



ANALYTICAL STUDY ON CONSUMER'S VIEWPOINT FOR GREEN BUILDING PRACTICES AND GREEN BUILDING PRACTICES BARRIERS

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ABSTRACT

Marketing as a control is followed from its inception as a business movement to its contemporary position as a conventional action applying to a wide range of associations and trade exchanges. Start of the twenty-first century is seeing the developing social and environmental issues as an outcome of expanded economic development. Environmental issues affected every single human movement, couple of scholastic orders have incorporated green issues into their writing. This is particularly valid and right for green marketing. The principal workshop on "Ecological Marketing" was directed in 1975. The procedures of this workshop stemmed in one of the pledge beginning books on green marketing formally titled Ecological Marketing. Some real investigates likewise found that in spite of passing on worry towards the common habitat the present market buyers were reluctant to convey and pay more expensive rates for products and administrations which are environmentally friendly.

Keywords: Green Marketing, Green Products, Environment, Environmental Problems etc.

I. INTRODUCTION

Environmental concern is another mantra today to grandstand their commitment for environmental awareness and corporate responsibility towards genuine improvement in environmental debasement brought about by various components. Associations' achievement is not any more estimated by money related execution, yet in addition by their ecological and social achievements. The present scenario of consistent change in ways of life and demands of buyers has raised the worry of the associations to tap the market with new procedures. Likewise, the current economic climate has strengthened the need to get ready for long haul sustainability of association just as natural assets. The "Triple Bottom Line" of

individuals, planet and benefit is boosting organizations to improve so as to fulfill society and investors alike, and to investigate and measure the capability of more up to date techniques and markets [1].

For marketing, the test is twofold. For the time being, ecological and social issues have turned out to be critical outer impacts on organizations and the markets inside which they work. Organizations need to respond to changing customer needs, new guidelines and another social zeitgeist which reflects expanding worry about the socio-environmental effects of business. In the more drawn out term, the quest for sustainability will demand basic changes to the administration worldview which supports marketing and the

different business capacities. Offsetting economic interests alongside social and environmental obligation is alluded to as "sustainability," a developing way to deal with business that has driven partners to put expanded weight on organizations to upgrade their objectives and corporate duty. However the messages are blended and very fluffy. Investors anticipate from organizations to produce benefits, however they likewise need from these organizations to make a positive commitment towards society through discrediting environmental effect. Representatives, controllers and, the customers all need an organization to do well in budgetary and development term, however they likewise need it to "do great." Innovative associations that are fruitful in this space have investigated upper hands inalienable in grasping sustainability.

1.1 Green Marketing

Global ecological emergencies, regularly expanding worries on a deteriorating environment and social duty have activated marketers and organizations to reconsider their approaches, methodologies and marketing exercises. Then, the suspicion that there are restricted natural assets and exorbitant environmental harm have meant the requirement for changes in marketing rehearses. These progressions must be joined into a shopper awareness based environmental motivation and endeavor towards accomplishing development in a feasible manner. The term "green marketing" became a force to be reckoned with in the late 1980s and mid-1990s. The requirement for change has become exposed on account of scholastic research endeavours in distinguishing issues with environmental awareness, 'green marketing' which is synonymous with "Ecological Marketing"; "Greener/Green marketing"; "Environmental Marketing" and "Reasonable Marketing" has been generally considered and confirm for over forty years in the fields of marketing and vital administration [2].

Sustainability is constantly pursued while characterizing green marketing. Sustainability is frequently tended to with its three basic segments: social (individuals), environmental (planet) and

economic (profit). In their definition, they allude to limiting the negative effect on the natural environment, taking note of that naturally, the devouring products or administration by human makes some level of harm to the environment. Green marketing has additionally developed and turned into a test as the worry for ecological issues developed and environmental awareness spread. It has formed into periods of arranging and technique for the two marketers and organizers. Green marketing advanced amid a procedure containing three unique stages. The primary stage was ecological stage amid which the attention was on environmental issues and commitment to improve the nature of environment [3].

1.2 From Traditional Marketing to Green Marketing

Current marketing is a by-product of the mechanical insurgency. In this time, it was trusted that what could be manufactured can be sold. Amid the 1800's when mechanical upheaval started, a move happened in the methods for production. The principle errand of business in this time was to change over natural assets in to goods which can be sold at a profit to the purchaser. This period of industrialization expected that natural assets are boundless and human exercises don't significantly affect the natural environment. Because of this suspicion, the traditional marketing lost synchronize with the truth of the natural and human frameworks that give the fundamental and basic components for the survival of the human race. In light of such inadequacies, the idea of marketing went under serious analysis from various creators amid the twentieth century. The social marketing idea was named by numerous creators as a conceivable answer for the reactions of marketing's negative consequences for the society. The idea showed that marketing can be a valuable power in improving the society. Satisfying products which give high satisfaction and high damage over the long haul and alluring products which join satisfaction and long haul benefits in the correct extent. This grouping of products established the framework of what we today known as "green" or "environmentally friendly" products. The societal idea established the framework of an idea which

joined the long haul welfare of the customers and society in the product contributions, and soon environmental contemplations and characteristics likewise ended up looked for after long haul benefits. In this manner, societal marketing formed into another idea known as "environmental marketing" or "green marketing", which offered just environmental sustainability as a long haul property with the products [4].

1.3 Sustainable Development and Green Marketing

The American Marketing Association (AMA) characterizes green marketing as marketing of products that are accepted to be environment-friendly, which sorts out into various exercises, for example, product alteration, adjustment of production forms, bundling, labelling, promoting procedures just as builds awareness on consistence marketing among enterprises. As indicated by Business Dictionary, the meaning of green marketing is special activities planned at taking benefits of molding buyer behavior towards a brand. These modifications are continuously being influenced by an organization's practices and policies that impact the normal for the environment and show the standard of its anxiety for the network. Then again, it very well may be recognized as the advancement of environmentally-secure or profitable goods. As per the World Commission on Environmental Development (1978), Sustainable Development characterizes "addressing the necessities of the present without bargaining the capacity of things to come ages to address their very own issues". The run of the mill thought amid the entire of this system of sustainable improvement is the longing to blend economic and ecological advancements in basic leadership by developing policies that monitor the standard of rural progression and environmental preservation. The environment protection for the current and the future age is the thing that the result product of green marketing is [5].

II. REVIEW OF LITERATURE

Govindan, et al (2014) [6] remind that assembling enterprises started to concentrate on green idea in their supply chain management just

of late. The expectation was to concentrate on environmental issues. The entire equivalent, they have an extreme time recognizing barriers that ruin the execution of green supply chain management. The researchers center on recognizing the barriers in the setting of viability of acquisition. They recognize 47 barriers in the wake of scrutinizing literature and associating with industry specialists. They enhanced their endeavors by directing a poll based review of different divisions of the industry. They distinguish basic barriers by falling back on an explanatory order process. They finish it off with an affectability investigation to inspect need positioning steadiness.

Mathiyazhagan, Govindan, and NoorulHaq, (2014) [7] firms are obliged to actualize environmental practices and raise their green picture, contend the researchers. Recently, academicians and professionals have displayed enthusiasm for green marketing and green supply chain management (GSCM) practices. Weight on the earth has been ascending continuously and a larger amount of responsibility, budgetary costs and supply chain techniques are looked for by the partners. The researchers recognize 65 such weight focuses and place those under six heads. In the long run they organize the basic weights by utilizing the explanatory progression process.

Dr. Bhagwan Singh and Sachin Kumar (2015) [8] in their study uncovered that a large portion of the respondents from North India know about Green Marketing. Respondents, pay, occupation, conjugal status and region have a solid relationship with mindfulness about Green Marketing, regardless of their age, training, zone and state. The advertisers should plan out the methodologies according to the respondent's attributes to accomplish better outcomes. The sexual orientations from North India have comparative mindfulness about Green Marketing, so the sex explicit methodologies maybe may not work in India. Or maybe, other statistic factors like pay, occupation, conjugal status and area of respondents, whenever centered and focused on may give better outcomes. The study additionally investigated that client rising mindfulness about green or eco-accommodating items; advancement

of green or eco-accommodating items by Web Based Marketing/Internet; customer center around the environmental issues and vital activities taken by the administration and corporate are the primary explanations behind featuring Green Marketing. They likewise recommend that clients at the season of procurement must think about the environmental advantages of the items and if not, in any event those items ought to be purchased which don't hurt the earth. The client must check the eco-benefits by visiting the sites of the organization before acquiring. The Web Based promoting media can be a decent instrument to direct individuals towards eco-accommodating items.

Srivastava, (2017) [9] there is a developing requirement for coordinating environmentally stable decisions into supply-chain management research and practice, contends the researcher. After studying the literature on the theme, the researcher is persuaded that an expansive casing of reference for green supply-chain management (GSCM) is yet to develop. This insufficiency likewise influences the capacity of the administrative bodies to control so as to address the societal and biological concerns of the business and the economy. An exact and brief arrangement to support the scholastics, researchers and experts in comprehension the coordinated GSCM from a more extensive point of view is out of order. By chance, satisfactory literature is accessible to warrant such arrangement. Consequently the researcher investigates the region of GSCM.

Brahma, M. &Dande, R. (2018) [10], The Economic Times, Mumbai, had an article which expressed that, Green Ventures India is an auxiliary of New York based resource management firm Green Ventures International. The last declared a \$300 million India centered reserve went for sustainable power source items and supporting exchanging carbon credits. "Green Marketing: An Indian Perspective" features environmentalism have quick developed as an overall wonder. Business firms also have met people's high expectations and have begun reacting to environmental difficulties by rehearsing green marketing methodologies. Green

commercialization has assumed a synergist job in introducing environmentalism and making business firms green marketing focused.

III. OBJECTIVES OF THE STUDY

The main Objectives of the Research Study are as follows:

1. To analyze Consumer's View-point for Green Building Practices
2. To study measures to reduce water usage according to Consumer's View-point
3. To analyze barriers for using Green Building Practices according to Consumer's View-point

IV. RESEARCH METHODOLOGY

In this Research study we intend to find Consumer's View-point for Green Building Practices, measures to reduce water usage and conserve it and the barriers for using Green Building Practices. For this we used Chi-square test. Descriptive Statistics and ANOVA.

V. ANALYSIS AND FINDINGS

Table 1: City wise Cross tabulation of Consideration of Environment Aspect

City	Indore		Consideration of Environment Aspect			Total
			Yes	No	Sometimes	
	Indore	Count	250	65	76	
		Expected Count	241.8	82.7	66.5	
		% within City	63.9	16.6	19.4	
		% within consideration of Environment Aspect	50.9	38.7	56.3	
		% of Total	31.5	8.2	9.6	
	Bhopal	Count	147	48	8	
		Expected Count	125.5	43.0	34.5	
		% within City	72.4	23.6	3.9	
		% within consideration of Environment Aspect	29.9	28.6	5.9	
	Gwalior	Count	94	55	51	
		Expected Count	123.7	42.3	34.0	
		% within City	47.0	27.5	25.5	
% within consideration of Environment Aspect		19.1	32.7	37.8		
% of Total		11.8	6.9	6.4		
Total	Count	491	168	135		
	Expected Count	61.8	168.0	135.0		
	% within City	100.0	21.2	17.0		
	% within consideration of Environment Aspect	61.8	100.0	100.0		
	% of Total		21.2	17.0		

Table 2: Chi-Square Tests of City Consideration of Environment Aspect

	Value	df	Asymp.Sig.(2-sided)
Pearson Chi-Square	49.492a	4	.000
Likelihood Ratio	57.965	4	.000
Linear-by-Linear Association	6.419	1	.011
N of Valid Cases	794		
0 cells (.0%) have expected count less than 5. The minimum expected count is 34.01			

The Chi-square test was performed to measure the association between Consideration of Environmental Aspects and City. The Chi-square value is 49.492 and the significance level of 0.000

indicates that this chi-square value is significant. So, alternate hypothesis H1 is accepted that there is a significant association between Consideration of Environmental Aspects and City.

Table 3: City wise Cross tabulation of Use of Measures to Reduce Water Usage

City	Indore		Measures to Reduce Water Usage		
			Yes	No	Total
City	Indore	Count	236	155	391
		Expected Count	246.2	144.8	391.0
		% within City	60.4	39.6	100.0
		% within consideration of Environment Aspect	47.2	52.7	49.2
		% of Total	29.7	19.5	49.2
	Bhopal	Count	141	62	203
		Expected Count	127.8	75.2	100.0
		% within City	69.5	30.5	25.6
		% within consideration of Environment Aspect	28.2	21.1	25.6
	Gwalior	Count	123	77	200.0
		Expected Count	125.9	74.1	100.0
		% within City	61.5	38.5	25.2
% within consideration of Environment Aspect		24.6	26.2	25.2	
% of Total		15.5	9.7	794	
Total	Count	500	294	794.0	
	Expected Count	500.	294.0	100.0	
	% within City	63.0	37.0	100.0	
	% within consideration of Environment Aspect	100.0	100.0	100.0	
	% of Total	63.0	37.0		

Table 4: Square Tests of City and Measures to Reduce Water Usage

	Value	df	Asymp.Sig.(2-sided)
Pearson Chi-Square	4.994 ^a	2	.082
Likelihood Ratio	5.086	2	.079
Linear-by-Linear Association	.416	1	.519
N of Valid Cases	794		

0 cells (.0%) have expected count less than 5. The minimum expected count is 34.01

The Chi-square test was performed to measure the association between Use of Measures to Reduce Water Usage and City. The Chi-square value is 4.994 and the significance level of 0.082 indicates

that this chi-square value is insignificant. So, null hypothesis H₀ is accepted that there is no significant association between Use of Measures to Reduce Water Usage and City.

Table 5: Descriptive Statistics

		N	Mean	Std deviation
Lack of Awareness	Indore	391	3.8120	.91698
	Bhopal	203	4.1823	.83327
	Gwalior	200	3.7188	.94308
	Total	794	3.8832	.91968
Lack of Cost Savings	Indore	391	3.2950	1.07733
	Bhopal	203	3.4138	1.22927
	Gwalior	200	3.1817	1.08015
	Total	794	3.2968	1.12043
Lack of Reliability	Indore	391	3.3436	.58510
	Bhopal	203	3.3990	.51068
	Gwalior	200	3.2683	.59281
	Total	794	3.3388	.57024

Table 6: ANOVA Test

		Sum of Squares	df	Mean Square	F	Sig.
Lack of Awareness	Between groups	25.546	2	12.773	15.660	.000
	Within groups	645.182	791	816		
	Total	670.728	793			
Lack of Cost Savings	Between groups	5.431	2	2.715	2.170	.115
	Within groups	990.065	791	1.252		
	Total	995.496	793			
Lack of Reliability	Between groups	1.793	2	.869	2.684	.069
	Within groups	256.127	791	.324		
	Total	257.865	793			

The ANOVA test was performed to measure the variations in consumers' perception towards Lack of Awareness barrier for Green Building Practices among different cities. The F value is 15.660 and the significance level of 0.000 indicates that this ANOVA value is significant. So, alternate hypothesis H1 is accepted that Consumers' perception towards Lack of Awareness barrier for Green Building Practices differs among different Cities.

The ANOVA test was performed to measure the variations in consumers' perception towards Lack of Cost Savings barrier for Green Building Practices among different cities. The F value is 2.170 and the significance level of 0.115 indicates that this ANOVA value is insignificant. So, null hypothesis H0 is accepted that Consumers' perception towards Lack of Cost Savings barrier for Green Building Practices does not differ among different Cities.

The ANOVA test was performed to measure the variations in consumers' perception towards Lack of Reliability barrier for Green Building Practices among different cities. The F value is 2.684 and the significance level of 0.069 indicates that this ANOVA value is insignificant. So, null hypothesis H0 is accepted that Consumers' perception towards Lack of Reliability barrier for Green Building Practices does not differ among different Cities.

VI. CONCLUSION

In the study of this objective, the analysis of consumers' awareness and preferences for green building practices were carried out. Environmental issues have gained importance in business as well

as in public life throughout the world. It is not like that a few leaders of different countries or few big renowned business houses are concerned about the day to day deterioration of oxygen level in our atmosphere but every common citizen of our country and the world is concerned about this common threat of global warming. So in this scenario of global concern, corporate houses has taken green-marketing as a part of their strategy to promote products by employing environmental claims either about their attributes or about the systems, policies and processes of the firms that manufacture or sell them. Clearly green marketing is part and parcel of overall corporate strategy; along with manipulating the traditional marketing mix (product, price, promotion and place), it require an understanding of public policy process. So we can say green marketing covers a broad range of activities. Different writers has given different definition about green marketing which tried to cover all major components of green marketing.

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