

A STUDY OF CONSUMER AWARENESS ON GREEN MARKETING

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ABSTRACT

In current business scenario environmental issues plays a crucial role in business. In most of the country's government cares about the environmental problems. In today's business environmentally sustainable development has become a major issue. Thus, Green marketing is one among the strategies a firm can adopt to realize this. Green Marketing refers to the process of selling products or services supported their environmental merits. Such a product or service should be Eco-friendly in itself or composed in an Eco-friendly way. In today's environmentally conscious world the word "Green" has become a key word. Green causes are increasingly

Fashionable public making green marketing good for public Relation and sales. Eco friendly products have been designed to do the least possible destruction to the environment. However, one among the essential assumptions of green marketing is that potential consumers would be willing to pay more for a "green" product.

This paper makes an attempt to analyze the awareness and willingness of the consumer to buy green products and also to find out the level of satisfaction of customers towards Eco-friendly products. The primary data for these Research paper has been collected from 120 respondents (Staff and Students from Loyola college).

Keywords: Green Marketing, Green Products, Eco friendly Products.

INTRODUCTION TO GREEN MARKETING

GREEN MARKETING

It can be explained as that marketing strategy which includes several activities like product modification, good-trade practices, taking to eco-friendly production process environment friendly advertising and packaging. In other words, it is adopting the production process compatible with the environment.

Today the trend is that consumers are becoming more concerned about the environmentally friendly products and the manufacturers are working towards the sustainable business practices. Of late the manufacturers have realized that environmental concerns are a source of competitive advantage and are developing the products with a green image.

The motto of green marketing is: "**Reduce, Reuse &Recycle**".

Reducing the amount of waste that we produce daily

Reusing the old items as long as we can and they can be used, or donate the old things to the poor or to the unfortunate, repair and use if broken

Recycling of things as much as possible and trying to buy the recycled products to support recycling.

Green products are those products which can be or which are originally grown, products that are recyclable, reusable and biodegradable, those products containing recycled content, which are of non-toxic chemicals, products manufactured with and under approved chemical limits, products which do not harm or pollute the environment and products which are not experimented on animals.

The **advantages** of the green marketing are:

1. Helps towards sustained and long-term growth along with profitability
2. Initially it may cost more but saves money in the long run
3. Business concerns are helped to market their products and services keeping the eco-friendly aspects in mind.

REVIEW OF LITERATURE

(Banerjee, 2003; Hay and Lichter 2000). According to this Author, Today green marketing development are identified as opportunities by business firms as opportunities to enhance their marketing niche instead of just actions which require to be administered. Although popular opinion say that buyers would really like to get a product which is environment friendly over the merchandise that's less friendly to the environment when all other things are equal, those "other things" are rarely equal within the minds of consumers. It is however true that there is no single green marketing strategy that is right for every company

Polonsky (2011) Over the years there has been a subtle shift from practicing environmental marketing practices as a result of compulsion identified as a result of legislations and pressure from environmental groups to genuine efforts to improve sustainable marketing plans and behaving in an eco-responsible manner. "If goals of sustainability are to be achieved, firms must be reformed, redesigned and restructured to minimize the negative ecological impacts"

RESEARCH METHODOLOGY

A descriptive research was undertaken to meet the objectives of this study with the collection of both secondary and primary data. The primary data was collected from respondents in Loyola college through a questionnaire designed for a sample of 120 respondents through offline and online. samples from Loyola college representing, both Genders, different age groups, education level, and monthly income.

Primary Data: The research conducted was analytical research and data was collected with the help of questionnaire in a cross-sectional survey

Population: Target population for the study was Loyola College staff and Students.

Sample Size: 120

OBJECTIVES OF THE STUDY

- 1. To study the awareness of consumers with respect to green marketing.
- 2. To find the willingness of the consumers to pay more for green products.
- 3. To find out the level of satisfaction of customers towards Eco-friendly products.

HYPOTHESIS

- 1. Consumers are aware about green marketing.
- 2. Consumers are willing to pay more for eco-friendly products.

DATA ANALYSIS

Table No1. Respondents

Respondents	Percentage
Staff (employed)	50
Students (unemployed)	70
Total	120

Source: Primary Study

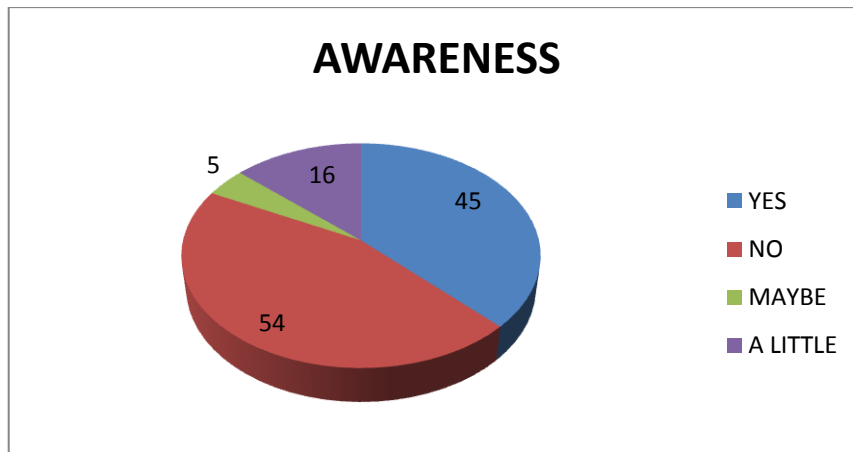
We selected 120 sample that were Male and Female from Loyola college.

Table No 2 Gender

Gender	Percentage (%)
Male	43
Female	77
Total	120

Source: Primary Study

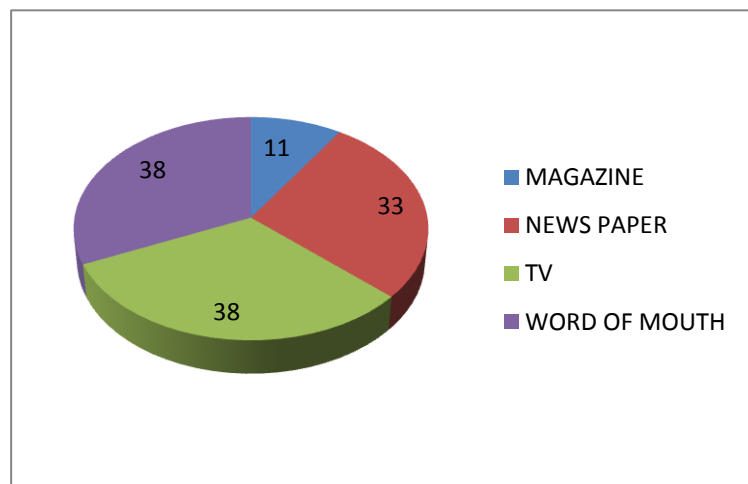
Fig :1 Awareness of green marketing:



Sources : Primary data

From the survey, it was observed that 54% of the respondent are not aware of green marketing, 45% of the respondents are aware and 16 % are aware a little.

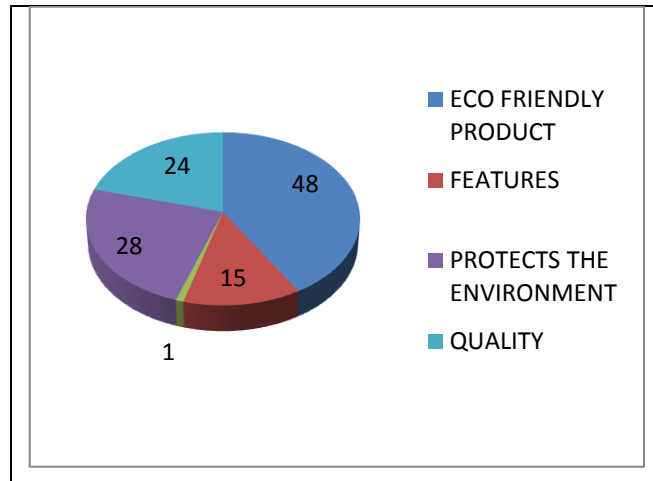
Fig: 2 Aware of Green marketing through:



Sources: Primary data

From the survey analysis it was observed 38 % of the consumers are aware Green marketing by word of mouth (friends) and also 38% by TV 33 % of the consumers by Newspaper 11 % by magazine.

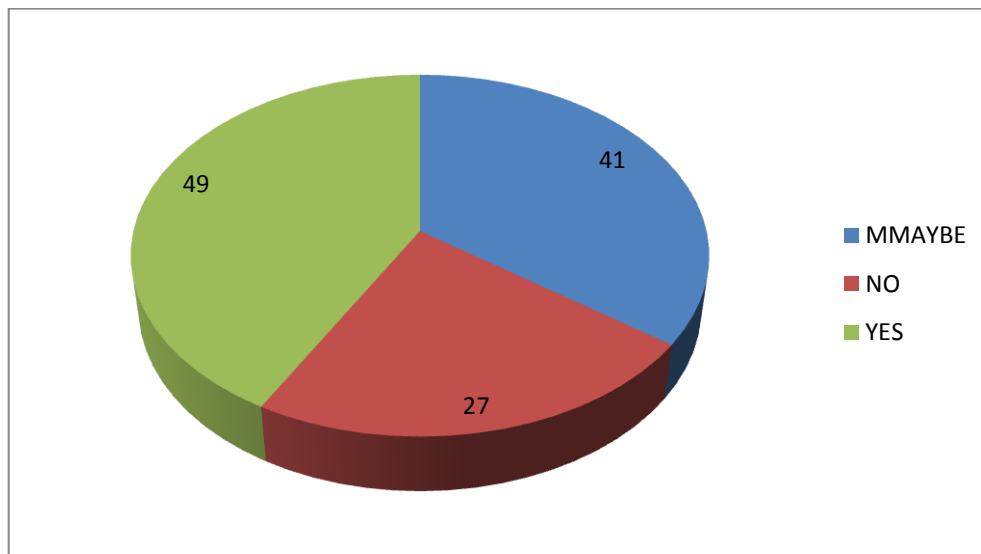
Fig: 4 The factors influencing the customers to buy the products.



Sources : Primary data

From the survey analysis, it was observed 48% of the consumers purchase the product for Eco friendly. 28 % of the consumers purchase the products to protect the environment. 24 % of the consumers are purchasing the product for quality. 15 % of the consumers will purchase the product for its features.

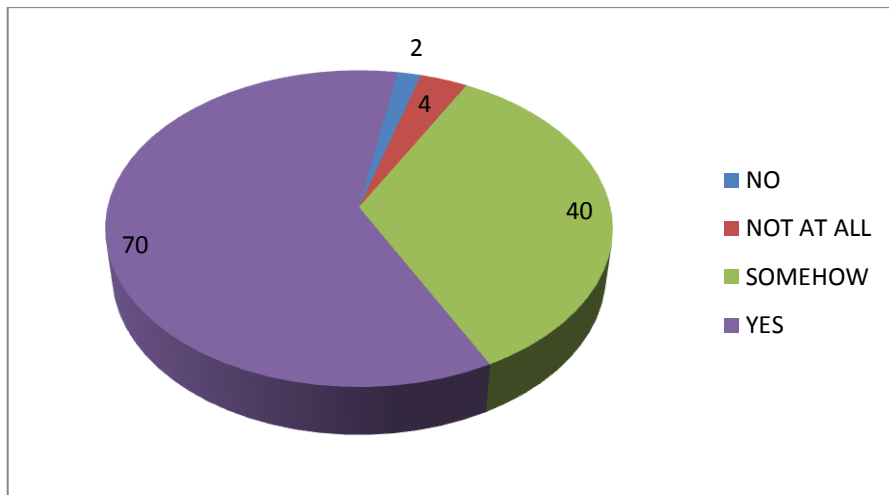
Fig:5 If prices are more:



Sources : Primary data

It was observed from the analysis even though the prices are high consumers are willing to buy the products. 49% of the consumers are willing to buy the products .41% of the consumers are maybe willing to buy the products. 27 % of the consumers says are not willing to buy the product.

Fig :6 Green Product Satisfaction



Sources : Primary data

From the analysis it was observed that 70% of the Respondents are satisfied with the green marketing products. 40% of the Respondents are somehow satisfied. 2% of the Respondents are not satisfied with the products and 4% Respondents says not all satisfied with the products.

FINDINGS OF THE STUDY

1. Overall, 54% of the people are not aware of the concept of 'Green Marketing'. Therefore, the hypothesis stated is rejected.
2. No significant relationship is visible between income, educational qualification and occupation with respect to awareness about Green marketing.
3. Consumers who are aware of eco-friendly products and have a preference for ecofriendly products are willing to buy expensive eco-friendly products. Hence the second hypothesis is accepted.
4. Overall, 60% of the people are aware of the concept of 'Green Marketing'. Therefore, the hypothesis stated is proved.
5. No significant relationship is visible between income, educational qualification and occupation with respect to awareness about Green marketing.
6. It seems that people who belong to the service category among occupation are more aware and willing to buy eco-friendly products.
7. Consumers who are aware of eco-friendly products and have a preference for ecofriendly products are not willing to buy expensive eco-friendly products. Hence the second hypothesis is rejected.

CONCLUSION

Environment is dynamic in nature so we have the responsibility to protect our environment. Consumers are becoming more ecologically conscious and desirous of purchasing environment friendly products. This study shows the reach of the eco-friendly among the consumers in the market and how the product fulfilling the need of the consumers. It provides guidelines for the researchers in understanding the various mode of awareness and the impact of green products among various levels of people and the main thing is that there is a huge need to educate people about the features and the uses of green Products as the awareness level of the people on usage of green products is limited.

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