

## A STUDY OF CONSUMERS ATTITUDE TOWARDS GREEN MARKETING

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### Abstract:

Green marketing is business practice that considers the consumer concerns about promoting preservation and conservation of natural resources. The study was concentrated particularly on the Maharashtra state in India. The research used the quantitative approach with questionnaire as the research instrument. It included basic socio-demographic questions followed by questions on consumers; environmental beliefs and environmental behavior. The results were analyzed using primary as well as secondary data which was collected through different sources of evidence, in addition to books, journals, websites and newspaper. With the increasing environmental problems all over the world there is a need to protect the natural environment of the earth and to protect it the awareness among the customer along with their will to buy green products are found out in the study. Corporate world plays the major role in green marketing, along with individuals' corporates are also responsible for the environmental changes. The steps taken by the companies for green marketing and the response they got from the consumers is the major issue of concern because its impacts are at higher level which is studied in the paper.

### INTRODUCTION

In today's Era of atomization, industrialization and developmental activities have provided all comfort and luxury to human beings, it has done so at the cost of our environment. Our survival is in danger because of degradation of environment. Though the green trend is more discernible in the developed countries, it has slowly started gaining ground in the developing countries as well. In recent year concern for environment has considerably heightened. During the process of developing and rendering the products to us, the manufacturers interact with nature and ecology at various stages. Thus, it becomes very important to evaluate the balance of give and take with our ecology; especially when we are continuously taking in abundance and are not giving back considerably. So this is the high time to **"THINK GREEN"**.

The term green marketing came in the late 1980's and early 1990's, it began in Europe when certain products were found to be harmful to the environment and society. According to American Marketing Association (AMA) the green marketing is the marketing of product data presumed to be environmentally safe. In business the term green marketing products are commonly used to describe those who protect the natural environment by conserving energy or resources and reducing or eliminating use of toxic agents, pollution and waste. Green marketing consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants.

Green marketing comes with a broad range of activities including product designing, change to the production process, packaging process as well as unique way of advertising. Green marketing is a concept where the production, marketing, consumption, disposal of services and products happen in a way that is less harmful to the environment with increasing awareness about implications of global warming, damageable impacts of pollutants and non-biodegradable solid waste. Both consumers and marketers are becoming sensitive to the need for switch to green products and services. Choosing green may appear to be expensive in short term, it will definitely prove to be advantageous and indispensable, cost- wise too in the long run.

#### **OBJECTIVE:**

Awareness among customers regarding green marketing and their readiness towards buying green products and paying high prices for the same.

#### **OPERATIONAL MECHANISM:**

##### **Green Marketing Mix**

The concept of green marketing mix was first introduced by Bradley (1989). Green marketing comprises of the following:

1] **Green Products:** The products that are manufactured using green technology that cause no environmental hazards are called Green Products. They use recyclable materials, save energy and water, reduce wastage and have minimal packaging and emit fewer toxic substances. Prakash (2002) suggested six ways to make the products green. They are repaired, reused, recycled, reconditioned, reduced, and remanufactured.

2] **Green Price:** Pricing is very important factor of the green marketing mix. Polonsky and Rosenberger (2001) have stated that green products have higher initial expenses, but lower run costs. Prices of the green products are often perceived to be high by the consumers in comparison to the normal products. Manjunath and Manjunath (2013) stated that if the production and the operation costs are lowered, then it would make the green products competent in the market. Customers will pay a premium for the green products only if they perceive additional value from the products in term of their overall performance.

3] **Green Place:** Srikanth and Raju (2012) stated that marketers, while introducing their green products, should position the products in the marketplace in such a manner that the products appeal to the masses and not just to small green niche market.

4] **Green Promotion:** Promotion should be the most focused upon the green marketing mix. If the marketers do not use this mix properly, then it can mislead the customers and cause green washing. In October 2012. the federal trade commission (FTC) revised its guidelines for environmental claims .- the new guidelines contain guidance for many categories-like environmental marketing claims like carbon offset and renewable energy and updates to guidance from the previous guides such as for “general environmental benefit claims” and “recycled content claims”(Davis LLP,2010).

#### **BENEFITS OF GREEN MARKETING**

##### **Internal Benefits-**

Marketing starts before a business begins advertising or promoting its products. It includes strategies covering product development, pricing and distribution. In addition to helping boost sales, green marketing can help companies reduce operating and production costs, specifically by lowering energy usage. environmentally sensitive companies are more attractive to potential employees who seek to become part of a positive corporate culture.

### **External Benefits-**

When a business uses energy efficient lighting, heating and cooling, reduces its water use, recycles office materials, organizes employee community cleanup activities, uses recycled materials and creates less waste, it generates positive public relations in its community and industry and with customer. It can advertise itself as a green company or its products as green on its product packaging, in its advertising and on its website. This can create brand preference or loyalty and boost sales and profits. Green marketers also can qualify as vendors or suppliers with government agencies and businesses that prefer to do business with these types of businesses.

### **LITERATURE REVIEW:**

According to Professor P. Oyewole in the year 2001, paper presents a conceptual link among green marketing, environmental justice, and industrial ecology. It argues agenda is finally suggested to determine consumer awareness of environmental justice, and their willingness to bear the costs associated with it.

According to professor Donaldson, in the year 2005, in his study realized in the Great Britain initially concluded that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behavior referring to the “green” claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behavior.

According to professor Gurau and Ranchhod in year 2005, firms that embraced green marketing encountered numerous challenges such as the variability of demand, unfavorable consumer perception and high cost of production involved.

Karna. J. Hansen, E & Juslin, H (2003) interpret that proactive marketers are the most group in implementing environmental marketing voluntary and seeking competitive advantage through environmental friendliness.

Jacquelyn Ottman is the international foremost expert of green marketing and eco-innovation, mentioned about journey of green marketing in each generation in her book “The new rules of green marketing”-

Generation X: Eyes on the world-

Generation Xers (Gen Xers, also known as the baby bust generation) were born between 1964 and 1977 and are 33-46 old as of 2010. counting among them actors Leonardo DiCaprio and Cameron Diaz as two of most outspoken environmentalists of their generation, gen Xers see environmental concern through a lens that aligns social, educational, and political issues.

In 1984, the Gen Xers witnessed the fire in a union carbide plant in Bhopal, India, which took over 3000 lives and is thought to be still causing serious health problem today. Gen Xers also experienced the aftermath of the explosion in the Chernobyl nuclear power plant. In 1986, their same televisions showcased the devastation wrought by the Exxon Valdez oil spill in prince William Sound, Alaska and they were likely aware of events such as the Rio Summit of 1992.

Generation Y: Digital media at their command-

The likely new leaders of the modern-day green movements are the generation Ys, born between the early 1980s and the early 1990s, and in 2010 ranging in age from 20 to 30 years old. This tech-savvy generation of Gen Ys (also known as Millennials) grew up with computers and internet. Distrustful of government and authority, they are quick to challenge marketing practices they deem to be unauthentic or untruthful. With the ability to express their opinions through blogging, texting, and social networks, they are capable of mustering immediate responses from millions around the globe. the offspring of the baby boomers whose social and environmental values they share, today’s young adults lived through the Hurricane Katrina In 2005 and the BP oil spill in the gulf of Mexico in 2010, and share awareness of the great pacific garbage patch, a mass of plastic trash whose exact size is estimated to the bigger than the state of Texas. Like their counterparts in other generations, Gen Ys believe that global climate change is caused by human activities and they are almost twice as likely to buy more green products as those consumers who think climate change is occurring naturally. Green is an integral part of this generation’s college experience. Reusable water bottles and coffee mugs are

ubiquitous on college campuses where many savvy companies are reaching out with sustainability message to students who will soon become householders with significant incomes. Not content to sacrifice all for the almighty dollar, Gen Ys seek to balance “quality of life” and the “quest for wealth”; they seek to work for socially conscious employers.

Generation Z: Green is natural part of their life-

Suggesting that green is here to stay are generation z; the first generation to be brought up in an environmentally conscious world, green is a part of their everyday life. Generation Zs. Those currently under the age of 17, think nothing of living in solar-powered homes with hybrid car in the driveway. Learning about environmental issues in school, they were likely exposed to the story of stuff, a 20-minute animated video that divulges the environmental impact of our daily consumption. For Gen Zs, sorting paper and plastic for recycling is natural a daily activity as taking out trash was for their parents. In school and at home the 3 R's of waste management, “Reduce, Reuse, and Recycle,” are common for them. Environmentally sensitive cleaning aids, locally grown produce, and recycled-paper goods top their parents' shopping lists. Clothes made from organically grown cotton and bio-based fibers are part of the Gen Z uniform.

Possible Reasons for the Firms Inclination towards Green Marketing-

1. Organizations perceives environmental marketing to be an opportunity that can be used to achieve its objectives.
2. Organizations believe they have a moral obligation to be more socially responsible
3. Governmental bodies are forcing firms to become more responsible.
4. Competitors' environmental activities pressure firms to change their environmental marketing. Cost factor associated with waste disposal, or reduction in material usage forces firms to modify their behavior.

## **RESEARCH METHODOLOGY**

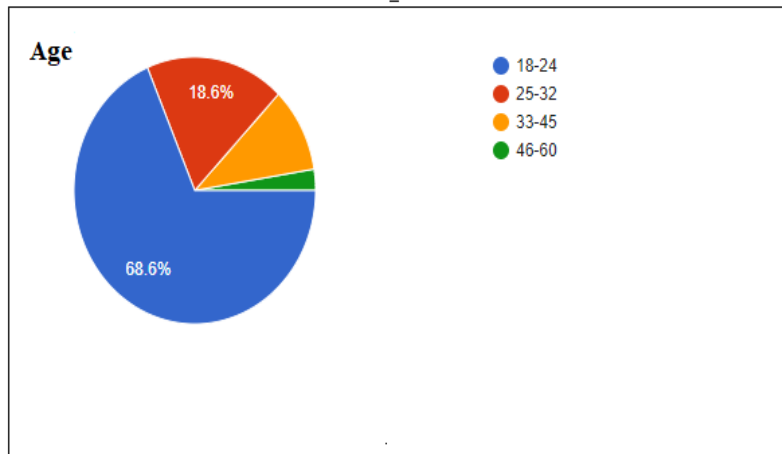
The aim of this research paper is to analysis the GREEN MARKETING. In order to reach the aim a structured questionnaire was sent 160 people. The respondents were categorized on the basis of,

- You are Environmentally friendly
- Prefer environment friendly activities
- Aware of green product and green marketing
- Green marketing exists or not
- Green marketing increases the product price
- Green marketing is worth
- Reason for paying on green product
- Reason for not paying on green product

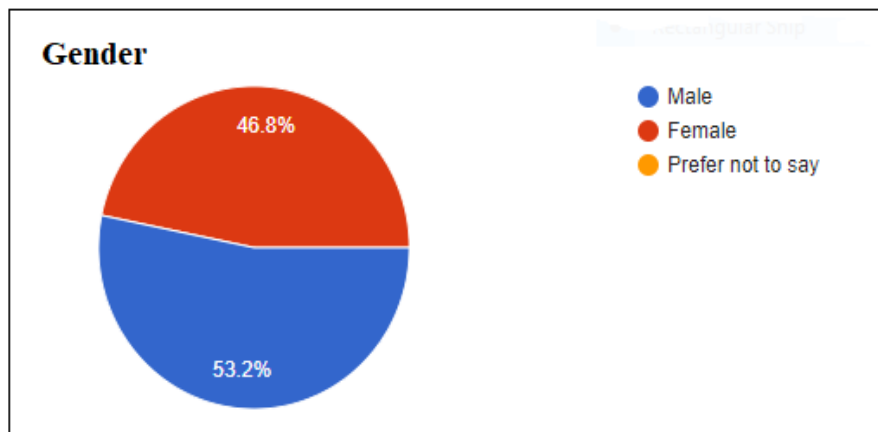
Out of 160 people 159 responded to the questionnaire. The peoples have been selected by random sampling method.

## **DATA ANALYSIS**

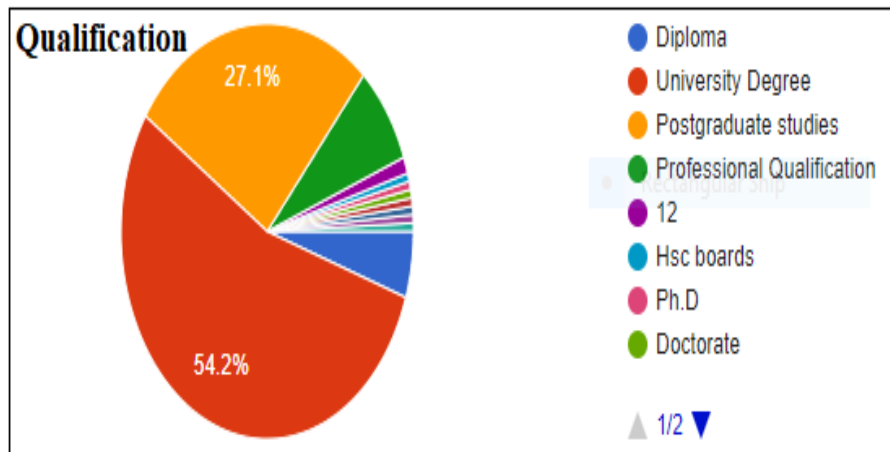
The analysis of the collected data is done based upon the parameters as shown below [Sample size = 159] Out of total sample population i.e. 159 respondents, 53.2% were male and 46.8% were female and female respectively.



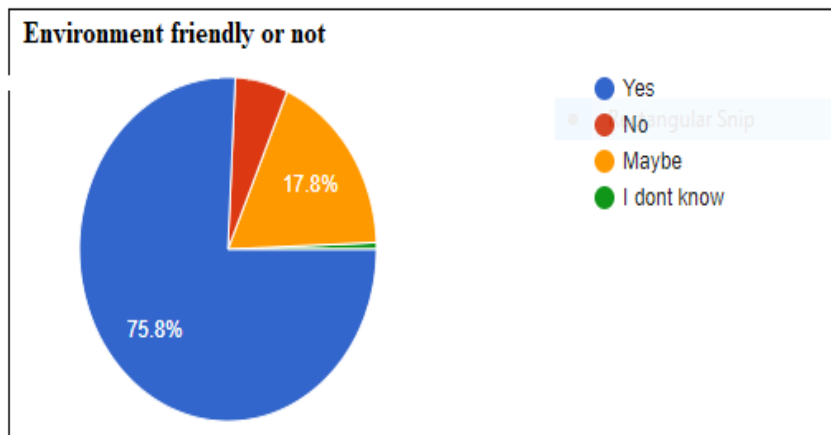
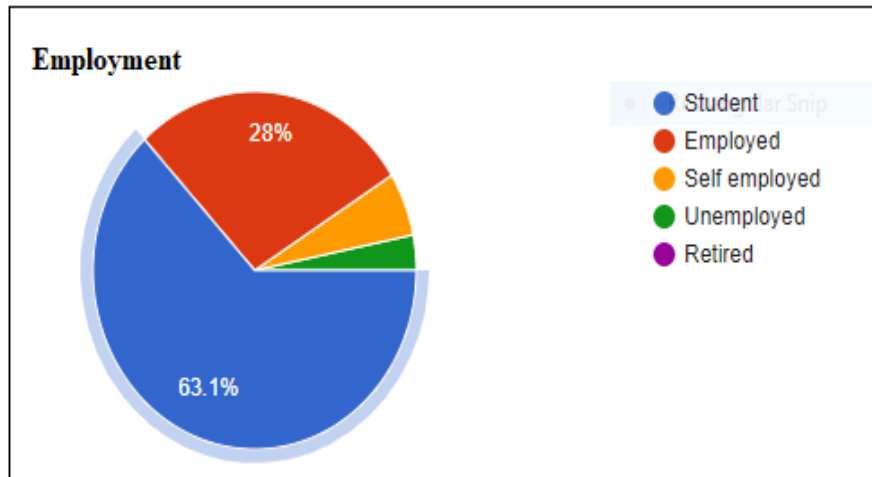
Majority of the sample population i.e. 159 respondents were from the age group of 18-24 and contributed 68.6% of the total sample size. 18.6% of the population was between the age group of 25-32 and 11.5% of population was between the age group of 33-45.



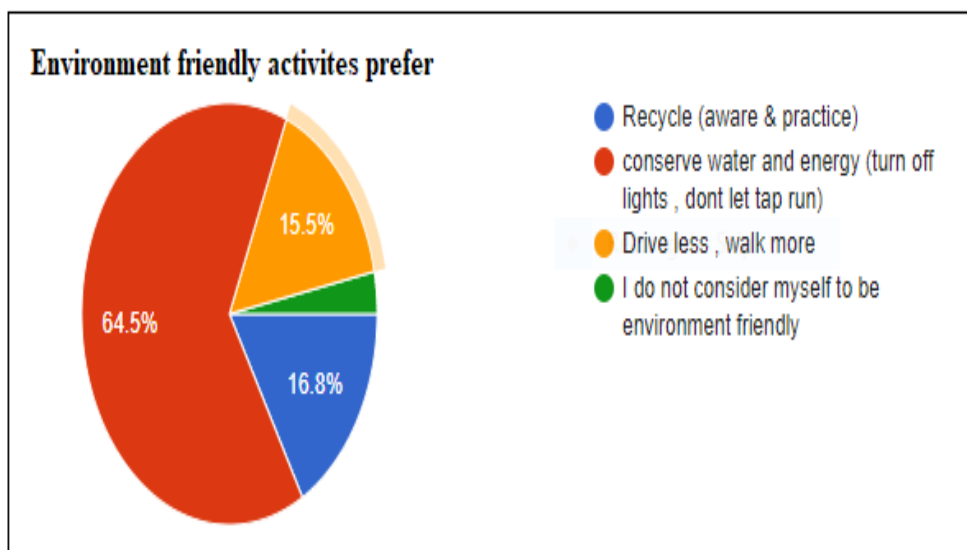
Out of total 159 respondent, 54.2% were UG student and 27.1% were PG student and remaining were professional, Ph.D., Doctorate, Diploma.



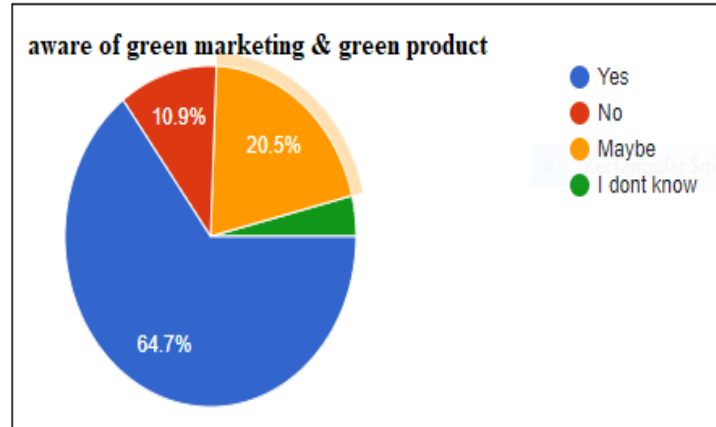
From the 159 respondents, 63.1% were students and 28% were employed. Whereas the remaining were 6.9% were self-employed and 2% were Unemployed.



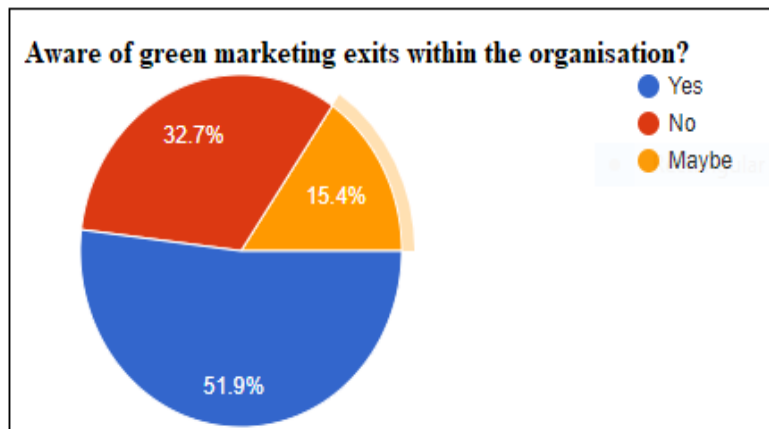
Among 75.8% people believe in environmentally friendly as the respondent of 159. 17.8% were confuse regarding environmentally friendly product use or not. Some like 2% people not believe in environmentally friendly.



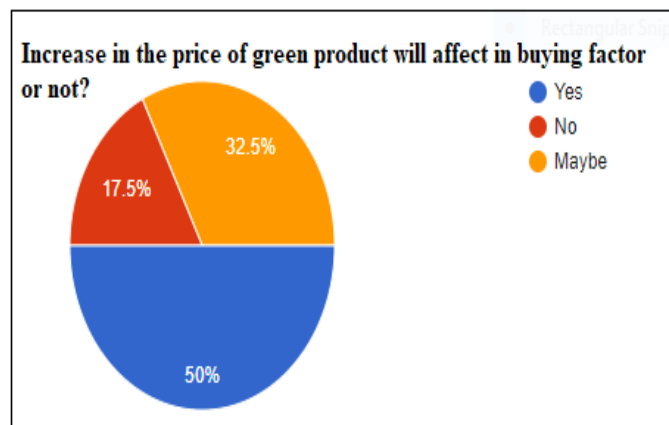
As the research happens among 64.5% people prefer to do environment friendly activity as conserve water and energy (turn off lights, don't let tap run). 15.5% people prefer to do drive less and walk more as the environment friendly activity. As 16.8% of people prefer to do recycle as the environment friendly activity. 3.2% of people do not consider as environment friendly activities.



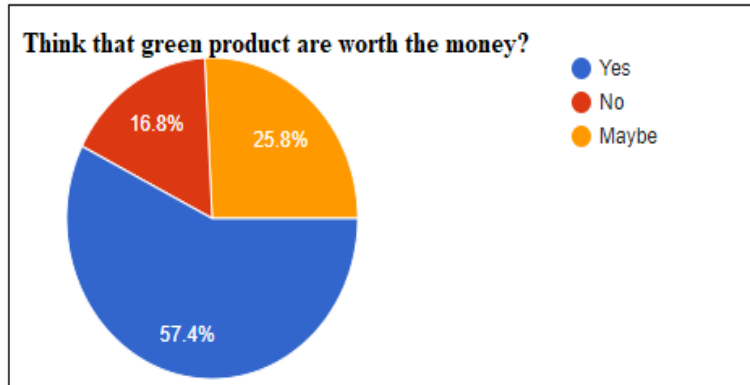
Among 64.7% were aware of green marketing and green product as the same 10.9% were not aware of green product and green marketing. 20.5% people were confused about green product and green marketing. 3.9% people do not know about green product and green marketing.



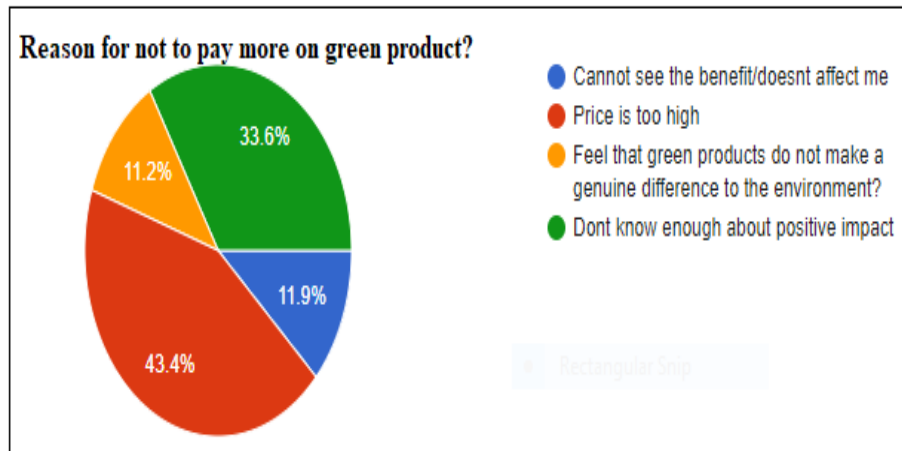
As the research 51.9% of people were aware that green marketing exit in the organization .32.7% of people do not know about the green marketing exit within the organization.15.4% people were confuse of it.



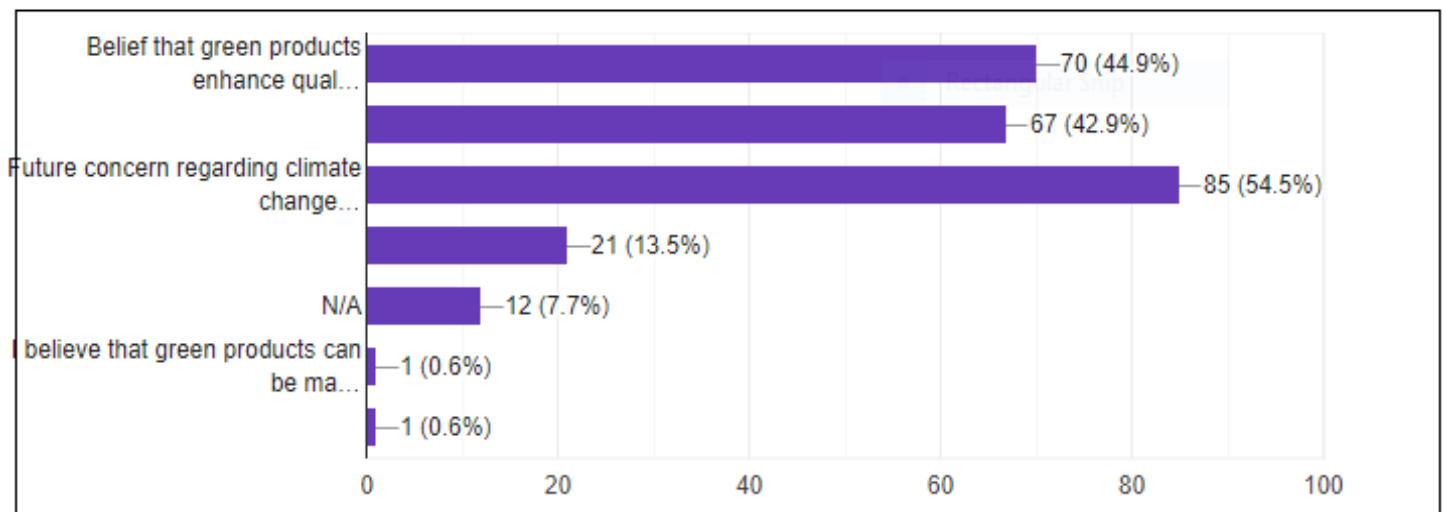
Among the responds of 159 peoples 50% of people will buy the green product as price were increase and 32.5% were confuse about to buy or not. Where 17.5% peoples were not going to buy the green product.



57.4% people think that green product was worth money. As 16.8% people think that were not worth to buy the product and remain 25.8% were confuse.



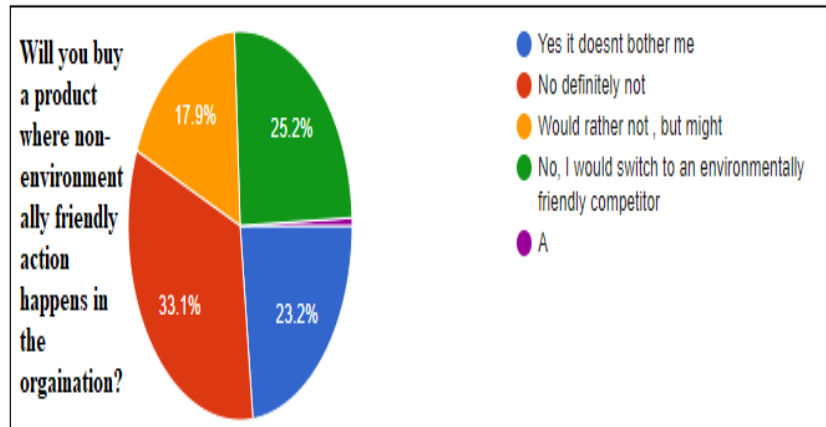
Among 11.2% people feel that green products do not make a genuine difference to the environment. 11.9% people cannot see the benefits/doesn't affect them. 11.2% people feel that green products price is too high. 33.6% people don't know the positive impact of green product.





### Reason for pay more for green products?

As through the research people had reason to pay more for green product as the 54.5% people had future concern regarding climate change. 44.9% people belief that green products enhance quality of life. 7.7% people had no reason for pay more for green products. 0.6% of people had reason that it will protect our environment.



33.1% of people not continue to buy from a company that find out practiced non – environmentally friendly actions. 23.2% of people matter about the company that practiced non-environmentally friendly actions. 25.2% people were switch to an environmentally friendly competitor. 17.9% of peoples might be yes or no they were confused. Remaining of 1.6% people were other.

### CONCLUSION:

- Overall, 65 % of the people are aware of concept of Green Marketing and Green products.
- Consumers who are in favor of green products are feeling worth buying green products and consumers who rejected Green products find its price too high.
- No significance relationship is visible between income, educational qualification and occupation with respect to awareness about green marketing
- 54% consumers are willing to accept green products because they have future concern about climate change.

### References:

- 1) Book- “The new rules of green marketing”- by Jacquelyn Ottoman.
- 2) Journals - Professor P. Oyewole in the year 2001, paper presents a conceptual link
- 3) Among green marketing, environmental justice, and industrial ecology.
- 4) Professor Guru and Ranchhod in year 2005, firms that embraced green marketing encountered numerous challenges.
- 5) [www.greenmarketing.com](http://www.greenmarketing.com);
- 6) Karna. J. Hansen, E & Juslin, H (2003) Journal.