



## **A Study on The Attitude and Behaviour of Consumers Towards Green Marketing**

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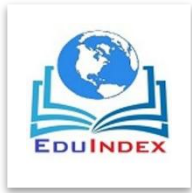
### **ABSTRACT**

Green marketing is a fact which is gaining importance in modern marketing. It is termed as environmental marketing or ecological marketing. It involves developing and promoting products and services that satisfy customers need like quality, convenience and affordable pricing without having a negative impact on the ecosystem. Today the earth faces more environmental issues than even before. Hence it is vital for companies to make and market themselves as environment friendly. Environmental issues like climate change, global warming and depleting natural resources threaten the existence of the life of the planet. The general public seems to be doubtful of green claims made by the companies. Showcasing a product or service as environmentally friendly when it is actually not is termed as green washing. Moreover people are not knowledgeable of green alternatives. If the environment is not damaged, then funds can be utilized in the development of nation. Similarly if the citizens of the country start having health problems, then the government has to focus on health related issues and it will be a hindrance in the growth of countries economy. The purchasing power of individuals will decrease if they are suffering from health issues as majority of funds are spend in health related treatment. Hence it is very important to study the attitude of consumers towards green. So this study gives a wider scope to understand the various issues or obstacles faced by consumers while adopting green life style. The objective of the study is to create awareness about green product and its importance to the society. It also assess the awareness of consumers regarding green products and provides various steps to be taken by the consumers and marketers while adopting green marketing strategy.

**Key words:** green marketing, green washing, purchasing power, global warming, climate change

### **INTRODUCTION**

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 advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions



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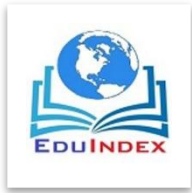


attached to this term. Other similar terms used are environmental marketing and ecological marketing. Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment. Green marketing is a phenomenon which is rapidly gaining importance in modern marketing. Green marketing involves developing and promoting products and services that satisfy customers need like quality, convenience and affordable pricing without having a detrimental impact on the ecosystem. Today the society requires new decisions and innovations which leads to green marketing environment and also to create new market condition to the potential buyer. The objective of the study is to create awareness about green product and its importance to the society. The world environmental issues have gained importance in business as well as in public life throughout the world. Green products are those that have less impact on the environment and are less detrimental to human health. Green marketing is also termed as environmental marketing or ecological marketing. Marketing of products that are presumed to be environmentally safe is called green marketing. Thus wide range of activities are covered under green marketing which includes modifying the product, making changes in the production process and packaging as well as modifying advertising or removing any activity that impact the environment in negative way.

### **SIGNIFICANCE OF THE STUDY**

The study is conducted to know the green marketing concept adopted by the consumers. Society today has become more concerned with natural environment. People are now more conscious about eco friendly products. Human wants are unlimited and resources are limited. So it is essential for the companies to have optimum usage of resources and simultaneously achieving organization objective. So green marketing is important. Consumers are developing interest towards protection of environment. The attitude of consumers towards green products and the relations between the attitude and behaviour is questionable. As green marketing is different from the marketing in traditional way, marketers need to know the factors that persuade the customers to buy green product or not. It gives a wider scope to understand the various issues or obstacles faced by the consumers while adopting green life style. The study also provides various steps to be taken by the consumers and marketers while adopting green marketing strategy.

### **STATEMENT OF PROBLEM**



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The society requires new decisions and innovations which leads to green marketing environment and also to create a new marketing condition to the potential buyer. Usage of chemicals are harmful to consumers. Environmental issues like climate change, global warming and depleting natural resources threaten the existence of the life of the planet. Consumers are purchasing green products and during some of the purchases consumers are not aware that the purchase product is ecofriendly in nature. The general public seems to be doubtful of green claims made by the companies and companies are really damaging their brands by exposing their non green products/services produced from non green practices. Showcasing a product or service as environmentally friendly when it is actually not, then it is termed as green washing. If environment is not damaged, then funds can be utilized in development of the nation. Similarly if the citizens of the country start having health problems then government has to focus on health related issues and it will be a hindrance in the growth of country's economy. Even if the purchasing power of individual will decrease, if they are suffering from health issues as majority of funds are spend for health related treatment. Hence it is very important to study the attitude of consumers towards green. Moreover people are not knowledgeable of green alternatives and even if they are knowledgeable, they did not consider these green alternatives available and feasible. Many people thought that environmental protection was not their responsibility. Therefore the present study analyse the attitude and behaviour of consumers towards green marketing. So the attitude and purchasing behaviour of the consumers is taken as the criteria for the project.

### OBJECTIVES OF THE STUDY

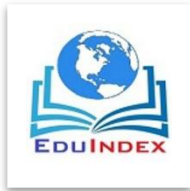
- To assess the awareness of consumers regarding green products.
- To analyse the attitude and behaviour of consumers towards green product.
- To give suggestions based on the result of the study.

### METHODOLOGY OF THE STUDY

Both primary and secondary data have been used for the study.

**Primary data:** Primary data have been collected from 100 respondents in Trivandrum city. For the selection of sample, purposive random sampling method is used. It have been collected with the help of a structured questionnaire.

**Secondary data:** Secondary data have been collected from various journals, articles, magazines, books, publications, internet etc.



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**Tools of analysis:** The questionnaire was the main tool for data collection. The data has been collected and analysed using percentage method and it has graphically represented by charts and tables

## REVIEW OF LITERATURE

- Businesses have increased their rate of targeting consumers who are concerned about the environment (Ayesha, 2011). The consumers through their concern are interested in integrating environmental issues into their purchasing decisions (**Cherian & Jacob, 2012**).
- The term Green Marketing came into prominence in the late 1980s and early 1990s. The green marketing has evolved over this period of time. The evolution of green marketing had three phases. The first phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. (**Jaspreet, Jatin, Jogesh & Jupinder, 2012**)
- Green marketing refers to the process of producing and selling products based on their environmental benefits and such products must be eco-friendly in nature. Marketing products that benefit the environment and the ecological properties of products are important in order that companies produce ecologically safer products, including recyclable and biodegradable packaging (**Fernando, 2014**).

## MEANING

Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment. Unfortunately, a majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing. While these terms are green marketing claims, in general green marketing is a much incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

## GREEN PRODUCTS AND ITS CHARACTERISTICS

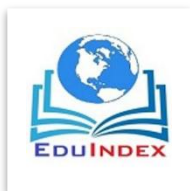
The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green

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Knowledge about	Know a	Know a	Know	Know nothing	Total
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products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

Products those are originally grown,

Products those are recyclable, reusable and biodegradable,

Products with natural ingredients,

Products containing recycled contents, non-toxic chemical,

Products contents under approved chemical,

Products that do not harm or pollute the environment,

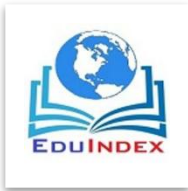
Products that will not be tested on animals,

Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

### ECO-FRIENDLY

Eco-friendly literally means earth-friendly or not harmful to the environment. This term most commonly refers to products that contribute to green living or practices that help conserve resources like water and energy. Eco-friendly products also prevent contributions to air, water and land pollution. We can engage in eco-friendly habits or practices by being more conscious of how you use resources.

### CLASSIFICATION OF RESPONDENTS ON THE BASIS OF KNOWLEDGE ABOUT ENVIRONMENT



environment	great deal	lot	something		
<b>1.Solid waste disposal</b>					
No of respondents	24	22	46	8	100
Percentage	24	22	46	8	100
<b>2.Pollution from pesticides</b>					
No of respondents	20	28	42	10	100
Percentage	20	28	42	10	100
<b>3.Global warming</b>					
No of respondents	20	24	52	4	100
Percentage	20	24	52	4	100
<b>4.Environmental certification</b>					
No of respondents	8	16	52	24	100
Percentage	8	16	52	24	100

**Table no:1 Respondents on the basis of knowledge about environment**

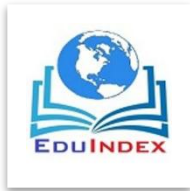
**Source: Primary data**

Table no:1 shows that 24% of respondents reported to have a great information about solid waste disposal. 22% of the respondents know a lot about solid waste disposal. Majority of respondents (38%) have only some idea about solid waste disposal and only 8% did not have any information about solid waste disposal.

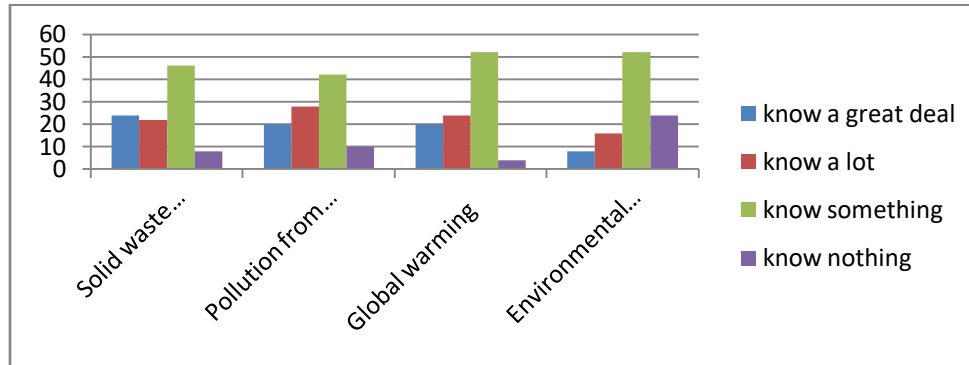
It shows that 20% of respondents have a great knowledge about pollution from pesticides. 28% know a lot and majority of the respondents (42%) knew something about pollution from pesticides. Only 1% of respondents have no idea about pollution from pesticides

It is identifiable that 52% of the respondents knew something about global warming. 24% of respondents knew a lot about global warming and 20% of the respondents falls under the area of high information holder. Only 4% had no knowledge about global warming

Table shows that majority (52%) of the respondents know something about environment certification. 24% have no idea and 16% of respondents know a lot about environment certification. only 8% of respondents reported to have great knowledge about certification. Majority of the respondents have only a little knowledge about environment.



**Figure no: 1 Respondents on the basis of knowledge about environment**



**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF ATTITUDE TOWARDS ENVIRONMENT**

**Table no: 2 Respondents on the basis of attitude towards environment**

Attitude towards environment	Strongly agree	Agree	No opinion	Disagree	Strongly disagree	Total
<b>5.I believe there is lot that individuals can do to improve the environment</b>						
No of respondents	52	24	2	8	14	100
Percentage	52	24	2	8	14	100
<b>6.I believe there is lot that Tvm corporation can do to improve the environment</b>						
No of respondents	40	22	0	20	18	100
Percentage	40	22	0	20	18	100
<b>7.Plastic has become a lifestyle in Tvm and it is impossible to avoid it</b>						
No of respondents	10	37	1	32	20	100
Percentage	10	37	1	32	20	100
<b>8.I believe in the environmental information on product label</b>						
No of respondents	30	48	0	10	12	100
Percentage	30	48	0	10	12	100

**Source: Primary data**

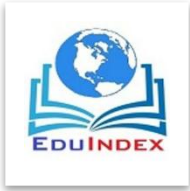
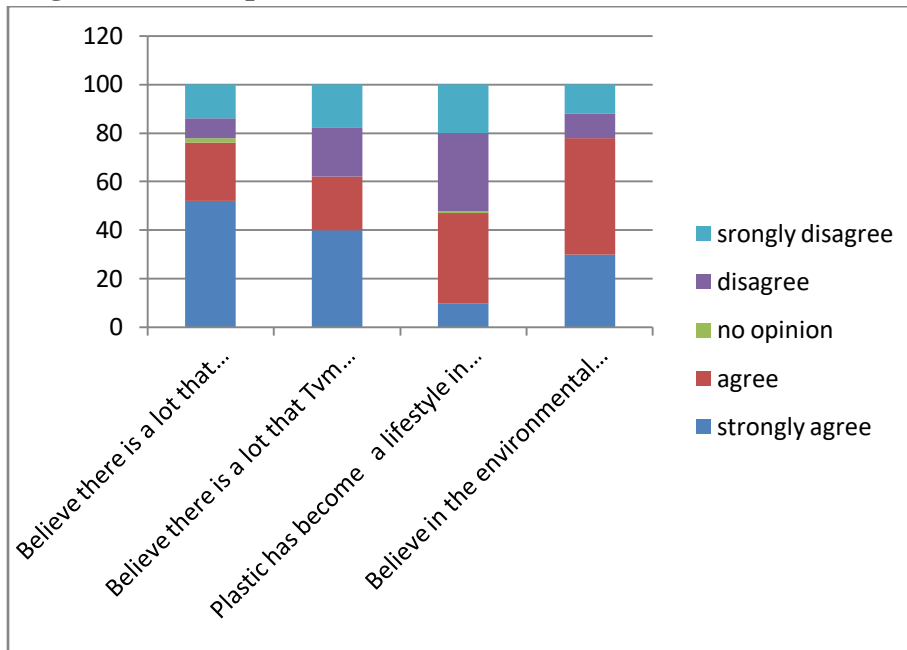


Table no :2 shows that majority (52%) of the respondents strongly agreed and 14% of the respondents are strongly disagreed the opinion that there is a lot that individuals can do to improve the environment. 2% of the respondents have no opinion regarding the statement. It shows that 40% of the respondents strongly agreed and 20% disagreed to the opinion that there is a lot that Tvm corporation can do to improve the environment.

From the above table it is identifiable that 37% of the respondents agreed and 32% of the respondents disagreed to the opinion that the plastic has become a lifestyle in Tvm and it is impossible to avoid it. 10% of the respondents strongly agreed with the opinion. Only 1% have no opinion regarding the statement.

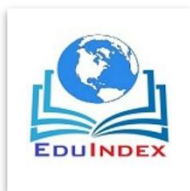
It shows that 48% of the respondents agreed and 30% of the respondents are strongly agreed to the opinion that they believe in the environmental information on product label. 10% of the respondents disagreed and 12% of the respondents strongly disagreed to the statement that they believe in the environment information on product label

Figure no: 2 Respondents on the basis of attitudes towards environment



FINDINGS

1. Majority of respondents (46%) have only a partial knowledge about solid waste disposal.



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2. Best part of the respondents (42%) have some idea regarding pollution from pesticides.
3. Most of the respondents (52%) comprise some idea about global warming and environmental certification.
4. Greater part of the respondents (52%) trust that there is a lot that individuals can do to improve the environment.
5. Most of the respondents (40%) strongly believe that there is a lot that Tvm corporation can also do to improve the environment.
6. Greater number of respondents (32%) responded that plastic has become a lifestyle in Tvm and it is impossible to avoid it.
7. Majority of the respondents (48%) believes in the information given on the product label.

## SUGGESTIONS

- The study advises the use of a wide range of media in combination, to communicate eco friendly approach as relying, only on single media like TV may not be fruitful
- The consumer must take a lead and make others understand the benefits of organic food and must teach them the ways to identify what food products are organic.
- Minimize the use of scarce natural resources.
- Social networking has created powerful new ways to communicate and share information. Through social networking sites wide range of influencing factors on sustainable consumer behavior can be addressed, Moreover Green should be made an important thing
- Establishment of plastic bag collection centers at various locations at convenient distance from residents which can collect all types of plastic bags for recycling, as most of the edibles come in plastic packaging. This type of move can be of great help in reducing the pollution caused by plastic
- Strategies and policies in relation to green products should be developed and implemented so as to guide and help the retailers and customers towards a green change.

## CONCLUSION

The study was to analyze the attitude and behavior of consumers towards green products . Through the study it was established that, people were having positive attitude towards the ecology and were also behaving in eco friendly manner, but the behavior was not depicting the

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same intensity as it was depicted for attitude. Results indicated that many consumers did show an interest in environmental issues, they were often skeptical about the implications of environmental problems in general and were therefore reluctant to change their behavior. Respondents who were not generally behaving in an eco friendly manner had their own set of reasons to do so. The excuse ranges from non availability of green products to non supportive behavior of government bodies. Reasons could be many for non performers. People who behaved in an eco friendly fashion are the assets to the city and the planet as a whole and should be promoted to become change leaders. The implication was that “if consumer is not highly concerned with environmental issues, they are less likely to behave green”. An attitude of indifference or just a feeling towards the environment is not sufficient to drive consumers to behave in a green manner. This shows there is a great need to educate consumers and raise their level of concern about the problems that mankind is facing.

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