Benefits of green marketing, challenges faced and strategies to protect environment – A study w.r.t. Yelahanka Subdistrict of Bengaluru Urban District

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Abstract:

Purpose: The preeminent objective of the study is to probe whether demographics of respondents impact the study on green marketing and consequent protection of environment. The other objectives include about the benefits of green products, challenges of green marketing and strategies green marketing to protect the environment is difficult customers are becoming more demanding and they have started to pay more attention to the environment. Green customer loyally and green satisfaction proved to be useful for studying green buying behaviour (Ranaei Kordshouli et al., 2015).

Approach: A measured questionnaire was administered as schedule in order to avoid any delay, incompleteness and non response. The participants in the study include agriculturists, employees both private and government, business doing persons, professionals and self employed persons. These participants were interviewed and the necessary data was collated. X^2, contingency co-efficiency weighted average, Kendall's co-efficient of concordance statistical tools and green marketing strategy index (GMSI) was developed and performed in order to collate the needful data on green marketing.

Findings: The study probed about demographics and found the presence of significant variation and high degree of relationship between the demographics and green marketing. The prioritised benefits using weighted average statistical tool reveals protection of environment, brand loyalty, and positive public image. The challenges of green marketing reveals that which are ranked price sensitive consumers, new concept and need for standardisation. The measured strategies of green marketing to protect environment prioritised or ranked and includes implement eco-friendly energy practices, affordable prices and opting for electronic marketing.

Keywords: Challenges, sensitive, awareness, affordable, green cover, water reticulation, protection, questionnaire.

Introduction: Green marketing has been used to define marketing activities which attempt to reduce the negative social and environmental impacts of products and production system and promote less damaging products and services (Peattie, 2001). Green marketing includes a wide range of activities related to: product design, the manufacturing process, service delivery process, packaging, construction and renovation of buildings, recycling, and other activities like marketing communications (Prakash, 2002). Green marketing is the marketing of products as they are presumed to be environmentally preference to other (Sharma, D.M. 2014). Environmental issues have always been a challenge since the creation of the term environmental sustainability which has increased the sensitivity of consumers towards purchasing greener products (Kumar PhooKan, 2020). Green products also referred to as environment friendly products and society gradually enhanced its awareness of environmental issues mainly on account of mass industrial manufacturing. The intention of green marketing is to protect environment and satisfy the needs of green liking consumer. Satisfied consumers are more likely to repeat buying either product or service compared to less satisfied consumers (Oliver, 1999). Previous

research reveals consumers are willing to pay higher prices for green products which are healthy. Many consumer pay premium while buying green markets as long is this extra sacrifice is justified by sufficient extra value (Chen, 2010).

Green products are liked by consumer since the marketer and manufacturer bother about the green policies as they take care of health of consumers. It is equally relevant to see that consumers penalise the firms which violates environmental laws of emit high level of toxins. Studies have conducted on green buying behaviour and attitudes of different population and it was noted that green marketing was gaining prominence in developing nations (Khare, 2014). Studies conducted in developing nations about green consumption became popular and the different elements that impact includes awareness and knowledge about green products, trust is eco labels and brands, consumer concern towards environment degradation and their benevolent values and consumers fund to be more socially integrated and have a favourable attitude towards green products (Juwaheer et al. 2012).

Statement of the problem:

Issues like global warming, depletion of Ozone umbrella are the main environmental issues that are assuming significance as they contribute towards human survivality. Every person rich or poor is concerned with leading life qualitatively. Financial gain and economic profit is the main aim of any corporate business and it is realised that environment impacts very much the sustainability of any business organisation. Bengaluru citizens feel reduction in green spaces and over exploitation of ground water are the main environmental concerns. Heat, dust and pollution are characterising of Bengaluru and city is slowly loosing its green cover and is turning brown with concrete buildings and heat island. Securing the city's environment is the biggest challenge. Environment protection in Bengaluru involves the process of maintaining sustainable interaction between humans and their surroundings. The ever growing population and the need for better infrastructure resulted in green reduction. The challenges faced by citizens include, rapid urbanisation, traffic congestion, water reticulation, sanitary and provision of health care. The environmentalist at Bengaluru are active through 'Hasiru Usiru' (Greenary is life) are active since its formation in 2005. They are actively involved in the activities like green awareness, protest against tree felling and urban governance. Waste disposal is the biggest challenge faced by administrators. The unscientific disposal of waste is very much creating problems to the citizens.

Review of literature

Suki (2016) probed the impact of green brand knowledge, attitude towards green brand and green brand positioning of green product purchase intentions, in a B2C context. The study reveals based on the standardised path coefficients of the structural model from the PLS results, green brand knowledge was found to be the most significant determinant of green product purchase intention. Further, the study reveals that green brands has caused consumers to develop positive green marketing awareness and has endorsed their interest in fortifying its degradation.

Manjunath, G., Manjunath, D.G. (2017) highlighted that environmental issues continue to plague the business community particularly for organisations whose processes and operations directly impact the environment. This calls for the integration of sustainable technologies, practice, and products across the supply chains of every economic field, and states the significance of redirecting corporate resources toward sustainability.

Karurkar, S. et al. (2018) are of the opinion that automobile manufacturing firms across the world are making use of optimised, sustainable and environment friendly processes and technologies to manufacture vehicles and reduce impact on humans and environment.

Singh et al. (2020) stated that consumers are more concerned towards environment and health issues as they are more focused on green marketing and green products purchasing.

Lievano Pulido Yineth et al. (2021) presents a theoretical view of the importance of green marketing and also the study identifies Germany as a key market for green strategies in Europe. Further, the researchers have analysed the impact of green policies on key sectors of Spanish companies. The result of the study reveals that the green marketing variables need to be managed to give companies a competitive advantage.

Balwan Kaur et al. (2022) expressed that the demand for green products has increased to protect families health. More observational knowledge are expected to test the theoretical elements that discover the cavity between the apparent greeneries of consumers buying intention. The idea of environmental attitude with consumers buying intention is growing in India at a faster rate. Further, the researchers stated that in green promotion buyers pay more attention to maintain cleaner and greener climate. Green marketing assumes significance in agriculture in a country like India. In future as per the researchers only such organisations that improve with innovative objects, resources and novelties that are eco-driven will receive the best benefits.
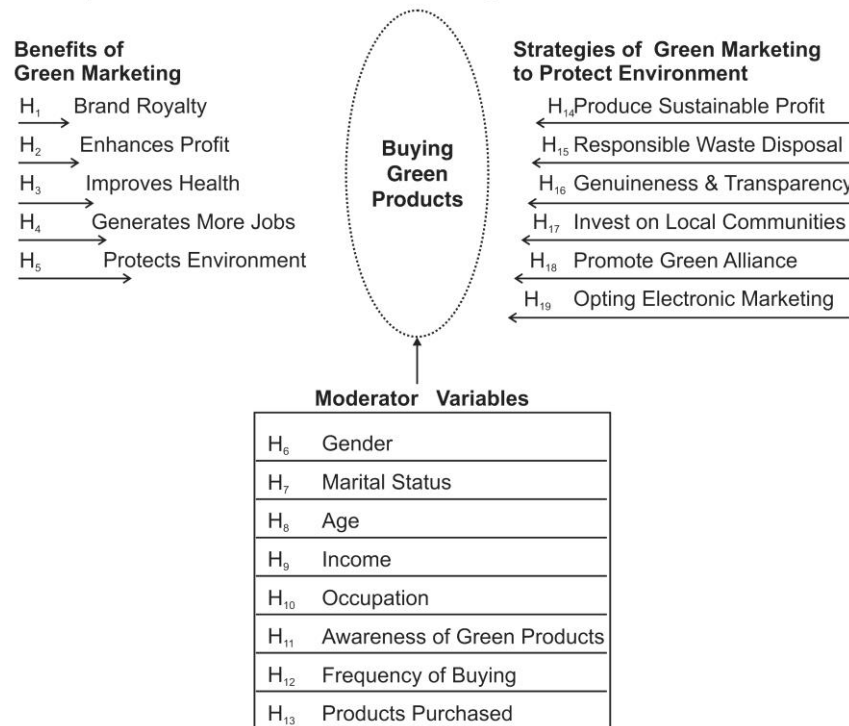
Conceptual Framework - Green Marketing & Protection of Environment

Benefits of Green Marketing

H_1 Brand Royalty
H_2 Enhances Profit
H_3 Improves Health
H_4 Generates More Jobs
H_5 Protects Environment

Buying Green Products

Strategies of Green Marketing to Protect Environment

H_{14} Produce Sustainable Profit
H_{15} Responsible Waste Disposal
H_{16} Genuineness & Transparency
H_{17} Invest on Local Communities
H_{18} Promote Green Alliance
H_{19} Opting Electronic Marketing

Moderator Variables

H_6	Gender
H_7	Marital Status
H_8	Age
H_9	Income
H_{10}	Occupation
H_{11}	Awareness of Green Products
H_{12}	Frequency of Buying
H_{13}	Products Purchased

Fig. 1
Source: Author's Creation

Objectives of the study:

1. To study the impact of demographic profile on the study of green marketing.
2. To analyse the benefits of green products.
3. To analyse the challenges of green marketing.
4. To study the strategies of green marketing to protect environment.

Hypotheses

1. The demographics of respondents are not impacting the study of green marketing.
2. There are no benefits of green products.
3. Green marketing is not facing any challenges.
4. There are no strategies of green marketing to protect environment.

Research Questions

1. What are the reasons behind socio-economic factors not impacting on green marketing?
2. What are the challenges faced by green marketing?
3. What are the benefits of green marketing practice?
4. What are the strategies of green marketing to protect environment?

Research Methodology

The present study is carried out at both old and new town of Yelahanka subdistrict of Bengaluru Urban district. Research methodology is all about the method followed in the research work. The research design is the arrangement of conditions for the collection of data. Therefore, it should be an economic procedure (Clair Sellitz., 1965). Research design is required since it facilitates the smooth sailing of the different operations thereby making research as efficient and aiming at obtaining maximum data with least expenditure (Kothari, C. R. 2013).

Questionnaire design: A well manageable close ended questionnaire with options like strongly agree, agree etc., was administered as schedule for the purpose of avoiding delay, incompleteness, rejection and to follow still haunting Covid-19 norms. All the questions included in the questionnaire were pretested for validity and arranged logically and serially numbered. Likert scale with required point of scale was preferred to place the opinions expressed by respondents.

Participants : The study confined to the twin towns i.e., old and new towns of Yelahnaka taluk. The employees of both state and central government, business doing persons, professionals self employed persons were approached for data collection. The researchers approached the respondents in order to collate the much needed data. Out of the total of 218 questionnaires 200 were found useful forming 91.74% success rate.

Universe of study : The present study confined to only Yelahanka sub-district covering old and new towns of Yelahnka. Yelhanka taluk of Benglauru urban district growing beyond expectation and is becoming popular as "education center" and as it is near international airport and industrially developed area.

Sample and sampling technique: The present study performed convenient technique to collate the required data. There are 7 agriculturists, 23 government employees, 36 private sector employees, 15 businessmen, 10 professionals and 9 self employed respondents. The opinions expressed by respondents were entered by the researchers at the time of collecting the required data.

Method of data analysis: The present study adopted x^2, contingency co-efficient, Kendall's coefficient concordance, weighted arithmetic mean, green marketing practice strategy Index (GMSI).

Limitations:

1. The data has been collected from a limited geographical area. Therefore the findings and conclusions has got their own limitation.
2. The data was collated within a limited time.
3. Generaliation of the present work requires further in depth study.

Variables under study:

Benefits of green products, challenges of green marketing and strategies to protect environment are the independent variables. The demographics like age, gender, marital status, monthly income, occupation, awareness of green marketing, need for environment protection, frequency of buying and types of products' purchased forms moderator variables. The dependent variable for the present study is protection of environment. In order to measure the strategies of green marketing to protect environment the following index was developed.

$$GMSI = GMS_{SA} + GMS_A + GMS_N + GMS_{SD}$$

Where GMS_{SA} = Total number of respondents expressed strongly agree in making extent of strategies to protect environment.

WMS_A = The total number of respondents expressed agree in making the extent of strategies to protect the environment.

GMS_N = The respondents who stood neutral without impacting on the study of strategies of protecting environments.

GMP_{SD} = Respondents who expressed strongly disagree agree in making the extent of strategies impacting in protecting environment.

Data presentation and analysis: Demographic profile of respondents – A

Research question: 1. What are the reasons behind the demographics not impacting on green marketing?

Table – 1 contemplates data about socio-economic characteristics of respondents. There are 81 males and 19 females and 85 are married and 15 unmarried, 45 respondents belongs to the age of 35 – 40 years, 22 in between 25-30 years. 20 greater than 45 years, 8 in between 20-25 and finally 5 belongs < 5 years. There are 46 degree holders, 25 post graduates, 12 PUC, 9 professionals and 8 completed 10th standard. The occupation details reveals that 36 respondents are private service employees 23 government employees 15 doing business, 10 professional, 9 self employees and 7 doing agriculture. Further, the table reveals that 42 belongs to 30K – 40K, 25 in between 20K – 30K, 15 belongs to the income group in between 10K – 20K, 13 > 40K and 5 respondents getting less than 10K per month. 81 respondents of aware of green marketing, 19 are unknown about green marketing of products. 51 respondents stated health protection is the need of the environment protection followed by 20 quality of life, 19 survivality and product features. 65 respondents buy green products regularly, 22 on an average buy the products and 13 very rarely buy the products. 52 purchase food green products, 20 health products, 12 cosmetics, 8 each cleaning products, and household products. Chi-square statistic fails to accept H_0 and accepts H_1 as there is significant variation in the data and contingency coefficient reveals about the presence of high degree of relationship between demographic and green marketing.

Data Presentation and analysis – B:

Research Question: 2. What are the benefits of green products?

Table – 2 speaks about the benefits of green products. To measure the benefits of green products weighted arithmetic mean was performed. Likert 5 point scale was performed with weights given according to points of scale. The opinions of respondents are multiplied with corresponding Likert scale points to get "fw" and "fw" is divided by the sum of weights i.e., $(5 + 4 + 3 + 2 + 1) = 15$ to get 'WA'. The first rank was awarded to protect environment, the second rank was awarded to brand loyalty and the third rank was awarded to positive public image. The study found that "WA" fails to accept H_0 and accepts H_1. The remaining factors driving benefits are ranked on the basis of strength of "WA".

Research Question No. 3 : What are the challenges of green marketing?

Table – 3 explains about the different challenges of green marketing. To measure the challenges of green marketing Kendall's co-efficient of concordance was performed (w). The prioritized challenges includes that price sensitive consumer as the highest prioritized challenge, new concept as the second and the third the need for standardisation. "w" reveals about acceptance of H_1 and disapproval of H_0. Hence there exist significant high degree of relationship between the challenges and green marketing.

Research Question No. 4: What are the strategies of green marketing to protect environment?

Table – 4 highlight about the different strategies of green marketing to protect environment. To measure the strategies of green marketing environment GMS index was developed with four point Likert scale. The highest GMS, was awarded to implement eco-friendly energy practice, the second was given to affordable prices and the third was awarded to opting for electronic marketing.

Discussion:

The main objective of the present study is to know the extent of socio economic factors impacting the study on green marketing. Further the study also probed about the benefits of green products, the challenges green marketing and the strategies of green marketing. All the social economic characteristics reveal a significant variation in the data and the contingency coefficient reveals about high degree of relationship between the demographics and green marketing. The benefits found in the study in the order of ranking includes, protects environment, the second on brand loyalty and the third one was public image. Further, the study found that the highest prioritized challenges include price sensitive consumers, new concept and need for standardisation. The prioritized strategies of green marketing to protect environment includes as per GMS index, implement eco-friendly energy practices, affordable prices and the option for electronic marketing. The study reveals that the price sensitive customers are protecting the environment and they are buying green products which are available at affordable prices. To measure the benefits of green marketing weighted Average (WA) was performed wherein the "WA" was obtained by dividing the "fw" by "N" the number of observations. Kendall's co-efficient concordance was performed to measure the challenges of green marketing and GMSI was constructed and performed to measure the prioritized by the respondents about strategies of marketing to protect environment. Survey technique was followed and the respondents were met and the required data was collated. The respondents belongs to Yelahanka subdistrict old and new towns. The findings of the study presented, analysed and discussed by using relevant quantitative techniques like x2, contingency coefficient, Kendalls coefficient of concordance, GMS index and weighted average.

Conclusion:

Environment should be protected and protection of nature will be useful to the existing and future generation. Education promotes a holistic approach toward the protection and conservation of nature (Aftab Alam, 2018). The main intention of protecting the environment is to make it a healthy place for the present and future generations. The study found that all demographics are impacting on the environment and there exist a significant and high degree of relationship between the demographics and given marketing environment. The benefits emerged from the study include protection of environment, brand loyalty and positive public image. Kendall's coefficient of concordance reveals about the presence of high degree of relationship between challenges and green marketing. The suggested strategies includes as ranked by GMS Index, implement eco energy practices, affordable prices, opting for electronic marketing. The price sensitive customers if eco-friendly practices are followed ready to buy at affordable prices.

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Table – 1 : Demographics of Respondents – Green Marketing

Social economic characteristics	x^2	TV@0.05	df	result of x^2	"c"	Result of 'C'
Gender	38.44	3.841	1	Significant	0.52	High Degree
Marital Status	49.00	3.841	1	Significant	0.57	High Degree
Age in years	49.90	9.488	4	Significant	0.57	High Degree
Qualification	46.2	9.488	4	Significant	0.56	High Degree
Occupation	36.77	11.070	5	Significant	0.51	High Degree
Monthly Income (INR)	40.40	9.488	4	Significant	0.53	High Degree
Awareness of green marketing	38.44	3.841	1	Significant	0.52	High Degree
Need for environment protection	38.73	7.815	3	Significant	0.52	High Degree
Frequency of buying	46.34	5.991	2	Significant	0.56	High Degree
Type of products purchased	6880	9.488	4	Significant	0.63	High Degree

Source : Field Survey

Note : x^2 = chi-square

'c' = $\sqrt{(x^2 / x^2 + N)}$

Where 'c' = contingency coefficient

N = Number of observations

When the value 'c' is equal or near 1, it means there is high degree of association between attributes. Contingency co-efficient will always to be less than 1. High degree is considered here if 'c' is 0.50 and above.

Table – 2 : Benefits of Green Products

Benefits	Weight	5	4	3	2	1	T	WA
	Likert scale	SA	A	N	DA	SDA		
Access to new markets	F	65	23	8	2	2	100	VII
	fw	325	92	24	4	2	447	29.8
Positive public image	f	77	15	2	3	3	100	III
	fw	385	60	6	6	3	460	30.67
Brand Loyalty	f	78	16	3	2	1	100	II
	fw	390	64	9	4	1	468	31.20
Competitive advantage	f	72	18	5	4	1	100	V
	fw	360	72	15	8	1	456	30.40
Enhances profitability	f	68	16	5	6	5	100	X
	fw	340	64	15	12	5	436	29.07
Lowers overhead cost	f	59	21	8	5	7	100	XII
	fw	295	84	24	10	7	420	28.00
Employees feel proud and responsible	f	58	20	9	5	8	100	XIII
	Fw	290	80	27	10	8	415	27.67
Cost effective products	f	75	13	4	2	6	100	VI
	fw	375	52	12	4	6	449	29.93
Low maintenance expenditure	f	69	17	-	8	6	100	XI
	fw	345	68	-	16	6	435	29.00
Improves health	f	76	14	5	2	3	100	IV

	fw	380	56	15	4	3	458	30.53
Generates more jobs	f	65	21	6	5	3	100	VIII
	fw	325	84	18	10	3	440	29.33
Prevents over use of resources	f	64	23	8	2	3	100	IX
	fw	320	92	24	4	3	443	29.53
Protects environment	F	80	17	-	2	1	100	I
	fw	400	68	-	4	1	473	31.53

Source : Field Survey

Likert scale : SA - Strongly Agree, A - Agree, N - Neutral, DA - Disagree, SDA - Strongly Disagree

Weights : 5 + 4 + 3 + 2 + 1 = 15

Weighted average = Total / sum of weights

Table – 3 : Challenges of green marketing

Challenges of green marketing	SA	A	SWA	RT	RT^2
Lack of support	6	1	1	8	64
New concept	10	3	1	14	196
Non cooperation	5	1	-	6	36
Information disclosure challenge	6	1	1	8	64
Avoiding green myopia	7	3	-	10	100
Requires huge investment on technology	5	1	-	6	36
Price sensitive consumers	19	6	3	28	784
Need for standardisation	8	2	2	12	144
Need to wait to get return as it is long term investment opportunity	6	1	1	8	64
Total	72	19	9	100	1488

Source : Field Survey
Note : SA - Strongly Agree, A - Agree, SWA - Somewhat Agree, RT - Row Total

$SSR = \Sigma RT^2 - (\Sigma RT)^2 / N$

$= 1488 - (100)^2 / 9$

$= 1488 – 1111.11$

$= 376.89$

$W = 12 \times SSR / K^2 N (N^2 - 1)$

$= 12 \times 376.89 / 9 \times 9 (81 - 1)$

$= 4522.68 / 6488 = 0.70$

Test the significance of "W" by using the chi-square statistic.

$x^2 = k (n-1) w$

$= 3 (9-1) 0.77$

$= 3 \times 8 \times 0.77 = 16.80$

Decision : At 8 d.f. with 0.05 level of significance the TV = 15.507. The calculated value being 16.8 higher than the critical table value and hence 'w' fails to accept H_0 and accepts H_1. Therefore it is concluded that there existing high degree of relationship between green marketing and the challenges faced.

Table – 4 : Strategies of green marketing to protect environment

Strategies to be adopted	Extent of strategies adoption				GM SI	R	x^2	TV @ 5%	df	Result of x^2	"c"	Result of C
	SA	A	N	SD								
Produce sustainable products	35	25	8	2	353	VII	96.72	7.815	3	Significant	0.70	High Degree
	260	75	16	2								
Responsible waste disposal	68	24	5	3	357	V	109.36	7.815	3	Significant	0.72	High Degree
	272	72	10	3								

Use sustainable materials to make products	65	27	4	4	353	VII	99.44	7.815	3	Significant	0.70	High Degree
	260	81	8	4								
Genius & Transparency	68	22	4	6	352	IX	96.80	7.815	3	Significant	0.70	High Degree
	272	66	8	6								
Reassure the buyer	68	22	8	2	356	VI	107.04	7.815	3	Significant	0.71	High Degree
	272	66	16	2								
Affordable prices	75	18	7	-	368	II	139.92	7.815	3	Significant	0.76	High Degree
	300	54	14	-								
Involve the Customers in eco friendly activities	60	28	7	5	343	XI	110.32	7.815	3	Significant	0.72	High significant
	240	84	14	5								
Invest in local communities	65	22	8	5	342	XII	91.92	7.815	3	Significant	0.69	High degree
	260	66	16	-								
Promote green alliance	71	25	-	4	363	IV	127.28	7.815	3	Significant	0.74	High Degree
	284	75	-	4								
Use emission minded shipping practices	68	21	5	6	351	X	105.04	7.815	3	Significant	0.71	High Degree
	272	63	10	6								
Implement eco-friendly energy practices	81	19	-	-	381	1	176.88	7.815	3	Significant	0.80	High Degree
	324	57	-	-								
Opting for electronic marketing	75	20	-	5	365	III	142.00	7.815	3	Significant	0.77	High Degree
	300	60	-	5								

Source : Field Survey

Note : GMSI – Green Marketing S Index