

A Study On Consumer Awareness About Green Marketing

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ABSTRACT-

In today's business scenario environmental issues plays a very vital role. A country like India, the government is concerned about these environmental issues. In today's business environmentally sustainable development has become a key issue. Thus, Green marketing is one of the strategies a firm can adopt to achieve this. Green marketing is becoming a popular study and many philosophies have been projected in the framework of green marketing and consumer behaviour. In today's ecologically sensible world the word "Green" has become a tinkle word. Green causes are increasingly current with public making green marketing good for public relations and sales. Green marketing as a marketing approach involved in pointing patrons at the advantages of green goods in a way that it inspires consumer's purchase decisions. green marketing as an environmentally well-thought-out strategy that contains of releasing information to consumers at different levels like manufacturing concern, firm and product level. However, one of the basic conventions of green marketing is that budding consumers would be ready to pay more for a "green" product. The present paper makes an attempt to analyse the awareness and willingness of the consumer to buy green products.

KEY WORDS- marketing, consumer, go green, environment, eco-friendly goods.

Introduction:

Global warming, carbon credits, ozone depletion, environmental hazards, environment impact assessment have all become common terminology in the 21st century and it is an indication of environmentally conscious society. Society becomes more concerned about natural environment when ill effects of environmental degradation are experienced by the society. One of the reasons for this degradation is problems that arise out of mass production, mass consumption and mass marketing of environmentally irresponsible products. As a result, business houses have begun to modify their behaviour in an attempt to address these kinds of 'new' concerns of the society. Conventional marketing involves selling products and services that satisfy consumer needs at affordable prices but green marketing has the additional challenge of defining 'what is green' and developing and selling products that the consumer will like.

Green marketing is becoming a popular research area and many theories have been proposed in the context of green marketing and consumer behaviour. This chapter will focus on the key

literature that has been studied surrounding the research topic. The key aspects of green marketing, green consumer behaviour and consumer responsiveness on eco labelling, green advertising and green branding will be explained primarily based on the impact of green marketing on consumer purchase patterns in India. However, one of the basic assumptions of green marketing is that potential consumers would be willing to pay more for a “green” product. The present paper makes an attempt to analyse the awareness and willingness of the consumer to buy green products.

Meaning of Green Marketing:

Green Marketing refers to the process of selling products and /or services based on their environmental benefits. Such a product or service should be eco-friendly in itself or produced in an eco-friendly way. In today’s environmentally conscious world the word “Green” has become a buzz word. Green causes are increasingly popular with public making green marketing good for public relations and sales.

The definition of green marketing has evolved considerably since its origination in the 1970. One of the earliest definitions of Green Marketing includes the aspects of marketing activities, both positive and negative, studying the depletion of energy and non-energy sources, pollution and so on. green marketing as a marketing strategy involved in pointing consumers at the benefits of green products in a way that it influences consumer purchase decisions. green marketing as an environmentally considered strategy that consists of disclosing information to consumers at different levels like industry, firm and product level.

Definition of green marketing:

According to Tapan K. Panda “Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs with minimal detrimental impact on natural environment”

Green Consumer:

In order to understand the concept of green marketing, it is necessary to understand a green consumer. A green consumer as an individual who indulges in avoiding the use of products that endanger the environment due to their manufacturing or disposing methods, or products that involve animal cruelty or products that are obtained from threatened species. green consumers are very likely to be educated young 7 adults, who spend money on both green and non-green products in anticipation that they work just as efficiently and effectively

Green consumer needs in four categories including having knowledge and information, preserving their choice of lifestyle, desires to be substantive and the desire to control. These needs are classified in a way that they are met by what the market has to offer. To understand how people are motivated in their decisions to achieve their needs, Maslow’s Hierarchy of needs includes motivational needs at different hierarchical levels in a pyramid. They can be classified as, physiological, safety, love and belongingness, esteem and self-actualization needs (Maslow, 1943 and 1954).



Maslow's Hierarchy of needs Maslow's Hierarchy of needs can be integrated with green consumer needs, therefore suggesting that, green consumers buy green products to contribute to a safe environment while adding to their good health. This meets their physiological and safety needs. At further levels, certain green consumers meet their love and belongingness need by giving it back to the environment, hence creating belongingness to a community that loves the environment. This in turn can lead to high esteem and self-actualization.

Objectives of the study:

1. To study the awareness of consumers with respect to green marketing.
2. To find the willingness of the consumers to pay more for green products.
3. To find out awareness about eco- friendly or green products.
4. To analyse relationship between education and income with awareness of green products.

Hypothesis:

1. Consumers are aware about green marketing.
2. Consumers are willing to pay more for eco-friendly products.

Methodology of Study

Both primary data and secondary data has been used for the research paper.

1. Primary Data

This includes questionnaire survey of people from the study area.

2. Secondary Data

Various published articles from journals, books, internet websites.

Sample Design

The present study has been conducted in Mandi Gobindgarh. The total population of the city is approximately 4,00,000 which would roughly amount to 1,00,000 households. However the researchers have only considered the middle class and higher middle class as respondents for this study. Due to limitations of time and cost the questionnaires were collected through convenient sampling method. A total of 200 cases were considered for the analysis.

Analysis and Interpretation

The analysis of the data has been done with the use of SPSS software.

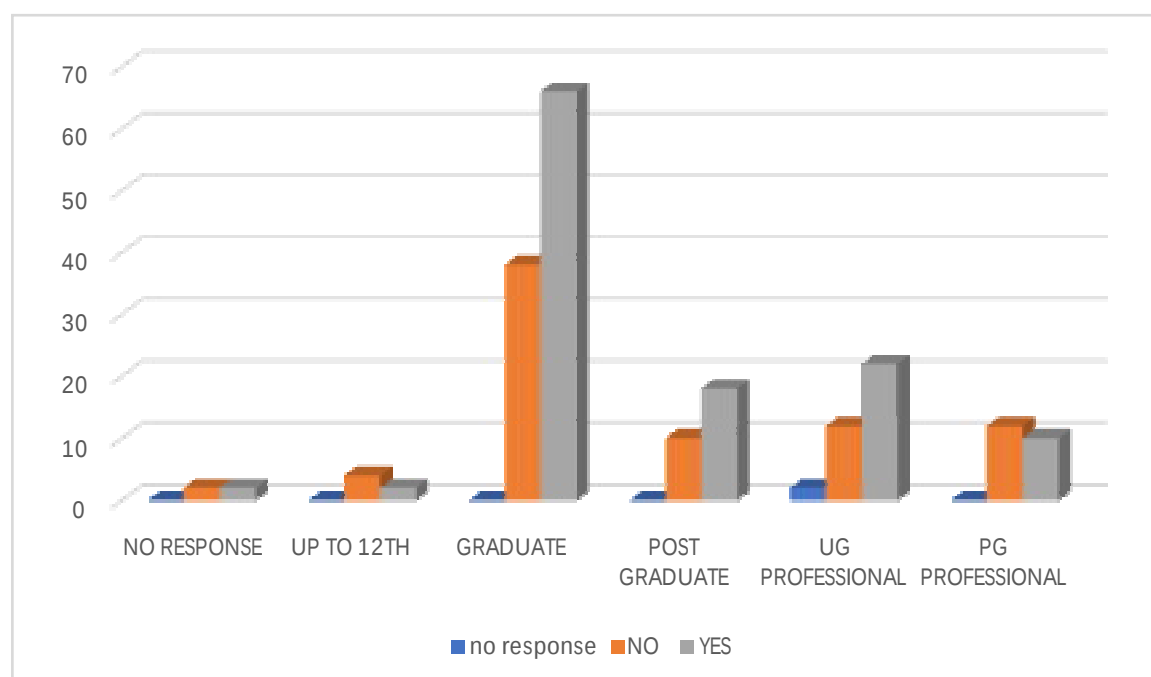
Cross tabulation of the variable of green marketing was done with the variables- educational qualifications, occupation and income. Similarly, cross tabulation was also done for willingness to buy expensive eco-friendly products, and preference for eco-friendly. The results and interpretation are as follows:

Table No. 1 Educational Qualification and Awareness About Green Marketing

	AWARENESS ABOUT GREEN MARKETING						
EDUCATIONAL QUALIFICATION	NO RESPONSE		NO		YES		TOTAL
	No.	%	No.	%	No.	%	
NO RESPONSE	0	0	2	50	2	50	4
UP TO 12 TH	0	0	4	66.7	2	33.3	6
GRADUATE	0	0	38	36.5	66	63.5	104
POST GRADUATE	0	0	10	35.7	18	64.3	28

UG PROFESSIONAL	2	5.55	12	33.3	22	61.1	36
PG PROFESSIONAL	0	0	12	54.55	10	45.45	22
TOTAL	2		78		120		200

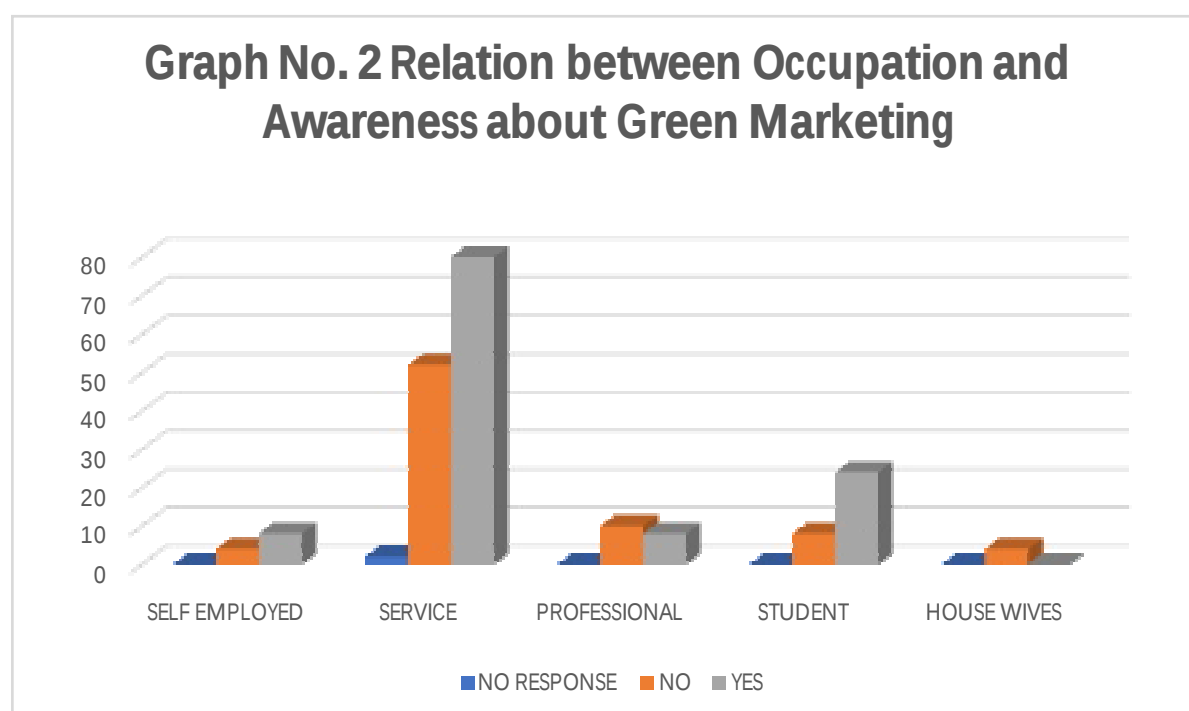
Graph No. 1 Relationship between Educational Categories and Awareness about Green Marketing



It is clear from the above table that more consumers are aware about green marketing. This trend is visible across all categories of educational level. From the different categories of educational strata graduates and post graduates show an awareness level of 63.5% and 64.3% respectively. While among the professionals the awareness for graduates and post graduates is 61.1% and 45.5% respectively. Over all 60% of the respondents were aware of the concept of green marketing. Only those consumers who have very low level of education are unaware about the concept of green marketing.

Table No. 2 Occupation and Awareness about Green Marketing

	AWARENESS ABOUT GREEN MARKETING						Total
OCCUPATION	No Response		NO		Yes		
	No.	%	No.	%	No.	%	
SELF EMPLOYED	0	0	4	20	8	80	12
SERVICE	2	1.5	52	38.80	80	59.70	134
PROFESSIONAL	0	0	10	55.55	8	44.44	18
STUDENT	0	0	8	25	24	75	32
HOUSE WIVES	0	0	4	100	0	0	4
TOTAL	2		78		120		200



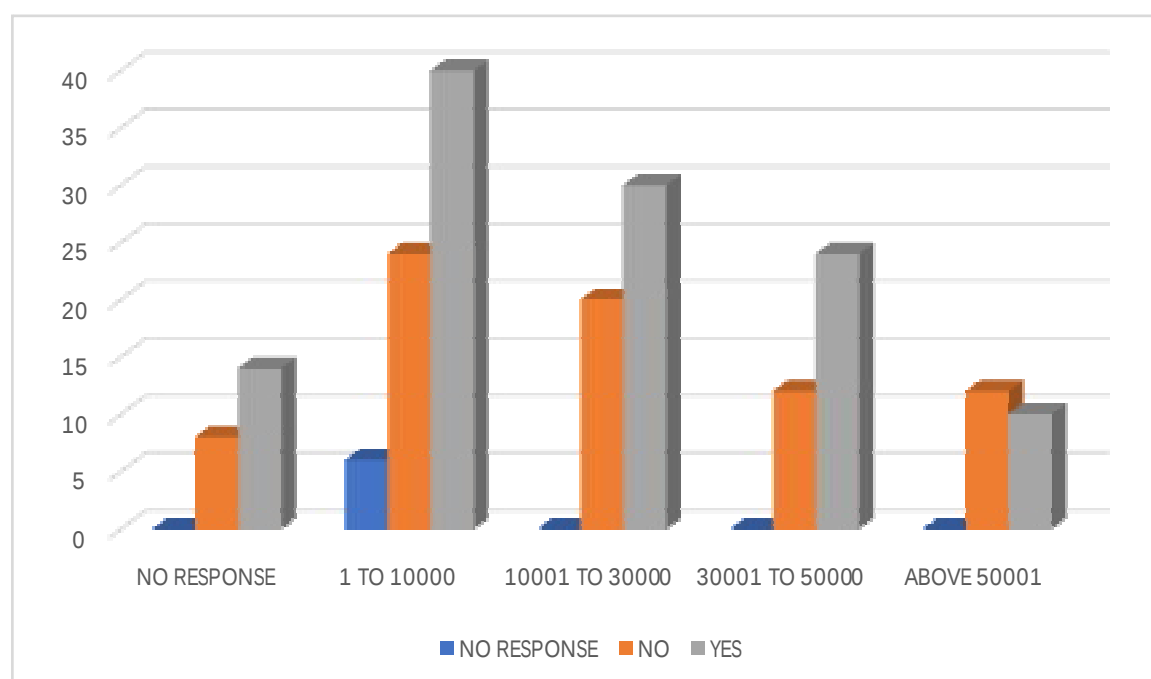
It is evident from the above table that respondents belonging to service category show highest awareness i.e., 59.70% regarding awareness about green marketing. Similarly among students the awareness levels are exceptionally high – 75%.

Table No. 3 Income and Awareness about Green Marketing

	AWARENESS ABOUT GREEN MARKETING						Total
INCOME	NO RESPONSE		NO		YES		TOTAL
	No	%	No	%	No	%	
NO RESPONSE	0	0	8	36.36	14	63.64	22
1 TO 10000	6	8.57	24	34.28	40	57.14	70

10001 TO 30000	0	0	20	40	30	60	50
30001 TO 50000	0	0	12	33.33	24	66.67	36
ABOVE 50001	0	0	12	54.54	10	45.46	22
TOTAL	6		76		118		200

Graph No. 3 Relation between Income and Awareness about Green Marketing



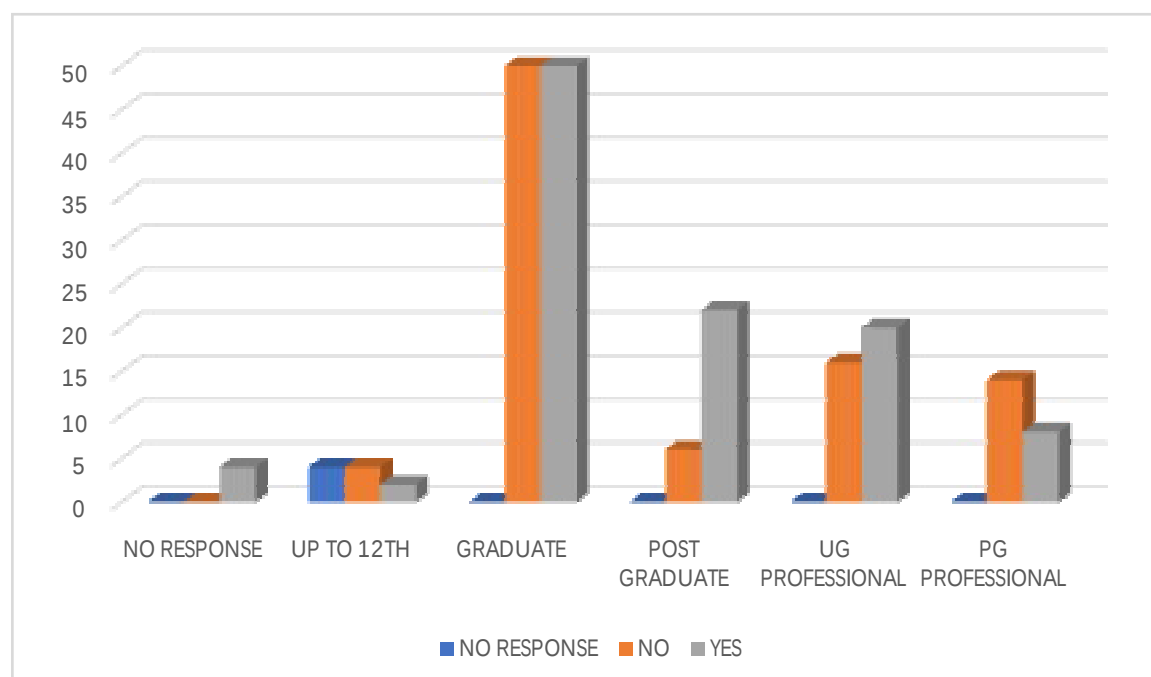
Again it is evident that in various income categories the trend shows overall awareness of green products across the class barriers. Highest levels of awareness are 66.67% in the category 30,000 – 50,000. The category of 0 – 10,000 shows an awareness of 57.14%.

Table No. 4 Educational Qualification and willingness to buy Expensive Eco-friendly Products

	BUY EXPENSIVE ECO-FRIENDLY PRODUCTS						
EDUCATIONAL QUALIFICATION	NO RESPONSE		NO		YES		TOTAL
	NO.	%	NO.	%	NO.	%	
NO RESPONSE	0	0	0	100.	4	0	4
UP TO 12 TH	4	40	4	40	2	20	10

GRADUATE	0	0	50	50.00	50	50.00	100
POST GRADUATE	0	0	6	21.42	22	78.58	28
UG PROFESSIONAL	0	0	16	44.45	20	55.55	36
PG PROFESSIONAL	0	0	14	63.64	8	36.36	22
TOTAL	4		90		106		200

Graph No. 4 Educational Qualification and willingness to buy Expensive Eco-friendly Products



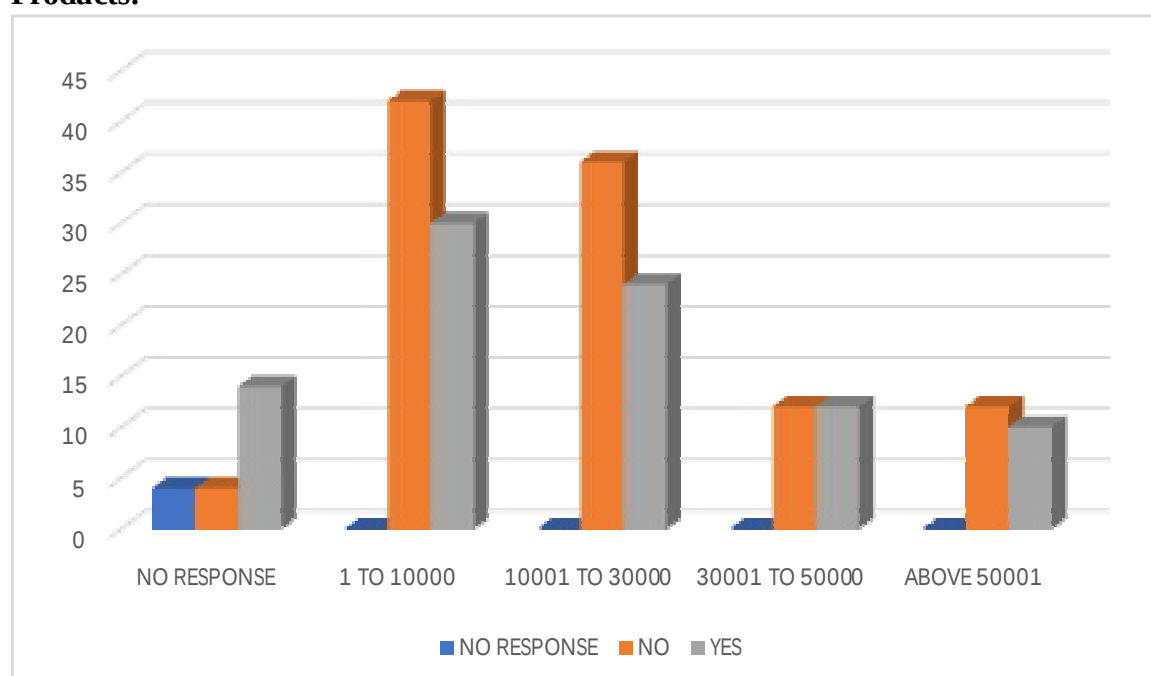
Of the total respondents 53 % are willing to buy expensive eco-friendly products. However in the category of PG Professionals only 78.58% are willing to buy such products. So the assumption that consumers who are highly educated and have money to spend or willing to buy expensive eco-friendly products.

Table No. 5 Income and Willingness to Buy Expensive Eco-friendly Products

	BUY EXPENSIVE ECO-FRIENDLY PRODUCTS						Total
INCOME	NO RESPONSE		YES		NO		
	No	%	No	%	No	%	

	NO RESPONSE	4	18.18	4	63.64	14	18.18	22
	1 TO 10000	0	0	42	41.67	30	58.33	72
	10001 TO 30000	0	0	36	40.00	24	60.00	60
	30001 TO 50000	0	0	12	50.00	12	50.00	24
	ABOVE 50001	0	0	12	45.45	10	54.55	22
	Total	4		106		90		200

Graph No. 6 Relation between Income and Willingness to Buy Expensive Eco-friendly Products.



The above graph shows the trend with respect to overall willingness to buy expensive eco-friendly products. On an average 53% of the respondents expressed their willingness to buy expensive eco-friendly products. 50% of people having an income between 30,000 – 50,000 show willingness to buy expensive eco-friendly products while 41.7% and 40% of people having an income between 1 – 10,000 and 10,000 – 30,000 respectively show willingness to buy expensive eco-friendly products.

FINDINGS

- Most of the consumers are aware and have a depth knowledge about the concept of green marketing. Therefore, the hypothesis stated is proved.
- It is evident that qualified youth is very much aware about the green marketing and also demands for the green products.
- It can be found that there is no direct relationship between income and awareness about green products as consumers of all income class are willing to buy the green products.
- The result shows that consumers are not willing to buy the expensive eco-friendly products. Hence the second hypothesis is rejected.
- It seems that people who belong to the service category among occupation are more aware and willing to buy eco-friendly product.

SUGGESTION

Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential.

- In order to create awareness regarding green marketing, government should take more initiatives like awareness programmes through advertisement.
- Marketers should plan effective promotional strategies to educate them about green products, their usage and resultant impact on the environment protection.
- The consumer needs to be educated and made aware of the environmental threats.
- Attractive green message contents should be aggressively developed that would stimulate interest among the consumers.

CONCLUSION

Green Marketing is rising in its popularity and becoming a widespread research area. GreenMarketing had been prevalently researched in developed countries for decades but is only drawing interest from developing nations in the recent past. The literature suggests that consumer is the biggest stakeholder and hence there is a need for more research around the consumer. Several studies revealed that consumers are now well informed about ecological

benefits and issues, thus leading to their growing environment concerns. However, different researches suggest that even though consumers are more environmentally concerned, they do not necessarily indulge in using green products. This has been contradicted by other studies and a significant gap is found between consumers' concern for environment and their green purchases, thus encouraging further investigation.

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