

A Study of Customers Awareness for Green Marketing (With Special Reference to Southern Rajasthan)

*¹Dr. Sakshi Chouhan and ²Vandana Meghwal

*^{1,2}Assistant Professor, Department of Business Administration, Government Meera Girls College, Udaipur, Rajasthan, India.

Abstract

Today the whole world is facing number of severe problems like air pollution, plastic in oceans, global warming, species extinction and various other issues which are getting worsening with time, bringing us into the true environmental crises. This all is happening because of human activities which are increasing garbage on land and in oceans. This paper aims at highlighting the importance of green marketing. In simple words, Green Marketing is manufacturing and selling the product or service without damaging the environment. Green Marketing does not only aims at selling the product with green sign or label or which can be recycled but it includes production with no environmental damages, product with eco-friendly packaging, product that are reusable, recycled, biodegradable product where environmental danger chemicals are not used while production. People have now become very much conscious regarding protecting the environment. They have realized the importance of Sustainable Development. Therefore it becomes the responsibility of companies to protect nature while producing goods and services. This behaviour results in achieving organizational objectives and fulfilling customer's needs and expectations. This paper will be discussing at Green Marketing concept and consumer awareness towards Green Marketing. Primary source was used to collect information.

Keywords: Marketing, green marketing, friendly e product, consumer awareness

Introduction

Green Marketing is not a new concept but today for the survival of planet it is a need for an hour. The planet is facing a severe problem of air pollution, ocean pollution and global warming. Slowly and slowly the world planet is becoming a dustbin, resulting in cyclones floods and extinction of species and increasing temperature of the earth etc.

Many companies have realized the changing impact on environment but not all are making efforts to protect the environment. Green Marketing is a concept of producing and selling the product or services that are eco-friendly. In simple words they are either renewable or made from eco-friendly material such as coconut bark, leaves, bamboo etc. and also they do not involve any toxic chemical. Therefore green marketing has emerged as a new concept which aims at sustainable and socially responsible production of selling of goods and servicing. Goods can be recycled, nontoxic and friendly towards environment. Green Marketing is a new mantra for marketing of goods and services and building goodwill in the eyes of customers. Green marketing is a big effort towards saving the environment. It also makes a positive impact in the minds of the public. Public is also able to differentiate in good and bad. Going green also helps in winning the trust and loyalty of the customers.

Green products also makes the consumer stress free as they feel that they are using products which are free from harmful chemicals and will not make a negative impact on their health. Green marketing strategy also promotes a competitive advantage to a company against competing firms.

Objectives

- To know the concept of green marketing.
- To know the consumer awareness regarding green marketing concept.

Hypotheses

- People are partially aware of green marketing concept.
- Green marketing does not makes a different image of a product in the eyes of customers

Methodology of Study

- Sample Size:** 300 respondents
- Primary source:** Primary data has been collected using questionnaire including open end and close ended questions
- Sample Design:** This study is conducted in the regions of Southern Rajasthan. Due to large population in the area, the researchers used convenient sampling method and data were collected from 300 respondents through questionnaire. Percentage tool is used to analyze the data.

Literature Review

Green business is one which aims at conducting its day-to-day operation keeping in view the environment impact, its production, marketing, distribution, waste management are eco-friendly (Shobharani H, Deekshita V, 2015) ^[5]

A majority of consumers have realized that their behavior had a direct impact on environment. Hence they are shifting from traditional products to green products for making positive impact on natural environment. Therefore business firms also need to change their mindset from traditional marketing

strategies to green marketing strategies with a huge investment in research and development (Aswani. P, Mounika. V, Gangaraju. Y, 2016) [1].

Currently for consumer, price difference in environment friendly product has disappeared and promotion has become very important. When companies take these factors in consideration and designs green marketing strategies accordingly, they can reach their goals by considering needs and demands of the consumers and by responding them in the best way. Hence tendency to environmental friendly product shall exhibit gradual increase. (Aysel, 2012) [2].

Govender P. J and Govender L.T (2016) [3] in their study mentioned that marketer need to ensure that product labeling is effectively used in convincing the customer to make a decision at point of sale. For this support for retailer is very much essential because if they want to attach more customers they should consider green practicing as it appeals to a rapidly growing market. It will result in organization being socially credible and responsible in the eyes of customers and also increase the goodwill with sales and profit of the company.

Green products are products which are manufactured using green technology and cause no environmental hazards. It is very much required to conserve natural resources and for sustainable development. (Savita, 2015) [4].

Example for Companies Going for Green Marketing

1. Raymond’s and Reliance Industries launched eco-friendly range of fabrics with ‘Ecovera’. It is made by recycling post-consumer waste PET bottles using

- 2. biofuels and energy efficient processes in the year 2019.
- 2. Patanjali brand is going fast by combining the swadeshi, spiritual and green concept. It follows green practices such as chemical free products, usage of renewable energy recycling of waste and producing the bio product such as dish wash bars. They work with organic farming technology, biogas plant, herbal Gardens etc.
- 3. Leading tyre manufacturer MRF Limited is working on a multi-pronged ‘4R’ (Reduce, Recycle, Reuse, Renewable) strategy to improve sustainability of the industry. Company intends to reduce CO2 emission by developing low rolling resistance tyres recycle from end of life cycle tyres as raw material for new tyres etc.
- 4. Hero Motocorp is closing hard and each and every employee is trying to contribute to the company’s initiative for a cleaner and cleaner planet. Company uses new it initiative to cut paper consumption video conferencing oblique collaborations to reduce travel buying of energy certified equipment and replacing old in efficient equipment and many more.

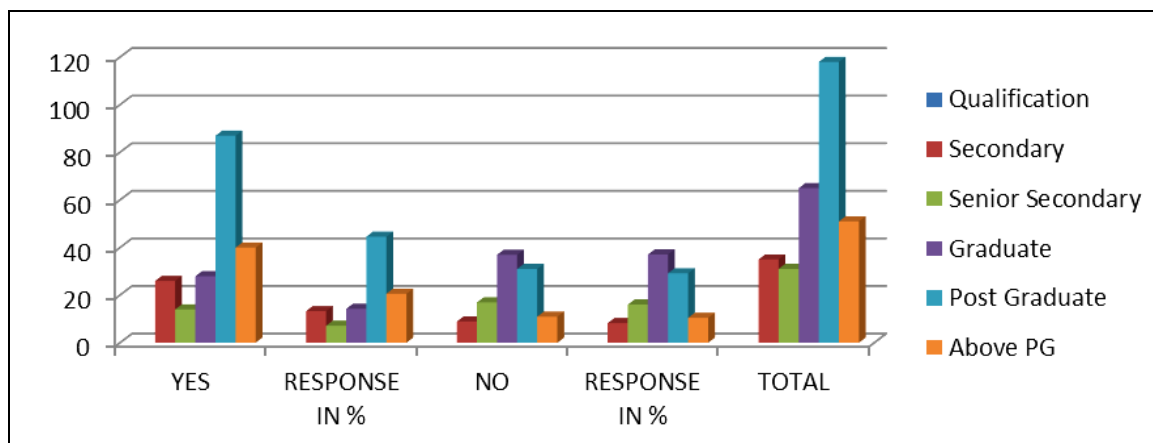
Analysis and Interpretation

The analysis of the data has been done using percentage tool. For analyzing the data cross tabulation of the variable i.e educational qualification for testing hypothesis 1 and income for hypothesis 2. The results and interpretation is as follows:

- 1. To know the awareness regarding green marketing cross tabulation is done on the basis of educational qualification of the respondents.

Table 1: (Showing Educational Qualification and Green Marketing Awareness)

| Educational Qualification | YES | Response IN % | No | Response IN % | Total |
|---------------------------|-----------|---------------|-----------|---------------|-------|
| Secondary | 26 | 13.3 | 9 | 8.3 | 35 |
| Senior Secondary | 14 | 7.18 | 17 | 16.1 | 31 |
| Graduate | 28 | 14.3 | 37 | 37.1 | 65 |
| Post Graduate | 87 | 44.6 | 31 | 29.2 | 118 |
| Above PG | 40 | 20.6 | 11 | 10.5 | 51 |
| | 195 (65%) | | 105 (35%) | | 300 |



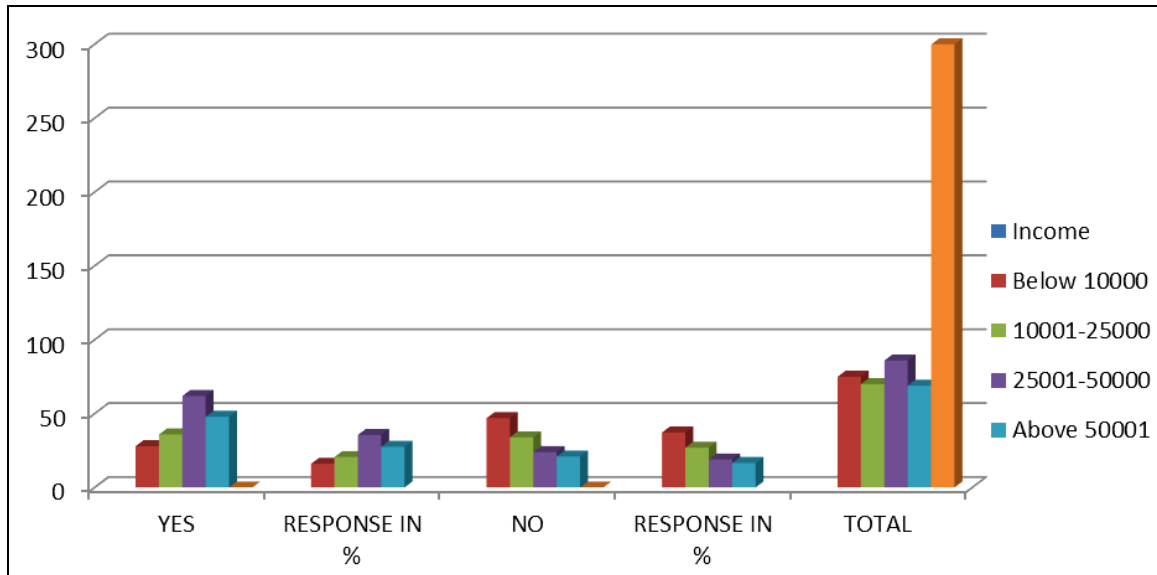
Graph 1: Showing relationship between educational qualification and Green Marketing Awareness.

From the above Table and Bar Graph it is Clear that majority of respondents (65%) are aware of the term Green Marketing while 35% are not aware about this concept. Among majority 44.6% post graduate and 20.6% respondents qualified above PG are highly aware about the concept.

- 2. To know the response regarding green marketing cross tabulation is done on the basis of income of the respondents.

Table 2: (Showing Income and Consideration regarding the environmental issues of the products)

| | Yes | Response in % | No | Response in % | Total |
|-------------|-----------|---------------|-----------|---------------|-------|
| Income | | | | | |
| Below 10000 | 28 | 16.09 | 47 | 37.30 | 75 |
| 10001-25000 | 36 | 20.68 | 34 | 26.98 | 70 |
| 25001-50000 | 62 | 35.63 | 24 | 19.04 | 86 |
| Above 50001 | 48 | 27.58 | 21 | 16.66 | 69 |
| | 174 (58%) | | 126 (42%) | | 300 |



Graph 2: Showing relationship between income and consideration regarding the environmental issues of the product before purchasing it.

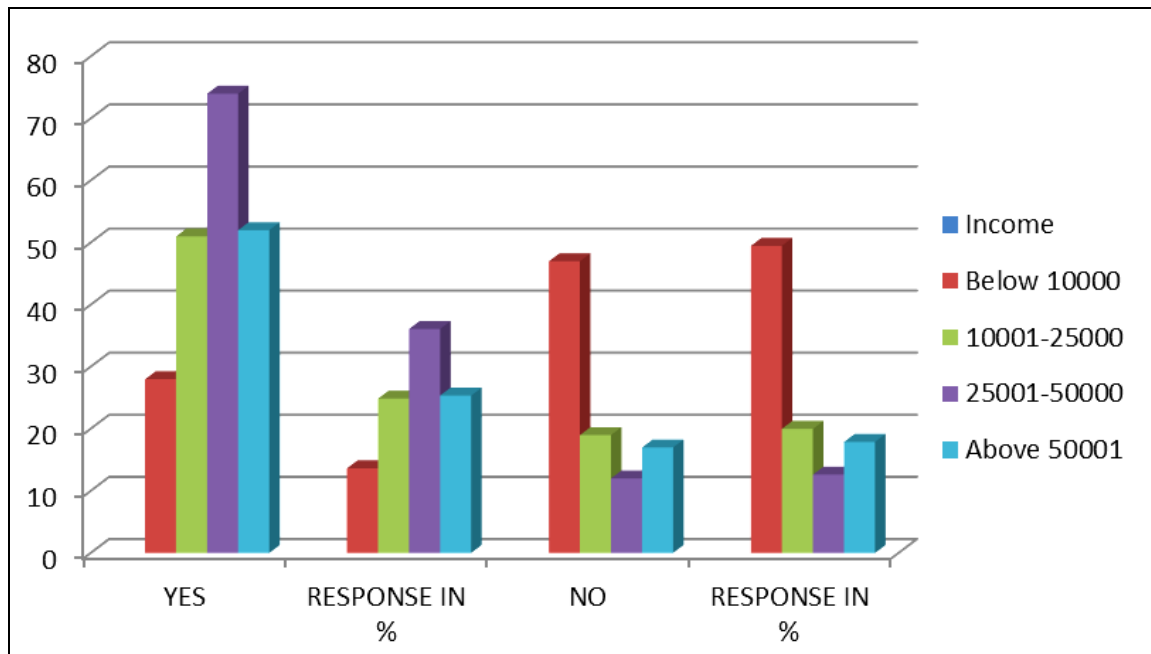
From the above table and bar graph it is clear that majority of respondents consider the environmental issues of the product before buying it while 42% does not feel so. However the percentage of consideration of people regarding environmental issues varies from 16.09 for the income group below 10000, 20.68% for 10001-25000, 35.63% for 25001-

50000 and 27.58% for above 50001. Hence the overall consideration regarding the environmental issues of the product before purchasing it is 58%.

3. To know the customers view regarding company's image cross tabulation is done using income of the respondents.

Table 3: (Showing income and customers view regarding company's image.)

| | Yes | Response in % | No | Response in % | Total |
|-------------|--------------|---------------|-------------|---------------|-------|
| Income | | | | | |
| Below 10000 | 28 | 13.65 | 47 | 49.47 | 75 |
| 10001-25000 | 51 | 24.87 | 19 | 20.00 | 70 |
| 25001-50000 | 74 | 36.09 | 12 | 12.63 | 86 |
| Above 50001 | 52 | 25.36 | 17 | 17.89 | 69 |
| | 205 (68.33%) | | 95 (31.66%) | | 300 |



Graph 3: Showing relationship between income and customers view regarding company's image.

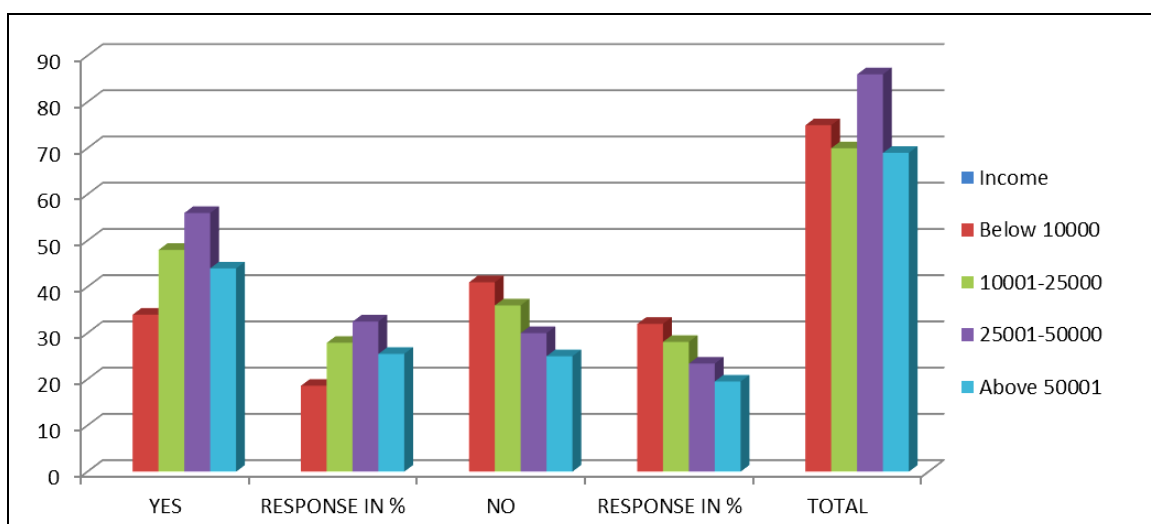
Here we find that out of 205 responses 51 respondents (10001-25000), 74 respondents (25001-50000) and 52 respondents (above 50001) feels that green marketing really makes a different image of company's product in the view of customers. The overall response regarding company's image

in the view of customers is 68%. The above response shows increasing consciousness of people towards green marketing.

4. To know the willingness of customers to pay high prices for Eco-friendly products cross tabulation is done using income of the respondents.

Table 4: (Showing income and willingness to pay high prices for Eco-friendly Products)

| | Yes | Response in % | No | Response in % | Total |
|---------------|-----------|---------------|-----------|---------------|-------|
| Income | | | | | |
| Below 10000 | 34 | 18.6 | 41 | 32.0 | 75 |
| 10001-25000 | 48 | 27.9 | 36 | 28.1 | 70 |
| 25001-50000 | 56 | 32.5 | 30 | 23.4 | 86 |
| Above 50001 | 44 | 25.5 | 25 | 19.53 | 69 |
| | 182 (62%) | | 128 (38%) | | 300 |



Graph 4: Showing relationship between income and consideration regarding the environmental issues of the product before purchasing it.

The above table and graph shows that overall 62% respondents are willing to pay high prices for Eco-friendly products whereas 38% respondents are not ready to pay high prices for the same.

they feel social media and online marketing are the best path to communicate message regarding green marketing while few respondents also suggested that packaging exhibiting green marketing related information of product will be also effective.

5. When the respondents were asked about the best source of communication or information, about green marketing,

Results

1. The study shows that majority of respondents (65%) are partially aware of the term Green Marketing while 35% are not aware about this concept. Hence the null hypothesis is accepted.
2. The study reveals that majority of respondents consider the environmental issues of the product before buying it while 42% does not consider any environmental issues. Hence the overall consideration regarding the environmental issues of the product before purchasing it is 58%. Here the null hypothesis is accepted as per response collected.
3. The overall response regarding company's image in the view of customers is 68%. This shows that following green marketing results in building image of company and its product in the eyes of customers. The above response also highlights increasing consciousness of people towards green marketing. Hence the null hypothesis is rejected and alternate hypothesis is accepted. This means people feel that eco-friendly product makes a different image of company's product in the eyes of customer.
4. When the respondents were asked about the best source of communication or information, about green marketing, they feel social media and online marketing are the best methods to communicate message regarding green marketing while few respondents also suggested that packaging exhibiting green marketing related information of product will be also effective.

Conclusion

The study reveals that Green Marketing is a need of an hour. Not all companies are making efforts towards protecting environment and producing goods and services. There is a big gap between the two. As per the available data from the respondents it is concluded that majority of respondents are partially aware of the concept Green Marketing. And majority also feels that green marketing makes a different image of the product in the eyes of the customers. This study also shows that customers are conscious and they considered environmental issues before buying it and they are ready to pay higher prices for Eco-friendly products. This study also shows social media and online marketing is the best path to communicate message regarding green marketing. Hence there is lot of scope for green marketing and this is a big opportunity for the companies to have a new and distinct competitive advantage over competing firms.

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