



IMPACT OF GREEN MARKETING IN THE ENVIRONMENT

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ABSTRACT

The term “Green Marketing” refers to the marketing of products, services and practices which are eco-friendly and environmentally safe. Green products are biodegradable and have low environmental impacts. These products are typically durable, non-toxic, made up of recycled materials and are minimally packaged. The main focus of this paper is to ensure people to purchase products which have less harmful environmental impacts. The study is conducted by collecting responses from 50 respondents by using a convenience sampling method. The data collected were analysed using percentage analysis, correlation analysis and chi-square test to test the hypothesis. Based on the findings most of the respondents are aware of green marketing. This study suggests that green product's price and quality must be better than non-green products.

KEYWORDS

Consumer perception, consumer awareness, purchasing pattern and its impact in green marketing.

INTRODUCTION

The term “Green Marketing” refers to the marketing of products, services and practices which are eco-friendly and environmentally safe. It is a marketing philosophy that promotes production and selling of eco-friendly products with the protection of ecological balance. Green products are biodegradable and have low environmental impacts. These products are typically durable, non-toxic, made up of recycled materials and are minimally packaged. These products consume less energy and last longer than conventional products. Some of the other characteristics of green products are:

- Grown without the use of toxic chemicals and within hygienic conditions.
- Can be recycled, reused and is biodegradable in nature.
- Comes with eco-friendly packing.
- Is eco-efficient.
- Uses the least resources.

Nowadays, Going Green is considered much important as it helps in decreasing the number of pollutants released to the environment. It's a proven fact that going green is a big competitive advantage in the market right now as it has a low maintenance cost if it is operated responsibly and maintained properly. In result, Companies that develop new and improved products and services with environmental inputs in mind give themselves access to new markets, increase their profit sustainability and enjoy a competitive advantage over the companies that are not concerned for the environment. But succeeding in green marketing is not that easy as majority of the people are not aware of green products and their uses. These products require renewable and recyclable materials which are costly and it also requires a technology, which needs a huge investment in research and development. Green marketing should not be considered as one more marketing approach, instead it has to be pursued with much greater vigour for the betterment of the environment as the world is

facing global warming to a greater extent. Global warming is one of the main reasons why the green marketing emerged. Thus, to promote green marketing, the consumers need to be educated and made aware of the green products

REVIEW OF LITERATURE

Dr. A Kadhar Lal and Abdul Hareez N (2021), Green marketing is the marketing of products that are presumed to be environmentally safe.

Mrs. P. Sathyapriya and Dr. P. Sekar (May 2020), discussed that green product is a sustainable product designed to minimize its environmental impacts during its whole life-cycle and even after it's of no use.

Mrs. P. Anitha and Dr. C. Vijai (2020), Green products usually defined as products that are environmental or eco-friendly and can be recycled.

Ambica Prakash Mani and Samridhi Bhandari (2019), Green marketing refers to marketing of ecologically sound products in a sustainable manner to reduce the company's carbon footprint.

Jeevarathnam P. Govender and Tushya L. Govender (June 2016), stated that green marketing comprises the marketing of goods and services that are considered to be eco-friendly and promoting the preservation of the environment in a sustainable way.

Dr. P. B. Singh and Dr. Kamal K. Pandey (June 2012), Green revolution, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more has become a natural phenomenon in our everyday life

OBJECTIVES OF THE STUDY

- To identify the consumer perception and awareness of green product
- To improve the quality of environment and encourage the sustainable management of resources.
- To ensure people to purchase products which have less harmful environmental impacts
- To find the relationship of green consumption behaviour with consumer demographics.
- To investigate the impact of green marketing on consumer purchasing patterns and decision making.
- To examine the awareness level and opinion of consumers towards green marketing.
- To find the relationship between purchasing more expensive green products and improving the quality of the environment.

HYPOTHESIS OF THE STUDY

Ho₁ There is no association between purchasing more expensive green products and improving the environment.

RESEARCH METHODOLOGY

Sources of data:

The required data of the present study are gathered from both the primary and secondary data.

Primary data:

The primary data was collected from the customers who purchase green products.

The secondary data:

The secondary data is also used for the purpose of the study.

Sampling design:

The researcher has selected customers who purchase green products as respondents for the research work. In order to cover the entire population, the researcher has adopted the convenience sampling method for the study. The researcher selected the sample size of 50 respondents for the study in Chennai city.

Area of the study:

The study covers the area of Chennai city.

TOOLS FOR ANALYSIS

The researcher has used the following tools to analyse impact of green marketing in the environment.

1. Percentage analysis
2. Corelation
3. Chi square

FINDINGS

- ❖ 70% of respondents are under the age group of 18-25.
- ❖ 48% of the respondents are students and their monthly income is either below Rs.10,000 or above.
- ❖ 86% of the respondents are aware of green marketing.
- ❖ Advertisement played a major role in introducing green marketing.
- ❖ Both male and female are equally interested in using eco-friendly products, as a result reusable bags and copper drink bottles are mostly used.
- ❖ Most of the respondents have agreed that these products are environmentally safe, healthier and are recyclable.
- ❖ Most of the respondents have agreed that these products are comfortable to use and are promoted for sustainable management of resources.
- ❖ 65% of the respondents have agreed that they will prefer green products rather than non-green products.
- ❖ 8% of the respondents have disagreed about changing principal products for ecological reasons.
- ❖ 64% of the respondents have agreed that these products are easily available in the market.
- ❖ 4% of the respondents have disagreed on purchasing these products even if they are more expensive.
- ❖ 76% of the respondents have agreed that they look at the ingredients label while purchasing these products.
- ❖ 6% have disagreed with the statement that people are really abusing the environment.
- ❖ 78% of the respondents have agreed that they are frightened to use the products that are disrupting the environment.
- ❖ 88% of the respondents have agreed that these products are encouraged to improve the quality of the environment.
- ❖ Most of the respondents have agreed that they will aware friends and family about the benefits of using these products.
- ❖ 86% of the respondents have agreed that consumers are environmentally responsible during their purchase decision.

SUGGESTION

- ✓ Improve consumer awareness on green products and its benefits
- ✓ Green products must be better than non-green products
- ✓ Effective price and quality of the product will promote green products
- ✓ Effective labelling and packaging will also promote green products
- ✓ These products must be promoted to improve the quality of the environment

CONCLUSION

Green marketing is considered as an emerging tool in promoting the products that are eco-friendly and environmentally safe. As a result, most of the respondents are interested to use eco-friendly products as they are healthier and recyclable. They prefer these products to improve the quality of the environment as they are easily available in the market. They feel that they are frightened to use the products that are disrupting the environment. Thus, consumer awareness plays a major role in promoting the green products. It suggests that green product's price and quality must be better than non-green products. Effective labelling and packaging will also promote green products in the market. Some of the respondents feel that these products are expensive than the standard products

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TABLE 1
GENDER OF RESPONDENTS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
MALE	25	50
FEMALE	25	50
TOTAL	50	100

INTERPRETATION

50% of the respondents are male. Other 50% of the respondents are female.

TABLE 2
AGE OF RESPONDENTS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
UNDER 18	5	10
18-25	35	70
25-30	6	12
OVER 30	4	8
TOTAL	50	100

INTERPRETATION

10% of the respondents are under the age group of 18. 70% are under 18-25. 12% are under 25-30. 8% are over the age of 30.

TABLE 3
OCCUPATION

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STUDENTS	24	48
EMPLOYED	20	40
UNEMPLOYED	1	2
BUSINESS	5	10
TOTAL	50	100

INTERPRETATION

48% of the respondents are students. 40% are employed. 2% are unemployed. 10% are occupied with business.

TABLE 4
MONTHLY INCOME

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
BELOW 10,000	23	46
10,000-20,000	11	22
20,000-30,000	11	22
ABOVE 30,000	5	10
TOTAL	50	100

INTERPRETATION

46% of the respondent monthly income is below 10,000. 22% are between 10,000-20,000. Other 22% are between 20,000-30,000. 10% are earning above 30,000.

TABLE 5
HOW MANY ARE AWARE OF GREEN MARKETING

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
YES	43	86
NO	7	14
TOTAL	50	100

INTERPRETATION

86% of the respondents are aware of green marketing. 14% are not aware of green marketing.

TABLE 6
MEDIUM OF AWARE ON GREEN MARKETING

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
TELEVISION	15	30
MAGAZINE	9	18
NEWSPAPER	8	16
ADVERTISEMENT	18	36
TOTAL	50	100

INTERPRETATION

30% are aware on green marketing through television. 18% are by magazine. 16% are by newspaper. 36% are by advertisement.

TABLE 7
USAGE OF ECO-FRIENDLY PRODUCTS

PARTICULARS	NO. OF RESPONDENTS		TOTAL	PERCENTAGE		TOTAL
	MALE	FEMALE		MALE	FEMALE	
REUSABLE STRAWS	7	4	11	14	8	22
REUSABLE BAGS	10	5	15	20	10	30
CLOTH NAPKINS	-	9	9	-	18	18
COPPER DRINK BOTTLES	8	7	15	16	14	30
			50			100

INTERPRETATION

14% of Male and 8% of Female use reusable straws, therefore 22% of the respondents use reusable straws. 20% of Male and 10% of Female used reusable bags, therefore 30% of respondents used reusable bags. 18% of female respondents used cloth napkins. 16% of Male and 14% of Female used copper drink bottles, therefore 30% of respondents used copper drink bottles.

TABLE 8
GREEN PRODUCTS ARE ECO-FRIENDLY AND SAFE TO THE ENVIRONMENT

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	29	58
AGREE	17	34
NEUTRAL	3	6
DISAGREE	1	2
STRONGLY DISAGREE	-	-
TOTAL	50	100

INTERPRETATION

58% of the respondents strongly agreed that green products are eco-friendly and safe to the environment. 34% agreed. 6% are neutral. 2% disagreed with the statement.

TABLE 9
HEALTHIER AND RECYCLABLE

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	20	40
AGREE	24	48
NEUTRAL	5	10
DISAGREE	1	2
STRONGLY DISAGREE	-	-
TOTAL	50	100

INTERPRETATION

40% of the respondents strongly agree that green products are healthier and recyclable. 48% have agreed. 10% are neutral. 2% have disagreed the statement.

TABLE 10
COMFORTABLE TO USE

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	20	40
AGREE	23	46
NEUTRAL	5	10
DISAGREE	2	4
STRONGLY DISAGREE	-	-
TOTAL	50	100

INTERPRETATION

40% have strongly agreed that green products are comfortable to use. 46% have agreed the statement. 10% have neutral opinion. 4% have disagreed the statement.

TABLE 11**GREEN PRODUCTS-SUSTAINABLE MANAGEMENT OF RESOURCES**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	23	46
AGREE	23	46
NEUTRAL	4	8
DISAGREE	-	-
STRONGLY DISAGREE	-	-
TOTAL	50	100

INTERPRETATION

46% strongly agreed that green products are promoted for sustainable management of the resources. 46% agreed with the statement. 8% are neutral.

TABLE 12**SUGGEST FRIENDS AND FAMILY TO USE GREEN PRODUCTS**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	18	36
AGREE	28	56
NEUTRAL	2	4
DISAGREE	1	2
STRONGLY DISAGREE	1	2
TOTAL	50	100

INTERPRETATION

36% of the respondents strongly agreed that they suggest friends and family to use green products. 58% agreed with the statement. 4% are neutral. 2% disagreed with the statement.

TABLE 13**PREFER GREEN PRODUCTS MORE THAN NON-GREEN PRODUCTS**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	26	52
AGREE	15	30
NEUTRAL	8	16
DISAGREE	2	4
STRONGLY DISAGREE	-	-
TOTAL	50	100

INTERPRETATION

52% strongly agreed that they prefer green products more than non-green products. 30% agreed with the statement. 16% are neutral. 4% disagreed with the statement.

TABLE 14**CHANGED PRINCIPAL PRODUCTS FOR ECOLOGICAL REASONS**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	16	32
AGREE	21	42
NEUTRAL	9	18
DISAGREE	3	6
STRONGLY DISAGREE	1	2
TOTAL	50	100

INTERPRETATION

32% of them strongly agreed that they have changed principal products for ecological reasons. 42% agreed with the statement. 18% are neutral. 6% disagreed with the statement. 2% strongly disagreed with the statement.

TABLE 15
EASILY AVAILABLE IN THE MARKET

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	11	22
AGREE	23	46
NEUTRAL	10	20
DISAGREE	4	8
STRONGLY DISAGREE	2	4
TOTAL	50	100

INTERPRETATION

22% strongly agreed that green products are easily available in the market. 46% agreed with the statement. 20% are neutral. 8% disagreed with the statement. 4% strongly disagreed with the statement.

TABLE 16
PURCHASE-MORE EXPENSIVE

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	19	38
AGREE	14	28
NEUTRAL	15	30
DISAGREE	1	2
STRONGLY DISAGREE	1	2
TOTAL	50	100

INTERPRETATION

38% strongly agreed that they purchase green products even if they are expensive. 28% agreed with the statement. 30% are neutral. 4% disagreed with the statement.

TABLE 17
INGREDIENTS LABEL

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	17	34
AGREE	21	42
NEUTRAL	8	16
DISAGREE	4	8
STRONGLY DISAGREE	-	-
TOTAL	50	100

INTERPRETATION

34% strongly agreed that they look at the ingredients label while purchasing green products. 42% agreed with the statement. 16% are neutral. 8% disagreed with statement.

TABLE 18

PEOPLE ARE REALLY ABUSING THE ENVIRONMENT

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	24	48
AGREE	15	30
NEUTRAL	8	16
DISAGREE	2	4
STRONGLY DISAGREE	1	2
TOTAL	50	100

INTERPRETATION

48% strongly agreed that people are really abusing the environment. 30% agreed with the statement. 16% are neutral. 4% disagreed and 2% strongly disagreed with the statement.

TABLE 19

FRIGHTENED TO USE PRODUCTS DISRUPTING THE ENVIRONMENT

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	12	24
AGREE	27	54
NEUTRAL	9	18
DISAGREE	1	2
STRONGLY DISAGREE	1	2
TOTAL	50	100

INTERPRETATION

24% strongly agreed that they are frightened to imagine that many of the products that have been used are disrupting the environment. 54% agreed. 18% are neutral. 2% disagreed. 2% strongly disagreed with the statement.

TABLE 20

IMPROVES QUALITY OF ENVIRONMENT

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	18	36
AGREE	26	52
NEUTRAL	4	8
DISAGREE	1	2
STRONGLY DISAGREE	1	2
TOTAL	50	100

INTERPRETATION

36% strongly agreed that green products are encouraged to improve the quality of the environment. 52% agreed with the neutral. 12% are neutral.

TABLE 21

AWARE-BENEFITS OF GREEN PRODUCTS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	15	30
AGREE	26	52
NEUTRAL	6	12
DISAGREE	3	6
STRONGLY DISAGREE	-	-
TOTAL	50	100

INTERPRETATION

30% strongly agreed that they aware friends and family about the benefits of using green products. 52% agreed with the statement. 12% are neutral. 6% disagreed the statement.

TABLE 22
RESPONSIBLE DURING PURCHASE DECISION

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	21	42
AGREE	22	44
NEUTRAL	6	12
DISAGREE	1	2
STRONGLY DISAGREE	-	-
TOTAL	50	100

INTERPRETATION

42% strongly agreed that consumers are environmentally responsible during their purchase decision. 44% agreed with the statement. 12% are neutral. 2% disagreed the statement.

CORRELATION CO-EFFICIENT**CORRELATION BETWEEN SUGGEST GREEN PRODUCTS AND AWARE GREEN PRODUCTS****TABLE 1**

RESPONSE	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
SUGGEST GREEN PRODUCTS	18	28	2	1	1
AWARE GREEN PRODUCTS	15	26	6	3	0

TABLE 2

X	Y	X ²	Y ²	XY
18	15	324	225	270
28	26	784	676	728
2	6	4	36	12
1	3	1	9	3
1	0	1	0	0
50	50	1114	946	1013

$$r = \frac{n\sum xy - \sum x \sum y}{\sqrt{(n\sum x^2 - (\sum x)^2)(n\sum y^2 - (\sum y)^2)}}$$

$$r = 0.98$$

According to measures of statistical value the range lies in between -1 and +1. Since the value of r is more than 0, there is a correlation between suggest green products and aware green products to friends and family.

CHI-SQUARE**PURCHASE MORE EXPENSIVE GREEN PRODUCTS****VS****IMPROVE THE QUALITY OF THE ENVIRONMENT**

: There is no association between purchasing more expensive green products and improving the environment.

: There is an association between purchasing more expensive green products and improving the environment.

OBSERVED DATA

RESPONSE	PURCHASE MORE EXPENSIVE GREEN PRODUCTS	IMPROVE THE QUALITY OF THE ENVIRONMENT	TOTAL
STRONGLY AGREE	19	18	37
AGREE	14	26	40
NEUTRAL	15	4	19
DISAGREE	1	1	2
STRONGLY DISAGREE	1	1	2
TOTAL	50	50	100

OBSERVED DATA	ESTIMATED DATA ($Rt \cdot Ct \div N$)
19	18.5
14	20
15	9.5
1	1
1	1
18	18.5
26	20
4	9.5
1	1
1	1

19	18.5	0.25	0.0135
14	20	36	1.8
15	9.5	30.25	3.184
1	1	0	0
1	1	0	0
18	18.5	0.25	0.0135
26	20	36	1.8
4	9.5	30.25	3.184
1	1	0	0
1	1	0	0
		X^2	9.995

Degree of freedom, $n = 10 - 1 = 9$

Calculated value X^2 , for the degree of freedom = 9, at 5% significance level is 9.995

The calculated value of X^2 is less than the table value which is 16.919 and thus the null hypothesis is accepted. It is found that there is no association between purchasing more expensive green products and improving the quality of the environment, which are available in the market and also feel disinterested in changing their principal products for ecological reason.