



A study on consumer's awareness and preference towards Green marketing

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Abstract:The green marketing was introduced in Europe in the early 1980's when specific products were identified as being harmful to the earth's atmosphere. The purpose of green marketing is to provide environmental safe and beneficial products and services.

Green Marketing is also known as environmental marketing or sustainable marketing .It is the marketing of environmentally safe products .The green marketing includes a wide range of activities, such as product modification, changes to the production process, packaging changes, as well as modifying advertising. It is the process of selling products and services based on their environmental benefits.

Green marketing means developing and promoting products and services that satisfy customers need and want, and also provide better quality goods and services in a reasonable rate to the customers, without having a negative impact on the environment.

Today's consumer become more and more conscious about the natural products, businesses firms are ready to change their own thoughts and behavior to deal with the demands of consumers. Green marketing is becoming more important to businesses because of consumers' are more concerns about our limited resources. By implementing green marketing helps to save the earth's resources in productions, packaging and operations. Businesses are showing consumers, that they are also concern about environmentit helps to boosting their credibility. Government has also taken certain initiatives by making regulations relating to green marketing in order to protect the environment. The importance of green marketing is very relevant till the end of the world just because each and every one of the person is dependent up on the environment so its protection is their own responsibility

INTRODUCTION:

The promotion of environmentally safe, beneficial products, green marketing began in Europe in the early 1980's when specific products were identified as being harmful to the earth's atmosphere. As the result new "green" products were introduced that were less damaging to the environment.

Green Marketing is also known as environmental marketing or sustainable marketing .It is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities including product modification, changes to the production process, packaging changes, as well as modifying advertising. It is the process of selling products and 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.

Green marketing involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental impact on the environment.

As today's consumer become more and more conscious of natural products, businesses are beginning to modify their own thoughts and behavior in an attempt to address the concerns of consumers. Green marketing is becoming more important to businesses because of consumers' genuine concerns about our limited resources on the earth. By implementing green marketing measures in order to save the earth's resources in productions, packaging and operations, businesses are showing consumers that they too share the same concern about environment, boosting their credibility. Government has also taken certain initiatives by making regulations relating to green marketing in order to protect the environment. The importance of green marketing is very relevant till the end of the world just because each and every one of the person is dependent up on the environment so its protection is their own responsibility

REVIEW OF LITERATURE

1. **Khan and Mohsin (2017):** in their study entitled, "The power of emotional value: Exploring the effects of values on green product consumer choice behavior", Using the theory of consumption values, this research proposes to explore the consumer choice behavior for green products in Pakistan. Functional value (price and quality), social value, conditional value, epistemic value, and emotional value and environmental value were used to study the consumer choice behavior for green products. It also gauges the extent to which emotional value moderates the impact of other consumption values on green product consumer choice behavior. Based on a sample of 260 respondents, the results indicate that functional value (price), social value and environmental value have a positive impact on green product consumer choice behavior, while conditional value and epistemic value have a negative effect. Functional value

(quality) and emotional value do not influence green product consumer choice behavior. As a moderator, emotional value has a significant effect on the role of functional value, social value, conditional value, epistemic value and environmental value. This confirms and significantly adds to the literature of green product consumer choice behavior in a developing market.

2. **Kulbir Kaur Bhatti 2016** revealed the prevalence of green marketing in India, the vital role of the green markets, the various green marketing strategies followed by the organisations, the opportunities and challenges faced by the producers and marketers who have opted for green marketing. The change from brown to green will benefit the consumers, business and the world.
3. **Maheswari, R & Sakthivel, G 2015** have analysed “Customer’s attitude and awareness towards green products with reference to Coimbatore – An analytical study” and found out the level of awareness, the level of satisfaction in terms of quality, cost, availability and sources of green marketing products. The researcher recommended that the entire corporation should take initiative to use the green product for protecting the nature. It concluded that in Coimbatore city, the people and customer have awareness related to green products
4. **Subooh Yusuf & Zeenat Fatima 2015** in their article “Consumer attitude and perception towards green products” has stated the concept of green marketing, or green products in relation to consumer behaviours. In this article the researchers concluded that large population thinks that eco-friendly products are good for the environment and are also healthy for them. Eco-friendly products are good quality and the performances of these are better than the conventional products.

OBJECTIVES OF THE STUDY:

1. To study the positive and negative impact of green marketing.
2. To understand the consumer preference on traditional and green marketing.

HYPOTHESIS:

Ho: The two-attributes, age level and awareness of green marketing are independent.

H1: The two-attributes, age level and awareness of green marketing are not independent

METHODOLOGY:

Research methodology means all those methods and techniques that are used for conducting research. This research study is both analytical and descriptive. The population of the study is identified as the total number of persons in Kottayam district and based on random sampling. Both primary and secondary data will be used for the study through mailed questionnaire, telephonic interview, books, websites and journals.. The study will be using statistical tools like ANOVA, chi-square and percentages using MS excel. The analyzed data will be presented in tables and graphs.

Age wise classification

Age	Number of respondent	Percentage
15 -20	4	4
20-25	67	67
25-30	7	7
Above 30	22	22
Total	100	100

Source: primary data

Out of 100 respondents, 4 are under the age of 15-20, 67 respondents are in the age between the range of 20-25, and next 7 come under the 25-30 category rest of the portion are come under the above 30 section .majority of the respondents beyond the group of 20-25.

Awareness of green product wise classification

Awareness of green products	Number of respondents	Percentage
Yes	77	77
Little	23	23
No	-	-
Total	100	100

Source: primary data

In our 100 respondents, everybody know green products, but the awareness level is different, 77% are aware of green products and 23 % have little about them

Testing of hypothesis

In any test of hypothesis we begin with some assumptions about the population from which the sample is drawn. A statistical hypothesis may be defined as a “tentative conclusion logically drawn concerning the parameter or the form of the distribution of the population”.

Hypothesis (chi –square test)

H₀: The two-attribute age level and awareness of green marketing are independent.

H₁: The two-attribute age level and awareness of green marketing are not independent.

Table

Age	Awareness of green marketing			Total
	Yes	no	Little	
15-20	6	-	1	7
20-25	47	-	17	67
25-30	6	-	1	4
Above 30	18	-	4	22
Total	77	-	23	100

Source: primary data

Table

Observed frequency	Expected frequency	(O- E)*2	(O-E)*2/E
6	5	1	0.2
47	50	9	.18
6	5	1	.2
18	16	4	.25
1	1	0	0
17	15	4	.2666
1	2	1	.5
4	6	4	0.66
Total			2.2626

Calculated value = 2.2626

Degree of freedom = (r-1) (c-1)

$$= (4-1) (3-1)$$

$$=6$$

Level of significance = 5% = 0.05

Table value = 12.592

Since the calculated value is less than the table value, we accept the null hypothesis that the age level and the awareness of green marketing are independent .**H₀ is accepted**

FINDINGS

To study the positive and negative impact of green marketing, Majority of respondents agreeing that they are willing to pay more for green product and are agreeing that environmental protection responsibility is the reason to purchase. Most of respondents are prefer eco- friendly product. The green marketing is a new concept and the main problem facing in the implementation and all marketing elements are influencing their buying behavior. Respondents strongly agreeing that the green marketing is more effective than traditional marketing and respondents are agreeing that green products are helping save resource and manage waste in the world.

Suggestions:

1. The government should provide more help to manufacturers or retailers in the form of financial aid or subsidies in order to increase green marketing practices.
2. Manufacturers should establish a green marketing campaign for those consumers who are unaware of green marketing practices.
3. The biggest problem that every consumer may suffer in case of price. The price of green products is higher than that of non- green products. Therefore, the manufacturer must set the reasonable price.
4. Educate the people about the advantages of green marketing.
5. Manufacturers while making green marketing strategies must focus on the demographic profile of consumers. The variation in age, gender, educational level, earning capacity, or urban-rural areas may affect his implementation of strategies.

Manufacturers should adopt updated technology, helps to reduce environmental impact such as biodegradable plastics

CONCLUSION:

After analysis and interpreting the collected data, it can be concluded that the introduction of green marketing has impacted the consumer behavior in Kottayam district. The commencement of green marketing has resulted in the improvement of effective utilization of resource in this area. And also it helps to protecting environment for the future generation. It has a positive impact on the environmental safety. It is evident that consumers become more and more concern about the green products so they are willing to pay more for green products. The study found remarkable changes in the consumer preference on traditional marketing than green marketing. The importance of green marketing is very relevant till the end of the world just because each and every one of the person is dependent up on the environment so its protection is our own responsibility. To sum up, it can be noticed from the overall analysis that there is significant positive impact of green marketing in the economic, environmental field, green marketing not only an environmental protection tool but also an efficient marketing strategy.

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