

Green Marketing: A Study On Environmental Concern And Consumer Perception

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ABSTRACT

Concerns were expressed by way of manufacturers and customers about the environmental effect of merchandise throughout recent decades. Consumers and producers have directed their interest in the direction of environment pleasant products which might be presumed to be “green” or environment pleasant like low strength eating electric home equipment, natural foods, lead-free paints, recyclable paper, and phosphate-free detergents. Indian marketers are also realizing the importance of the Green Marketing Concept. Although a type of study on inexperienced advertising has been carried out across the globe; few academic studies on customer beliefs and choices have been accomplished in India. This study gives a quick review of environmental issues and identifies the inexperienced values of the clients, their degree of recognition approximately environmental troubles, green merchandise, and practices. This paper highlights the purchasers’ beliefs and choices in the direction of green advertising and marketing practices and merchandise with the assistance of a dependent questionnaire. High-level of consciousness about green advertising and marketing practices and merchandise becomes determined among the consumers. Green values have been additionally discovered to be excessive for many of the respondents. Research has given precise insights for marketers of the inexperienced products and shows the need of designing the advertising and marketing conversation campaigns promoting green products because of the high inexperienced costs for some of the customers.

Key Words: Consumer, Environmental Pollution, Green Marketing, Perception.

INTRODUCTION

Green advertising is likewise known as sustainable advertising, environmental advertising, and marketing or ecological advertising has included an extensive range of sports, that is which include change, trade in the manufacturing method, bundle modification also modifications in advertising. Green the phrase denotes natural, freshness, calmness, and so forth., Today inexperienced advertising and marketing additionally called sustainable advertising, environmental marketing or ecological marketing has included a broad

variety of activities, inclusive of product editing advertising. The destructive impact of human sports on surroundings is an essential subject nowadays. Governments all around the globe making efforts to minimize human effects on the surroundings. Today our society is extra worried about the herbal environment. Understanding the society’s new issues businesses have all started to modify their behavior and feature included environmental problems into organized sports. Academic suggestions have mixed green troubles in their literature. This is proper with marketing

challenges too, and the terms like “inexperienced advertising” and “environmental advertising” are protected in the syllabus. Governments all around the globe have come to be so concerned approximately green advertising that they have to make try and modify them.

REVIEW OF LITERATURE

Satyendra Singh et al., (2011) examine say that (1) it requires a marketing planner to realize cutting-edge clients and to make use of that expertise. (ii) It shifts the focus of marketing from the product and its useful attributes to the fee of the goods in phrases of revel in and better –order want pleasure (iii) It accepts “perception management” as a primary care: in impact converting the position of advertising and marketing conversation from useful message transmitter and picture builders to “stipulators” of reality. So, common, the model needs the concentration of enterprise pastime on dynamic intervention in the strategies by using which clients perceive the world and reputation their expectancies. Ken Peattie (2011) Towards Sustainability: Achieving marketing transformation – a retrospective comment. The article discussed three a long time of inexperienced advertising and marketing ie, the primary age being ecological inexperienced marketing emphasizing environmental problems, environmental advertising and marketing as the second age discussing easy era, green patron, aggressive benefit, eco – overall performance, environmental first-rate and the route towards sustainability as the third age of green advertising emphasizing product cost, emphasizing fee instead of charge, higher information of the advertising surroundings, industry structures, buying as opposed to ingesting from merchandise to offerings, distribution, and many others. Uday Kiran (2012) Opportunity and challenges of Green Marketing with special references to Pune – Green advertising and marketing must study minimizing environmental damage, not necessarily casting off it. Green advertising

covers more than a firm’s advertising claims. While companies should bear a good deal of the duty for environmental degradation, in the end, it is clients who call for items, and for that reason create environmental troubles. We can say that there are sufficient opportunities for green advertising in the Pune metropolis but it can also face a lot of challenges as a giant percentage of the populace aren't conscious and also willing to recognize the affairs of inexperienced advertising and marketing projects. We want to educate them through the right campaigns. Green entrepreneurs have to discover a possibility to enhance their product’s performance and support patron’s loyalty. Jacob Cherian and Jolly Jacob (2012) This article says that one component that is being restated implies that the cutting-edge intake levels are too high and are unsustainable. Therefore, there's a need for inexperienced advertising and a want for a shift in the client’s behavior and attitude toward more environmentally pleasant lifestyles. This takes a look at a compilation of diverse elements related to green marketing. Companies also are starting to teach the hundreds with a boom in advertising and marketing that emphasizes inexperienced merchandise and how they're extra beneficial for the clients. This form of advertising goes a long manner in educating the hundreds and selling the concept of inexperienced merchandise to a few humans. With increasing purchasers inclined to pay a little more towards inexperienced merchandise, businesses are taking be aware of the needs and behavior, and attitudes of the clients.

CONCEPT OF GREEN MARKETING

According to the American advertising association, inexperienced marketing is the advertising and marketing of products that might be presumed to be environmentally safe. Thus, green advertising and marketing carry a broad range of activities, consisting of product amendment, changes to the manufacturing process, and packaging adjustments, in addition to editing marketing thus far defining

inexperienced advertising and marketing is not a simple assignment wherein numerous meanings interconnect and task each other. An example of this could be the presence of various social environmental and retail definitions attached to this term. Other similar terms used are environmental advertising and ecological marketing.

Thus, inexperienced advertising and marketing refer to a holistic advertising concept in which the manufacturing, marketing consumption, and disposal of services and products take place in a manner that is much less dangerous to the surroundings with growing consciousness about the consequences of world warming, non – biodegradable solid waste, the harmful effect of pollutants, etc., both marketers and clients are becoming more and more sensitive to the need for transfer into inexperienced services and products. While the shift to “green” may seem highly-priced inside the short period it will without a doubt prove to be essential, value sensible too, in the long run.

The idea of green advertising and marketing has been around at least for the reason that first Earth Day in 1970. But the concept did not catch on till the Eighties when growing public interest within the surroundings brought about a call for greater inexperienced products and services. Manufacturers replied to the public hobby by using labeling masses of the latest products as “environmentally pleasant” – making claims that merchandise had been biodegradable, compostable, electricity green, or the like. As the environmental troubles have worsened, most international companies have started to use the advertising mix concept in inexperienced marketing that can reap the firm’s challenge and vision in quick intervals. The companies have to perceive the patron’s environmental desires and expand green merchandise which exceeds the first-class expectancies of clients. The greater purchasers willing to pay for an inexperienced product, the greater companies can take a look at the modifications in needs and behavior of the purchasers. Some commercial enterprise

enterprises have very quickly adopted Environmental Management System (EMS) and feature begun to use eco-friendly methods for all corporate activities. But the business corporates were no longer equipped to include green advertising techniques in their enterprise concept because of the massive initial price. So, there's a want for a paradigm shift inside the way the control institutes and commercial enterprise homes think about their role in accomplishing sustainable improvement.

The instructions to the developing number of innovation and advertising and marketing managers inclined to combine environmental sustainability into their techniques on how to expand and put in force a green advertising blend element of green marketing strategy step. Ecolabels are frequently integrated into packaging; this serves additionally as a promotional device. This means that precise attention needs to be committed to using organizations to pick or design environmentally friendly packaging that uses environmentally pleasant products. Similarly, the internet is seen as a device for each maximum efficaciously directing green customers around the world and reducing distribution costs. Aware of the real greenness of these actions in a lifestyle cycle attitude. It seems appropriate to remind companies already making inexperienced products and /or green production processes to retain alongside this direction and maintain innovation and convey inexperienced advertising and marketing.

GREEN MARKETING STRATEGIES

1. Green Design

The green layout is the Green Marketing Strategy that is most effective while the product and/or provider are first sustainable. One instance is a solar water heater, which could likely lessen energy use by 70% absolutely because of its layout.

2. Green Positioning

Green positioning is a strategy for emblem positioning wherein the company offers its price for sustainability and seeks to establish itself as a cautious employer. The objective of any such company is to attain certifications and to open its doors to the market for green clients in cooperation with inexperienced groups.

Body Shop, which never uses its products in animals and additionally makes its resources nicely, is a top-notch example of inexperienced positioning. The employer also employs commercials that don't characteristic women's pictures and increases donations to promote international recognition of issues inclusive of HIV and home abuse.

3. Green Pricing

Green pricing is any other inexperienced advertising method that corporations employ to make their offerings extra attractive. This approach focuses basically on emphasizing how inexperienced offerings can help clients preserve cash or other resources. A green pricing instance can be an agency that sells CNG cars to illustrate how fee-effective it

might be to have a CNG vehicle as compared to fuel automobiles.

4. Green Logistics

Green logistics encompasses the agency's tasks to reduce the ecological impact from point of foundation to point of intake of all logistics activities. If you manage an eCommerce website or a green merchandise business, you have got an efficient inexperienced advertising approach to get your objects to customers.

Amazon implements the so-known frustration-loose packaging inexperienced Logistics Strategy. The Frustration-unfastened packaging is a smooth-to-open recycled packaging that employs fewer non-stressed out packaging materials, plastic ties, and plastic coil containers.

5. Green Disposal

Green disposal will be an extraordinary green advertising technique for organizations that produce a variety of waste cloth, in which they can boast of the sustainability of disposal strategies to lessen the environmental and human effects.

Image 1: Green Marketing Strategies



Source: <https://www.analyticssteps.com/blogs/all-about-green-marketing>

OBJECTIVES OF THE STUDY

Green advertising and marketing are the act of no longer simplest living through environmentally pleasant rules and methods but letting customers recognize approximately it. Green advertising is crucial for several motives, from removing wastefulness to teaching customers approximately how an enterprise is preserving eco-friendly measures. Here are some different objectives to don't forget when considering green advertising.

- ❖ To observe the customer's cognizance and mindset toward inexperienced advertising and marketing-friendly merchandise in the Chennai metropolis.
- ❖ To know the significance of green marketing in Chennai city.
- ❖ To discover the maximum familiar inexperienced advertising and marketing products of most of the customers in Chennai city.

- ❖ To take a look at the effect of green advertising on consumer buying behavior in the Chennai metropolis.

STATEMENT OF THE PROBLEM

Green advertising and marketing are referred to as environmental advertising, gift scenario displays environmental troubles because of climate change, Air pollutants, chemically toxic, bio variety, and so forth., and inexperienced advertising associated with the customer as well as business goods. Worldwide evidence indicated people are worried approximately the environment and are converting their behavior. Because of this, green advertising has appeared which speaks for the growing market for sustainable and socially accountable services and products. Various research using environmentalists suggests that human beings are concerned approximately the environment and are converting behavior samples so, as to be much less competitive. Most of the customers, each person and industrial, are becoming extra

concerned approximately environment-friendly products. The consumer's situation for the protection of the environment and consciousness is making customers' reason to buy green products more crucial. Understanding customers' attitudes can encourage some advertising and marketing corporations to introduce changes in the popularity of their merchandise and their production method to fulfill their buying patterns. Despite environmental changes, the underlying assumptions for the customer's attitude closer to green merchandise have not been probed a lot through empirical remarks in Indian markets. It is stated the consumption stage of inexperienced merchandise is low amongst Indian purchasers as stated in some of the opinions performed. Customers generally tend to buy green products for fitness reasons instead of green reasons. There is a need to inspire the consumers to buy inexperienced merchandise to boom its intake thereby reducing environmental consequences. Also growing focus approximately green products and their importance to several humans is one of the vital keys. This has a look at is taken into consideration essential as it'd assist to recognize the mindset and buying behavior of the customers from Bangalore metropolis, where the people are literate and have high popular of living.

SCOPE OF THE STUDY

Table No: 1 One-Sample Statistics on General Awareness of Green Marketing

General awareness	N	Mean	Std. Deviation	Std. Error Mean	t Value	P Value	Rank
Purchase of green products	350	1.303	.4602	.0246	52.970	.000	4
Which green product do you buy	350	1.751	.9861	.0527	33.228	.000	3
Place of Purchase in green products	350	2.460	1.1492	.0614	40.046	.000	1

The scope of this look is set to green advertising and its effect on consumer buying behavior in Bangalore city. Green advertising isn't just promoting the products based totally on their environmental benefits, however, it's miles a much broader concept. Green advertising entails growing merchandise and applications which can be environmentally friendly or less dangerous to the surroundings. It consists of many areas starting from conservation to control of pollution. Companies have to make each feasible attempt to adopt research and development for you to give you green products within the hobby of the clients' healthy way of life especially and that of societies trendy.

TOOLS FOR DATA COLLECTION

For the study, data is collected through two sources.

Primary Data: Primary data has been collected mainly through structured questionnaires. The questions were designed in an easily understandable manner that the respondents may not have any difficulty answering.

Secondary Data: Secondary data has been obtained through websites, books, and online magazines and journals.

DATA ANALYSIS AND INTERPRETATION

How often do you buy green products	350	1.820	.7095	.0379	47.993	.000	2
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Sources: collected and computed through Questionnaire

Interpretation

From the above table, it is found that the mean value ranges from 1.303 to 2.460, the t value range from 52.970 to 40.046, the Standard

deviation ranges from 4602 to 1.1492, and the Standard error mean ranges from .0246 to .0614. This leads to the appropriate ranking analysis concerning the mean value.

Table No: 2 One-Sample Statistics on Consumers' Perception of Green Marketing

Factors	N	Mean	Std. Deviation	Std. Error Mean	t Value	P Value	Rank
Recommendations for green products	350	1.166	.3724	.0199	58.569	.000	4
Grades for green products	350	1.680	.5618	.0300	55.943	.000	3
products are green and beneficial	350	3.609	1.2362	.0661	54.609	.000	1
Level of satisfaction in green products and green marketing	350	1.846	.7526	.0402	45.882	.000	2

Sources: collected and computed through Questionnaire

Interpretation

From the above table, it is found that the mean value ranges from 1.166 to 3.609, the t value range from 58.569 to 54.609, the Standard deviation ranges from .3724 to 1.2362, Standard error mean ranges from .0199 to .0661. This leads to the appropriate ranking analysis concerning the mean value.

FINDINGS

The survey discloses that most people of the respondents (66%) are male and a majority (44%) of the respondents belong to the age group of up to 30 years. The survey makes it clear that most (75%) of the respondents have completed a diploma stage of training and most people (85%) of the respondents are hired in the

personal sector. Also, the evaluation says the maximum of the respondent's (%) monthly income is between 15000 to 25000. The majority of the respondents (74%) are single and most of the respondents (82%) of family individuals are four human beings and a maximum of the respondents (54.6%) are living in city regions.

The survey says that most of the respondents (71%) are in part aware of green products, It can be diagnosed maximum of the respondents (50.8%) source of statistics approximately inexperienced merchandise is from social media, It is clear that a maximum of the respondents (55%) pick green products, The analysis famous that majority of the respondents (75%) choose No use of pesticides and additives on green merchandise, It may be diagnosed that most of the respondents (69%) advocate becoming aware of inexperienced merchandise via the executive authorized seal.

The analysis reveals that a maximum of the respondents (56.7%) are privy to eco-labels, it may be understood that most people of the respondents (43%) agree that considering eco-labels as a critical manual while purchasing inexperienced merchandise, it is inferred that maximum of the respondents (85%) agree that they experience Eco-labels enables to identify inexperienced products without problems, it can be understood that majority of the respondents (46%) agree that information on eco-labels is clear and understandable. It is understood that the majority of the (72%) agree that eco-labels are an essential guide while purchasing inexperienced products.

It can be understood that most of the respondents (42%) sense green products are healthier than non-eco-pleasant merchandise, it is inferred that majority of the respondents (52%) agree that stronger environmental legal guidelines want to enforce in India, it's far genuinely pronouncing that majority of the respondents (45%) opinion approximately the green product is having a limited choice, the evaluation says most of the respondents (52%) Neutral to create cognizance approximately green merchandise to the society.

It is inferred that most of the people of the respondents (42. Three%) decide to buy the green product in groceries, it miles understood that most of the (74%) respondent's opinion approximately the price of green products is moderate, and the analysis exhibits that the majority of the respondents (43%) agree that inexperienced product commercial has a sturdy affect their purchase decision.

The examiner inferred that a maximum of the respondents (49%) on occasion buy green merchandise, it can be understood that the maximum of the respondents (44%) opinion about the price of the inexperienced merchandise is mild, this examination honestly says most of the people of the respondents (f56%) impartial to buy the green merchandise even at a high charge.

It is inferred that the majority (44%) of the respondents agree that organizations use green advertising to shield their reputation, The evaluation result says maximum of the respondents (76%) feel lack of enforcement regulation is the obstacle to adopting inexperienced merchandise, It is inferred that majority of the respondents (52%) says the green product is vital of their factor of view, The evaluation inferred that majority of the respondents (49%) says about usual satisfaction approximately the green product is in Neutral.

SUGGESTIONS AND CONCLUSION

Green marketing is starting degree still and loads of research desires to be executed on green advertising to fully discover its potential. Here are a few ideas that an organization has to implement to prepare for the challenges of inexperienced advertising and marketing and the successful manipulation of inexperienced advertising. Consumer desires to be made greater aware of the blessings of green products. Also, the patron calls for being knowledgeable and made aware of the environmental pressures. The Green Marketing movement and green marketing are worth a step in the direction of it. Consumers should be encouraged to shift manufacturers or even pay a top rate for the greener alternative. Client texture that they could modify. This is referred to as enabling and due to this important reason, customers will purchase greener merchandise. The next steps have to be taken to manipulate untruthful promises and claims by way of the marketer to preserve the legitimacy and reliability of inexperienced products. For the effective and green implementation of this idea of Green Marketing the component that performs a chief function is the Government. Unless the authorities create specific and strict legal guidelines and utilize their authority to put in force them, the idea cannot be conceptualized. If the Consumer, the Organization, and the Government paintings are in accord with the direction of the commonplace goal of minimizing the adverse

environmental impact of their activities, then they can certainly store these surroundings and make this global a better area to live in. It is not sufficient for an agency to green its merchandise; purchasers count on the goods at they purchase compact and friendly and additionally to help lessen the environmental impact of their own lives too. Green marketing may be very low on the schedule of most organizations and therefore it's nonetheless detrimental. Therefore, powerful inexperienced advertising and marketing, the growing focus among people will make adjustments centered on the proper audience.

Consumers' diploma of mindfulness about green objects changed into determined to be excessive and but customers do not know about green sports tried by using extraordinary government and non-government workplaces implying the need for extra endeavors from associations in such manner. The paper stays use a wellspring of facts for most people of respondents and should be used greater for contacting the buyers with admiration of green objects and practices. Reactions had been on a slight high-quality degree and we can infer that customers aren't skeptical approximately inexperienced cases of the institutions and customers have involved approximately the prevailing and future condition of climate predicting want for green gadgets and practices. Advertisers can assume recent green objects and produce benefits for the consumers. Because of extended mindfulness and issue client can also desire inexperienced objects over ordinary items to cozy the climate. Concerns had been more coordinated toward the consumption of Ozone and Global Warming. The customers are worried approximately the condition of the weather and anticipate that the institutions should make use of inexperienced practices closer to the guarantee of weather. The effects have a proposal for difficult makers specifically to rehearse inexperienced advertising.

The promoting correspondence concerning green practices needs to zero in additional on

the mean message. Publicizing advances utilizing green items and practices are in all likelihood going to move feelings and bring about impact. It is good sized for enterprise sectors to be in top of brain assessment of shoppers to collect maximum excessive from their inexperienced picture situating. Consistent and nonstop correspondence from the associations' aspect is wanted to have an effect and make an unmistakable inexperienced situating. Shoppers have indicated an uplifting mentality toward green gadgets concurrently they're worried about the accessibility and value of such items. This suggests that Marketers have to make the inexperienced objects available to the customers for their utilization as customers have indicated an eagerness to purchase inexperienced gadgets on the off threat that it is reachable. As customers reflect on consideration on the wicked influences of assembling and usage on normal habitat, they may purchase the green object if advertisers could make them conscious approximately the advantages of the inexperienced gadgets, when contrasted with those conventional objects. It was observed that the extent of individuals who purchase just inexperienced objects is extraordinarily low and advertisers want to just accept this as an open door to fabricate their object portfolios and enhance themselves as green. The research has pointers for advertisers simply as clients and gives the first-rate defense for the beginning of a length of inexperienced promotion in India. The investigation seeing that zeroed in on a confined geographical territory has confined generalizability yet gives top-notch reviews with admire to conduct of clients towards green objects. Future exploration could 0 in on the psychographic department of customers by comparing their green characteristics and dispositions. The investigation can be recreated at a larger scope to get extra stories into the conduct of customers and see extra about green marvel.

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