

“A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN MARKETING WITH REFERENCE TO BENGALURU”

Ms. M Padmaja Vani

Assistant Professor Presidency College Hebbal, Kempapura Bengaluru

Email:padmapresidency@gmail.com

ABSTRACT

Dates back to 1980's were Green Marketing was first coined. Climate change, increasing globalisation, Industrialisation has given more focus towards green marketing among Industrialists as well as consumers. The recent study says that firms are becoming more concerned about their social responsibility. They have taken social responsibility as a good strategic move to build up an image in the heart of consumers. Change in customers attitude with increasing concern about environment, consumers attitude towards firms having green policies or green products like low power consuming(energy efficient), organic food, lead free paints, recyclable papers, phosphate free detergents, electrical appliances are becoming motivating factors.

This paper is an attempt to study consumer's perception and preferences towards green marketing practices and products in Bangalore. The data were collected from 100 respondents. Convenient sampling technique was adopted to select the respondents. A structured questionnaire has been used to collect primary data from the sample respondents. The statistical findings implicated a strong association between marketing strategies, product factors; consumer green values and consumer perception The study indicate that the awareness of consumers on green marketing has a significant impact on consumer's buying behaviour.

Key words: Green Marketing, Global warming, Green products, social responsibility, environmentally friendly.

Introduction

It is very evident that the negative impact of human activities over environment is a matter of concern today. We can see governments across the world making efforts to minimize human impact on environment. Today our society and the government is more concerned with the natural environment. Understanding the society's new concerns businesses have begun to modify their behaviour and have integrated environmental issues into organizational activities. Academic disciplines have integrated green issues in their literature. This is true with marketing subject too, and the terms like "Green Marketing" and "Environmental Marketing" are included in syllabus. Governments all over the world have become so concerned about green marketing that they have attempted to regulate them. Companies are more focusing over green marketing. Companies are trying to differentiate their products from the competitors by creating a niche market for

themselves and most of them are focusing on green marketing. Green marketing is the marketing of products and services based on environmental factors or awareness.

Green marketing seek to go above and beyond traditional marketing by promoting environmental core values in the hope that, consumers will associate there values with their company or brand. Promoting their products as environmental friendly products has a good impact over the consumers as they are more concerned about the environment and are willing to pay extra money for those products. Recently we can see evolution of new segment of customers in the market who are more environmentally concerned and considering it as their responsibility to contribute towards the environment.

There are many environmental issues impacted by the production of goods and rendering of services, and therefore there are also many ways a company can market their eco-friendly

offerings. Green marketing can appeal to a wide variety of these issues: an item can save water, reduce greenhouse gas emissions, cut toxic pollution, clean indoor air, and/or be easily recyclable. When put side by side with the competition, the more environmental marketing claims your product or service can make, the more likely it is the consumer will select it, provided the price point isn't too much higher than the alternative.

DEFINITION

"Marketing products and services based on environmental factors or awareness. Companies involved in green marketing make decisions relating to the entire process of the company's products, such as methods of processing, packaging and distribution".

Evolution of Green Marketing

The term Green Marketing came into prominence in the late 1980s and early 1990s.

The green marketing has evolved over this period of time. The evolution of green marketing had three phases.

First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems.

Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.

Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000. This was the result of the term sustainable development which is defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs."

Green Consumer

The green consumer is generally defined as one who adopts environmentally friendly behaviours and or who purchases green products over the standard alternatives. Green consumers are more internally controlled as they believe that an individual consumer can be effective in environmental protection. Thus,

they feel that the job of environmental protection should not be left to the government, business, environmentalists and scientists only they as consumers can also play a part. They are also less dogmatic and more open-mindedness or tolerant towards new product and ideas. Their open mindedness helps them to accept green products and behaviours, more readily

Green Products and its Characteristics

Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

Literature Review

The following are some literature has been reviewed from the reputed journals of both National and International Journals pertaining to Green Marketing and its related issues. The literature has also been reviewed from Textbooks, Magazines, & Websites.

Charles W Lamb et al (2004) explained that —Green Marketing| has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as ecologically sound marketer's can convey concern for the environment and society as a whole.

According to Roger a Kerin et al (2007), Green Marketing takes many forms. It comes from product development opportunities that emanate both from consumer research and its —Pollution Prevention Pays| program. This program solicits employee suggestions on how to reduce pollution and recycle materials.

According to Vemuri Lakshmi Narayana&Dhinesh Babu (2008), A clever marketers are one who not only convinces the consumer, but also involves the consumer in

marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigour, as it has an environmental and social dimension to it.

The study by Meenakshi Honda (2006) has indicated that Activist groups and the media have played a major role in enhancing the environmental awareness and consciousness of consumers in recent years. Most studies on the subject show that although the awareness and environmental behaviour of consumers across countries, educational levels, age and income groups may differ, environmental concerns are increasing worldwide

The study by Jacquelyn A. Ottoman (2006) explained that Green Marketing must satisfy two objectives: Improved Environmental Quality and Customer Satisfaction. Research indicates that many green products have failed because of green marketing myopia—marketers' myopic focus on their products'—greenness over the broader expectations of consumers or other market players (such as regulators or activists).

Arun Kumar & N. Meenakshi (2009): Consumers have to play an important role if companies have to be made responsible for preservation of the environment. They should stop buying products of companies which are polluting the environment. Apart from companies, NGOs also have very important roles to play. NGOs should carry out research and tell the companies how they can make their process more environment friendly.

Biji P Thomas & H Nanje Gowda (2010) highlighted that environmentally friendly buildings are also known as Green Buildings. Some of the visible—green features, such as exterior window shading, good daylighting, green (landscaped) roofs, and natural ventilation chimneys are often considered as the signals of being green.

The study by Project Guru (2010) indicated that India is still at nascent stage in using eco-friendly products. It is the responsibility of the individuals, organizations and Government to take further steps to increase the awareness on benefits of eco-friendly products.

The study by Welling & Anupama S Chavan (2010) analysed Green marketing is not going to be an easy concept. The firm has to plan and then carry out research to find out how feasible it is going to be. Green marketing has to evolve since it is still at its infancy stage. Adoption of Green marketing may not be easy in the short run, but in the long run it will definitely have a positive impact on the firm.

The study by Dharmendra Mehta (2011) indicated that Indians are not only conscious about their environment but also health conscious as well. This paradigm shift in attitude has made Indian consumers attractive to green marketers. It has made the population more responsive and aware towards green marketing appeals.

The study by Vinay et al (2015) determined that the concept of green marketing has been around at least since the first earth day in 1970. But the idea did not catch on till 1980's, when rising public interest in the environment led to a demand for more green products and services. The companies like Wipro, HCL, TNPL, IBM, ONGC etc., implemented the concept of green marketing in their organization.

The study by Saranya (2017) analyses that Green Marketing mainly focuses on promoting the consumption of green products. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products than non-green products.

Green marketing came into prominence in the late 1980s and early 1990s. The first book titled Ecological Marketing was the outcome of first workshop on "Ecological Marketing", held by American Marketing Association (AMA) in 1975. Green marketing acquired an eminent status since early 1990s. There has been occurring about green consumers and green consumerism in 1970s and 1980s. Henion and Kinnear (1976) defined green consumers as environmentally conscious consumers while Antil (1984) described green consumerism as a specific type of socially conscious consumer behavior with prime focus on protection of environment. Green consumerism was described as a form of "pro-social" consumer behavior (Weiner and Doescher, 1991). Michael Polonsky (1994) defined "green marketing" as the marketing that

consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

Research Gap

The review of literature shows that the earlier studies were conducted on factors affecting the Consumer behaviour on green marketing. The research gap is the association between variables and the status of awareness of green marketing. The present study is assessed to know the relationship between variables like gender, level of education, level of monthly income and age group and status of awareness of green marketing.

Need For the Study

Green marketing has now evolved as one of the major area of interest for marketers as it may provide competitive advantages. However it requires investment in terms of technology enhancement, process modification, communicating benefits to customers etc. Many of the companies in India have now started marketing themselves as green organizations due to certain government regulations and shift in the preference of the consumers worldwide. However, not much research with respect to green marketing has been done in India and there is question about the awareness of green products among consumers. The attitude of Indian consumers towards green products and the relationship between the attitude and behaviour is also questionable. As green marketing is different from the marketing in traditional way, marketers need to know the factors that persuade the consumer to buy the green products. This study aims to resolve the research question that what factors influence the consumer persuasion to buy the green product or not.

Statement of the Problem

As the concept of "GREEN" was introduced in the year 1975 but got more importance and more weightage in the decade of 1980 and 1990. The awareness and buying decisions of green product customers are affected by different factors. The present study is assessing the different attribute wise influence on green market awareness and green product buying decisions.

Objectives of the Study

- To study the awareness of consumers towards eco-friendly products.
- To measure the green values of the customers.
- To identify the factors that influences the customers buying decision on green products.
- To give suggestions to improve the customers' awareness and buying decisions of Green Products.

Research Methodology

Research Design

Research design is a logical and systematic plan prepared for directing a research study. It is quest for knowledge. Research may be defined as a process of knowing new facts and verifying old ones by application of scientific methods to a natural or social phenomenon.

Sample Technique

Non probability sampling is used for the study and respondents are randomly selected. especially who are within the area of Bangalore city were selected for primary data collection.

Sources of data

There are two types of data Primary and Secondary.

Primary data - primary data is gathered from direct observation or data personally collected. It refers to that data which is collected for a specific purpose from the field of enquiry and are original in nature. For the project primary data were collected mainly through survey method, using the tool questionnaire

Secondary data - on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process. Here the secondary data was obtained from. Various textbooks, registers, magazines, journals. Dissertations etc. Websites of the organization.

Structure of Questionnaire

For data collection a well-structured questionnaire is used, with easy and simple questions. The questionnaire includes multiple choice questions, Liker scale questions, closed ended questions.

SAMPLE SIZE

A Sample of 100 respondents both male and female drawn from Bangalore.

Tools Used

Chi Square test is applied to test the statistical significance of the observed association in a

cross tabulation. Several attributes are assessed with the help of tables on percentage basis.

Sampling Unit: The sampling unit is Bangalore city customers.

Data Analysis

Sl.No	Characteristics	Description	Number	%
1	Gender	Male	30	30
		Female	70	70
2	Age	Below 25	16	16
		26-35	51	51
		36-45	21	21
		Above 45	12	12
3	Qualification	PG	45	45
		UG	34	34
		10 TH	12	12
		PUC	7	7
		Illiterate	2	2
4	Occupation	Employee	45	45
		Businessmen	23	23
		Professional	11	11
		Student	15	15
		Others	6	6
5	Marital Status	Married	68	68
		Unmarried	32	32
6	Monthly Income	Below 20000	23	23
		20000-30000	26	26
		30000 and above	51	51
7	Awareness of Green Marketing	Yes	81	81
		No	19	19
8	Did you buy green products recently	Yes	81	81
		No	19	19
9	Need for Green Marketing	Environment protection	68	68
		Health factor	22	22
		Product features	7	7
		Publicity	3	3
10	Frequency of buying green products	Regularly	52	52
		Average	29	29
		Rarely	19	19
11	Types of green products bought recently	Food	63	63
		Cleaning products	5	5
		Cosmetics	25	25
		Household	5	5
		Others	2	2
12	Factors influencing the buyers before buying green products	Increase quality of life	30	30
		Environment protection	45	45
		Potential increase in product value	8	8

		Self satisfaction	17	17
13	Reasons for companies showing reluctant	Difficult for all companies	62	62
		High investment	20	20
		Lack of Government initiative	14	14
		Others	4	4
14	Internal factors influencing in buying green products	Personal value	74	74
		Motivation	26	26
15	External factors influencing in buying green products	Packaging	19	19
		Label	24	24
		Community	48	48
		Information	6	6
		References	3	3
16	Willingness to pay more for green products	Yes	86	86
		No	14	14

Table 2: Describing the various dimensions of green marketing products

Sl no	Statement	Strongly agree	Disagree	Neutral	Agree	Strongly disagree
1	I am aware of the benefits of green products for health	56	4	13	25	2
2	I am aware of the benefits of green products for the environment	74	3	8	13	1
3	I am aware of the point of purchase for green products	4	30	19	6	40
4	I am aware of various brands offering green products	20	35	15	21	9
5	I am aware of various symbols / certifications / other identifiers which declare the product as green product	3	52	20	10	15

Table:3 Showing the reasons behind non-usage of green marketing products

Sl no	Statement	Strongly agree	Disagree	Neutral	Agree	Strongly disagree
1	Lack of awareness about green products.	62	5	6	25	2
2	Green products are very expensive.	49	9	5	27	10
3	Green products are not promoted properly.	73	6	3	13	5
4	Lack of confidence in the performance of green products	15	43	3	10	29
5	Green products are not available in full range of variety	65	2	5	22	6
6	Green products are not easily available in shopping outlets	70	2	4	18	6
7	Labels of green products are not informative; they don't fully inform about their greenness.	32	35	4	19	10

CHI- SQUARE TEST ANALYSIS

Hypothesis 1

Null hypothesis (Ho): There is no association (relationship or dependency) between *Gender* and status of awareness of Green Marketing.

Alternate hypothesis (H1): There is an association (relationship or dependency) between *Gender* and status of awareness of Green Marketing.

Table 4: Association between status of awareness of Green Marketing and Gender

Awareness of Green Marketing			
Gender	Yes	No	Total
Female	60	10	70
Male	19	11	30

From the chi square test it is observed that P value is 2.87 which is less than the significant alpha level of 0.05

Inference:

Since P value (2.87) is less than 0.05, HO rejected and H1 accepted. Hence there is association between *Gender* and status of awareness of Green Marketing.

Hypothesis 2

Null Hypothesis H0: There is no association (relationship or dependency) between *Age* and status of awareness of Green Marketing.

Alternative Hypothesis H1: There is an association (relationship or dependency) between *Age* and status of awareness of Green Marketing.

Table 5: Association between Age and Awareness of Green Marketing

Awareness of Green Marketing			
Age group	Yes	No	Total
Below25 years	12	4	16
26-35 years	45	6	51
36-45 years	16	5	21
46 and above	8	4	12

From the chi square test it is observed that P value is 52.77 which is more than the significant alpha level of 0.05

Hence, the null hypothesis is accepted and alternative hypothesis is rejected.

Inference:

Since P value (52.77) is more than 0.05, HO is accepted and H1 is rejected. Hence there is no association between *Gender* and status of awareness of Green Marketing.

Findings

- 70% are female and 30% are male, which shows majority of the female are involved in shopping process are aware of green products..
- There is an association between gender and awareness of green marketing,
- 51% of the respondents between the age group of 26 to 35 years are aware of green marketing
- There is no association between age group and awareness of green marketing.
- Majority of the respondents (68%) who are married are aware of green marketing.
- Monthly income has no association in relation to the awareness of green marketing.
- 81% of the respondents are aware of green marketing.
- 68% Of the respondents are concerned about environmental protection and 22% prefer green marketing because of the health factor.
- 52% of the respondents purchase green products regularly.
- 63% have recently bought food and 25% had bought cosmetics which belong to green products.
- 45% feel environmental protection influences them while purchasing green products and 30% feel it increases their life style.
- 62% feel our companies are not going for green marketing as it incurs huge cost which is not affordable by tiny and small scale industry which is large in number.
- 74% feel personal values as internal factor that influences more in purchasing green products.

- 48% feel community as an external factor influences them more in buying green products.
- 86% of the respondents are ready to pay more for green products.
- 56% of the respondents feel they are aware of the benefits of green products when it comes to health factor.
- 74% they are aware of the benefits of green products for the environment.
- 70% feel they are not much familiar with the point of purchase.
- 44% feel they are not familiar with the brands of green products offered in the market.
- 67% feel they are not aware of symbols, certifications, other identifiers of green products.
- The reason behind low demand for green products are 87% feel due to lack of awareness, 76% feel due the expensive price of green products, 86% feel it is not promoted properly, 87% feel the green products are not available in full range, 88% feel sufficient green products are not available in the shopping outlets, 51% feel that the labels of the green products are nit informative,

Suggestions:

- More initiative should be taken to promote green products among the male category and make them involve more in buying green products as a responsible citizen.
- The companies should create more awareness by means of various promotions.
- If necessary, the company can increase the price of the green products as customers know the green factors increases the price of the product and they are ready to pay a little higher for those products.
- Companies should give more range of green products that supports in having a better choice among the customers.
- Companies should stock sufficient green products in their shopping outlets.
- More efforts should be made to motivate the customers being more environmental friendly.
- Special offers need to be provided by green products producer and service providers to attract more customers.

Conclusion:

From the study it can be concluded that most of the Bangalore customers are aware of Green Marketing concepts and products. There is association between gender, levels of education and the status of awareness of Green marketing. There is no association between age group, monthly income and the status of awareness of Green marketing. Majority of the customers' decision to buy the green products are influenced by several attributes. Most of the customers are strongly agreed the different descriptions of green products. It means people are ready to accept but still, the entrepreneurs and the Government has to take initiative for promoting and implementing the concept of green marketing and green products. As environmental issues continue to affect human activities, society is more concerned in this regard. Most firms have started using sustainable development framework which is known as green marketing and most of the organizations have acknowledged green products which are environmentally friendly.. A major barrier in the purchasing of green products is concern over whether the product will perform as expected. The essence of this study says that "People buy products that are less damaging to the environment so that they feel better".

We can conclude that the company can go green by provide training to their employees, especially sales representative. This is to give them knowledge on how to promote the green product effectively by clearly presenting the main message to the consumers. Company need to make new strategies and marketing mix to go green. Company's need to make aware the concept to their customers.

APPENDIX 1 (QUESTIONNAIRE)

1) Gender

Male Female

2) Age

Below 25

26-35

36-45

- 45 and above
- 3) Qualification
PG UG 10th PUC Illiterate
- 4) Occupation
Employee Businessmen Professional
Student Others
- 5) Marital status
Married Not married
- 6) Monthly Income
Less than 20,000 and above 20000- 30000 30000
- 7) Are you aware of green products and green marketing?
Yes No
- 8) Did you buy any green products recently?
Yes No
- 9) Ned for green marketing
Environment protection Health factor
Product Features Publicity
- 10) How frequently do you buy green products?
Regularly Average Rarely.
- 11) Types of green products bought recently.
Food Cleaning products Cosmetics House hold Others.
- 12) Factors influencing the buyers before buying green products
Increase in quality of life
- Environment protection
Potential increase in product value
Self satisfaction
- 13) What are the reasons that companies showing reluctant towards green products.
Difficult for all companies
High investment
Lack of government initiative
Others
- 14) Which of the following internal factors influences you in buying green products?
Motivation
Personal value
- 15) Which among the following external factors influences you in buying green products?
Packaging
Label
Community
Information
References
- 16) Are you willing to pay more for green products
Yes No
- 17). How would you describe your level of awareness about following dimensions of green products?

Sl no	Statement	Strongly agree	Disagree	Neutral	Agree	Strongly disagree
1	I am aware of the benefits of green products for health					
2	I am aware of the benefits of green products for the environment					
3	I am aware of the point of purchase for green products					
4	I am aware of various brands offering green products					

5	I am aware of various symbols / certifications / other identifiers which declare the product as green product					
---	---	--	--	--	--	--

18) If you don't use Green products please rate your reasons for non-usage?

Sl no	Statement	Strongly agree	Disagree	Neutral	Agree	Strongly disagree
1	Lack of awareness about green products.					
2	Green products are very expensive.					
3	Green products are not promoted properly.					
4	Lack of confidence in the performance of green products					
5	Green products are not available in full range of variety					
6	Green products are not easily available in shopping outlets					
7	Labels of green products are not informative; they don't fully inform about their greenness.					

REFERENCES

Customer's perception towards green marketing by Dr Manimala
<https://www.slideshare.net/DMANIMALA/customer-perception-on-green-marketing>

Bhatia Mayank and Amith Jain(2013) Green Marketing: A study on consumer perception and preferences in India.
<https://escholarship.org/content/qt5mc39217/qt5mc39217.pdf>

AseemPrakash (2002). Green Marketing, Public Policy and Managerial Strategies. Retrieved from <http://www.greeneconomics.net/GreenMarketing.pdf>

Anu Varghese and Santhosh, J. (2015). A study on consumers' perception on eco-friendly product with reference to Kollam district in Kerala. EPRA International Journal of economic and business review.
<http://epratrust.com/articles/upload/25.Anu%20Varghese%20&%20Santhosh%202020J..pdf>

Jacquelyn A. Ottman, "Green Marketing Challenges & Opportunities for the New Marketing Age" 1993

AseemPrakash (2002). Green Marketing, Public Policy and Managerial Strategies. Retrieved from <http://www.greeneconomics.net/GreenMarketing.pdf>

Aalba, J.W. & Hutchinson J.W. "Dimensions of consumer expertise", Journal of Consumer Research, 13(March): 1987, pp. 411-454.

Chitra K. (2007), "In search of the Green Consumers: A perceptual study", Journal of Service Research, Vol. 7, No.1, pp 173-191.