marketing.

Suggestions

Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. Consumer needs to be made more aware about the merits of Green products. The consumer needs to be educated and made aware of the environmental threats. It should be made sure that the consumer is aware of and concerned about the issues that your product attempts to address. Green Marketing campaign and green advertising is good step toward it. Consumers must be motivated to switch brands or even pay a premium for the greener alternative. Further steps should be taken to control false promise and claim by the marketer to maintain legitimacy and trustworthiness of green products. For effective and efficient implementation of this concept of Green Marketing the factor that plays a major role is the Government. Unless the government creates specific and stringent laws and utilizes its authority to implement them, the concept cannot be conceptualized. If the Consumer, the Organization and the Government work in unison towards the common goal of minimizing the detrimental environmental impact of their activities, then they can surely save this environment and make this world a better place to live in.

Conclusion

Present study has made an attempt to understand the perception and attitude of the respondents towards the adoption of green marketing in India particularly in Bengaluru city. The main objective of this research is to determine the level of awareness, attitude and relationship of social economic variables towards green marketing. This study has a total of 100 respondents which was collected from Bangalore city and data collected was being analysed by using SPSS 17. The level of awareness towards green marketing was moderate. As for as attitude, it varies among the respondents. All the demographic variables had significant relationship with awareness about green marketing.

Adoption of Green marketing may not be easy in the short run, but in the long run it will definitely have a positive impact on the firm. Green Marketing is still in the stage of childhood in the Indian companies. Lots of opportunities are available. Now this is the right time to select Green Marketing globally. It will come with drastic change in the world of business if all nations will make strict rules because green marketing is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy efficient lamps and other electrical goods.

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