

# GREEN MARKETING AND CONSUMER PREFERENCES

Dr.(Sr.) A.CHRISTINA BRIDGET  
Assistant Professor  
Department of Commerce  
Holy Cross College (Autonomous)  
Tiruchirappalli – 620 002

GAYATHRI. M  
Assistant Professor  
Department of Commerce  
Holy Cross College (Autonomous)  
Tiruchirappalli – 620 002

## ABSTRACT

There are certainly many environmental hazards found these days due to the careless activities and ignorance of human beings and global warming is one of the prominent issues. Not only the environmental activists and concerned officials are working towards the control and prevention of global warming, but also there are many volunteers and people of all ages who have taken the social responsibility to clean the harm caused to nature. So in this situation of worldwide concern, a corporate house has accepted green-marketing as a piece of their methodology to advance items by utilizing ecological cases either about their qualities or about the frameworks, strategies and procedures of the organizations that fabricate or move them. This study recommends that shoppers need to make use of eco-friendly things. There are several factors which have been evaluated by the researcher that impact the consumers to go for eco-friendly products. It additionally evaluates the different elements such as buyers pro-environmental issues, consciousness of eco-friendly products, impacts of the level of income and instructive dimensions and other potential impacts that have been of found in green marketing or green buying behavior. It additionally centers on ecological advantages.

*Keywords: Global Warming, Eco-friendly product, Green marketing*

## Introduction

Marketing is nothing but a summation of activities that are attempted to encourage the stream of merchandise and ventures and are based on the goal of supplication of goods and services to the customers. The diverse exercises that are applicable here may contrast from firm to firm for various or specific reasons. Philip Kotler (1991) has specified that “Marketing is a social and administrative process by which people and gatherings acquire what they need and need through the process of creation, offering and consumption of products of significant worth with others”. There are numerous patterns which are new and creative in marketing such as

Micro-customer profiling, product placements, mood marketing, green marketing and so forth. In this manner, the idea of green marketing is a developing idea in present day marketing. Green purchaser as one who keeps away from items that are probably going to imperil the wellbeing of the shopper or others; cause noteworthy harm to the earth amidst fabrication, utilization or transfer; devour and unbalanced measure of vitality; cause superfluous waste; utilize materials got from undermined species or condition; include pointless utilization of, or savagery to creatures; antagonistically influence different nations. However, characterizing green marketing is certainly no a basic undertaking where a few implications cross and negate one another. This is an instance a case where there will be presence of social, ecological and retail definitions which are getting changed from time to time. Environmental marketing and ecological marketing could be the other comparable terms which can be utilized. Therefore “Green Marketing” alludes to comprehensive marketing idea wherein the generation, marketing utilization a transfer of items and

administrations occur in a way that is less negative to nature with developing mindfulness about the ramifications of an Earth-wide temperature boost, non-biodegradable strong waste, unsafe effect of poisons and so forth, few advertisers and shoppers are winding up progressively to the requirement for change into eco-friendly or biological products.

People have restricted assets on the earth, with which she\he should endeavor to accommodate the universes' boundless needs. There is broad discussion with respect to whether the earth is an asset available to man. When we look into a marketing scenario, we could find the concept of "freedom of choice", it has by and largely been acknowledged that people and associations have the privilege to endeavor to have their needs fulfilled. As firms confront constrained regular assets, they should grow new or elective methods for fulfilling these boundless needs. At last, green marketing sees how marketing exercises use these constrained assets, while fulfilling buyer's needs, both of people and industry, and also accomplishing the moving association's goals. There are a few recommended explanations behind firms expanded utilization of green marketing, as specified in the works of literature. Five conceivable reasons referred to green marketing with Organizations are to see ecological marketing to be an open door that can be utilized to accomplish its goals. Organizations trust they have an ethical commitment with the concern for the society. Governmental bodies are compelling firms to end up more steadfast in all their activities. The activities of opponent companies make the other firms to follow ecological activities in order to sustain.

The analysis recommends that purchasers require products that are good for the environment as well. The scientists have surveyed the components that impact the shoppers to go for purchasing eco-friendly products. It's a social responsibility as well we could buy a good product that is good for us and the environment as well. It's double benefit indeed to the human beings as they could satisfy their needs and preserve the world they live in.

The research paper, "Social Costs of Environmental Justice Associated with the Practice of Green Marketing" published by Oyewole, P (2001), in the Journal of Business Ethics, withholds the concept that there is a relationship found between green marketing, natural equity, and industrial environment. There should be awareness among individuals about green marketing and the study states that very effectively. Moreover the researcher has also provided an agenda wherein he has explained the need for green marketing and the provision of environmental justice and the costs incurred in the process.

Merilanen, S., Moisaner, J. & Personen, S. (2000) jointly published the research paper, the masculine mindset of Environmental Management and Green Marketing. It has been clearly specified that these ecology concerned programmers are gaining a huge attention as they are cost-proficient, successful and just methods for handling issues related with the effect of money. The western market economies are also very much interested in doing these new practices. It is contended in this article, in any case, that these hopeful perspectives depend on various thoughts and illustrations that hold numerous androcentric and lacking suppositions about a person, society and nature that might be incongruent with ecological security objectives in the long haul.

Prothero, A. introduces several research studies that were analyzed in (1998) issue of 'Journal of Marketing Management'. The prime focus is on green marketing. In his research paper, "Green Marketing: The 'Fad' That Won't Slip Slide Away", he presents a citation of the process of ecotourism and definitions of green marketing. Moreover the need to review existing literature on green marketing, an investigation of United States and Australian marketing managers, a portrayal of what a green collusion looks like when it is done practically in Great Britain.

The research study, "Review and Critical Assessment of Research on Marketing and the Environment" published in the Journal of Marketing Management, by Kilbourne, W.E. & Beckman, S.C. (1998), follows the advancement from the early research which concentrated prevalently on the portrayal of the green buyer, conceptualization of natural awareness, ecologically related practices, for example, reusing, and frames of mind towards natural issues, for example, pollution. At last there is a belligerence that examination of major issues from an interdisciplinary point of view is a basic process required for further advancement of showcasing thought here, and that an amalgamation of micro and macro lookouts is essential for compelling and persevering open strategy with respect to the promoting or in the case of an ecological relationship.

The growing impulse of 'use and throw' attitude, hoarding freebies and tendency to stock more than necessity has become the order of the day. This leads to colossal wastage of resources. This behavioral

aspect to large extent is driven by influences or impact of the marketing world on the consumer's mind. Many researches have done to understand the attitude and perception of green products as green Marketing helps companies to develop new and improved products with environment inputs; increases profit sustainability and enjoy a competitive advantage over the companies that are not concerned for the environment. This would in the long run bridge the gap between farmers and people of the land with giant industrialists to create workable ecological and industrial balance. Although initially it might cost more, green marketing can help to evolve cost-efficient production in the years to come. This research was conducted to analyze consumers buying attributes of green products in Tiruchirappalli city

### Objectives of the study

1. To study the demographic attributes of the respondents.
2. To understand the buying behavior of green marketing among Consumer.
3. To analyze the satisfactory level of consumers who use green products.

### Research Hypothesis

1. There is a significant difference between gender of the respondents and their customer satisfaction level of using green products
2. There is a significant association between age of the respondents and the buying attributes of green products

### Methodology

There type of study is Descriptive in Nature. The study is conducted and carried out with the help of a concrete questionnaire. Random sampling method has been adopted to select the respondents. The research design constitutes the blue print for the collection measurement and analysis of data. It is the strategy for a study and the plan by which the strategy is to be carried out. Around 120 respondents were selected at random in Tiruchirappalli city by using convenient sampling method. The primary data were collected through a Questionnaire for the consumer directly in Tiruchirappalli city. 120 respondents have been randomly selected by the researcher as the sample units. A well-structured questionnaire was administrated to the respondents. The secondary data were collected to support the topic from relevant journals, encyclopedia and other reference materials. The collected data are processed and presented in the form of tables and diagrams. The statistical tool used for the purchase of the study is SPSS packages. After collecting the data using the statistical tool the data in each schedule in concerned into tables with codification. The tool used in the term of test like t-test, chi square.

### Analysis and interpretation of data

**Table No. 1 - Demographic profile of the respondents**

Particulars		No.of Respondents	Percent
Gender	Male	26	21.7
	Female	94	78.3
Age	18-21	24	20
	22-26	64	53.3
	Above 26	32	26.7
Educational Qualification	Diploma Courses	16	13.13
	UG	26	21.7
	PG	20	16.7
	Professional Courses	58	48.3
Income of the respondents	BelowRs.20000	10	8.3
	Rs.20000 - 40000	0	33.3
	Rs.40000 – 60000	26	21.7
	Above Rs.60000	44	36.7

From the above table it reveals that majority (78.3 per cent) are the female fork who engage in shopping green products, around 53.3per cent of the respondents are between the group of 22-26, about 48.3per cent

of the respondents have qualified in their professional courses and around 33.3 per cent of the respondents are in the income level of Rs.20000 – 40000.

### Hypothesis 1:

#### Research Hypothesis (H<sup>1</sup>):

H1: There is a significant association between age of the respondents and the buying attributes of green products.

#### Null Hypothesis (H<sub>0</sub>):

H<sub>0</sub>: There is no significant association between age of respondents and the buying attributes of green products.

**Table No. 2 - Chi-square test**

**Association between age of the respondents and the buying attributes of green products**

S.NO	Age	Eco-labeling		Statistical Inference
		Yes (n=69)	No (n=51)	
1	Below 20years	21	17	X <sup>2</sup> =13.882 DF=4 Significant .000<0.05
2	21 to 25 years	15	9	
3	26 to 30 years	6	8	
4	31 to 40 years	13	12	
5	41 to 50 years	5	3	
6	Above 50 years	9	2	
S.NO	Age	Sustainability and Development		Statistical Inference
		Yes (n=66)	No (n=54)	
1	Below 20years	19	16	X <sup>2</sup> =48.027 DF=6 Significant 0.000<0.05
2	21 to 25 years	13	10	
3	26 to 30 years	15	12	
4	31 to 40 years	11	0	
5	41 to 50 years	8	9	
6	Above 50 years	0	7	
S.NO	Age	Innovation and redesign		Statistical Inference
		Yes (n=72)	No (n=48)	
1	Below 20years	28	15	X <sup>2</sup> =42.751 DF=5 Significant 0.000<0.05
2	21 to 25 years	19	12	
3	26 to 30 years	12	10	
4	31 to 40 years	3	6	
5	41 to 50 years	5	3	
6	Above 50 years	0	2	

Since the calculated value 13.882 is greater than the table value with a good significant level ( $p>0.05$ ) it is proved that there is significant association between age of the respondents and sustainability and development of green products. Thus the null hypothesis H<sub>0</sub> rejected and Research hypothesis H<sub>1</sub> is accepted.

Since the calculated value 48.027 is greater than the value with a good significant level ( $p>0.05$ ) it is proved that there is significant association between age of the respondents and the eco-labeling of green products. The respondents felt that quality is the main reason for the popularity of green products as Eco mark label is awarded to consumer goods, one of the quality requirements of Indian Standards. Thus the null hypothesis H<sub>0</sub> rejected and Research hypothesis H<sub>1</sub> is accepted.

Since the calculated value 42.751 is greater than the table value with a good significant level ( $p>0.05$ ) it is proved that there is significant association between age of the respondents and the innovation and redesigning of green products. Thus the null hypothesis H<sub>0</sub> rejected and research hypothesis H<sub>1</sub> is accepted.

### Hypothesis 2:

#### Research Hypothesis



H1: There is a significant difference between gender of the respondents and their customer satisfaction level of using green products.

Null Hypothesis

H0: There is no significant difference between gender of the respondents and their customer satisfaction level of using green products.

**Table No. 3 - T-TEST**

Variables		Mean	S.D	Statistical Inference
<b>Price</b>				
1	Male (n=15)	1.60	.507	T=-1.344 .004>0.05 Significant
2	Female (n=35)	1.83	.568	
<b>Quality</b>				
1	Male (n=15)	1.47	.516	T=-.975 .005>0.05 Significant
2	Female (n=35)	1.63	.547	
<b>Easy Operation</b>				
1	Male (n=15)	2.07	.704	T=-.092 .000>0.05 Significant
2	Female (n=35)	2.09	.658	
3	Female (n=35)	2.17	.514	

There was a significant difference in the level of satisfaction with regards to price among the male and female respondents and it could be inferred as  $t$  (-1.344). Since the P value is less than 0.05, the null hypothesis is rejected at 5% level. There was a significant difference in the level of satisfaction with regards to quality among the male and the female respondents and it could be inferred as  $t$  (-.975). Since the p value is less than 0.05, the null hypothesis is rejected at 5% level.

There was a significant difference in the level of satisfaction with regards to easy operation among the male and the female respondents and it could be inferred as  $t$  (.092). Since the p value is less than 0.05, the null hypothesis is rejected at 5% level.

### Findings

Majority (62 percent) of the respondents were using the green products regularly as they wanted to change their modes of consumption. They also recommend the green products to others as they have positive attitude regarding green purchase intentions. Majority (72 percent) of the respondents agreed that the green marketing activities are enhancing the product quality because the rise in ethical consumerism. They felt that quality is the main reason for the popularity of green products as Eco mark label is awarded to consumer goods, one of the quality requirements of Indian Standards. They also have agreed that the green products increased their social status and confidence as they keep environment aspects in mind. Majority (50 percent) of the respondents suggested that frequent advertisements will help to improve the sale of green products as green advertising is considered to be the innovative tool to cater the attention of customer by highlighting green features. It was found that the calculated value 13.882 is greater than the table value with a good significant level ( $p>0.05$ ) it is proved that there is significant association between age of the respondents and sustainability and development of green products and the value 48.027 is greater than the table value with a good significant level ( $p>0.05$ ) it is proved that there is significant association between age of the respondents and the eco-labeling of green products. The respondents felt that quality is the main reason for the popularity of green products as Eco mark label is awarded to consumer goods, one of the quality requirements of Indian Standards. And the calculated value 42.751 is greater than the table value with a good significant level ( $p>0.05$ ) it is proved that there is significant association between age of the respondents and the innovation and redesigning of green products. Thus the null hypothesis H0 is rejected and Research hypothesis H1 is accepted.

## Suggestion

The companies should follow the three R's of environmentalism namely reducing reusing and recycling for protection the environment. The components of CSR is to concern for the environment, so the companies should act as environmentalists and work to protect and improve quality of life. The companies should also be concerned pollution, protecting endangered species and controlling land use. Another method of green marketing for a company is to provide green incentives to its customers. This could be in the form of a portion of each sale being donated to a charitable organization that works to keep the environment protected. The company should replace the existing packaging with green packaging materials which are Biodegradable.

Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumer, industrial buyers and suppliers need to pressurize effects on minimizing the negative effects on the environment. Green marketing will assume even more importance and relevance in developing countries like India, as the whole nation is moving towards environment – friendly world.

## Conclusion

The final decision to buy a product is the choice of an individual. To convert him to a consumer requires in-depth study of the patterns of behavior exhibited for different silver-lining marketing technique which adds to the product life cycle. At a time of 'planetary emergency' and 'zero-day' setting in, the corporate image of environmental responsibility can have positive effects on consumer behavior.

The implementation and the usage of bio-degradable environment friendly goods must be given a significant attention as it has many added benefits. The customers need to be aware of the fact that green or eco-friendly products are good to them and the Earth as well. The costs that are incurred further apart from the original cost of producing a commodity that is not eco-friendly must be clarified. These added costs are less than the benefits gained by using the products that are good for the self and for the nature that has been depleted over the years. This is to be taken into note in all the countries that are chief contributors of pollution, where each one of us have a social concern to save ourselves by saving the nature that holds us into one.

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