

A STUDY ON PEOPLE'S AWARENESS TOWARDS GREEN MARKETING

Dr. G. KANAKA MAHALAKSHMI

Professor and Principal,

Visakha Institute for Professional Studies, Affiliated to Andhra University,

Email id: mahalakshmibest@gmail.com

Abstract :

Green marketing is an increasingly important phenomenon in modern markets. This concept allowed the remarketing and repackaging of existing products. In addition, the development of green marketing has created an opportunity for companies to brand their products individually, some promoting their respect for the environment while others ignore it. Such marketing methods are explained as a direct result of consumer market awareness movements. As a result, companies are expanding their target audience to environmentally conscious consumers. These consumers are interested in incorporating environmental issues into their purchasing decisions by incorporating them into the process and content of the marketing strategy for the products they want. The main purpose of this article is to know the awareness of people towards green marketing, whether they are aware or not and whether they really believe in this concept. The second objective is whether green marketing really helps to protect the environment. The article also considers the future of green marketing and concludes that green marketing will continue to grow in both demand and practice.

Key Words: - People awareness, Green Marketing, Environment and Recyclable

INTRODUCTION:

Green marketing involves the development and promotion of products and services that meet customer needs in terms of quality, performance, comfort and convenience without creating a negative impact on the environment. In the 21st century Global warming, carbon dioxide intensity, ozone layer depletion, environmental risks and

environmental impact assessment have become common terms and indicators of an environmentally conscious society. When a society experiences the negative effects of environmental degradation, it becomes more concerned about the natural environment.

DEFINITION:

According to the American Marketing Association, green marketing is the product marketing that are considered environmentally safe. Therefore, green marketing includes a wide range of activities such as product change, production process change, packaging change and advertising. Green marketing is not a simple task; different meanings intersect and contradict each other. One example is the variety of social, environmental and retail definitions associated with the term. Other similar terms are Ecological Marketing and Environmental marketing.

MEANING:

Green marketing is the process of selling products and services on the basis of their environmental benefits. Such products or services may be environmental friendly or produced or packaged in an environmental friendly manner. The assumption of green marketing is that consumers potentially perceive the "greenness" of a product or service as an advantage and make purchasing decisions accordingly. A less obvious assumption of green marketing is that consumers will pay more for a green product than for a less green alternative, but in my view this assumption has not been conclusively proven.

THE EVOLUTION OF GREEN MARKETING:

Green marketing has evolved over time. The word green marketing came to prominence in the late 1980s and early 1990s, and there are three stages in the development of green marketing.

The first phase was called "Ecological" green marketing, and all marketing activities during this period were aimed at promoting environmental issues and solving environmental problems.

The second phase was "Environmental/Eco-friendly" green marketing, which shifted the focus to clean technologies, including the design of new innovative products to solve pollution and waste problems.

The third phase was “Sustainable” green marketing. It gained attention in the late 1990s and early 2000s.

WHY GREEN MARKETING?

Since resources are limited and human desires are unlimited, it is important for marketers to use resources efficiently without wasting and achieve organizational goals. Therefore, green marketing is inevitable. Consumers around the world are increasingly concerned about protecting the environment. Global evidence shows that people are concerned about changing their environment and behavior. This has led to the emergence of green marketing, which refers to the growing market for socially responsible products and services and sustainability.

Literature Review

Green marketing was given prominence in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975. The green marketing has evolved over a period of time. According to Peattie (2001), the evolution of green marketing has 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.

Oyewole, P. (2001). In his paper presents a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumers awareness of environmental justice, and their willingness.

Sanjay K. Jain & Gurmeet Kaur (2004), in their study environmentalism have fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies.

Green marketing has been an important academic research topic since it came. Attention was drawn to the subject in the late 1970's when the American Marketing Association organized the first ever workshop on —Ecological marketing in 1975 which resulted in the first book on the subject entitled —Ecological Marketing by Henion and Kinnear in 1976. Peattie and Crane (2005) claims that despite the early development, it was only in the late 1980's that the idea of Green Marketing actually made an appearance because of the consumers growing interest in green products.

Brahma, M. & Dande, R. (2008), The Economic Times, Mumbai, had an article which stated that, Green Ventures India is a subsidiary of New York based asset management firm Green Ventures International. The latter recently announced a \$300 million India focused fund aimed at renewable energy products and supporting trading in carbon credits.

During 1990s, the concern for environment increased and resulted in to increasing challenges for the companies. Dutta, B. (2009, January) in his article on Green Marketing titled *Sustainable Green Marketing The New Imperative* published in Marketing Mastermind states that Green Marketing involves developing good quality products which can meet consumer needs and wants by focusing on the quality, performance, pricing and convenience in an environment-friendly way.

Unruh, G. And Ettenson, R. (2010) in their research article titled, *Growing Green: Three smart paths to developing sustainable products*. Published in Harvard Business Review, is for executives who believe that developing green products make sense for their organization and need to determine the best path forward. The authors have introduced and described three broad strategies that companies can use to align their green goals with their capabilities: **Accentuate**: Strategy involves playing up existing or latent green attributes in your current portfolio. **Acquire**: Strategy involves buying someone else's green brand. **Architect**: Strategy involves architecting green offerings – building them from scratch.

Green marketing mainly focuses on four issues. These issues are: *first*, importance of green marketing; *second*, impact of green marketing on firms and environment; *third*, improving effectiveness of green marketing.

OBJECTIVES OF THE STUDY

This research is conducted with the aim of achieving the following specific objectives:

1. To know whether people are aware of green marketing and whether they really believe in it.
2. To know whether green marketing really helps to protect the environment.

LIMITATION OF THE STUDY

- People are not aware about green marketing due to lack of awareness and illiteracy.
- The sample size was small due to time constraints.
- Limited availability of secondary data.

RESEARCH METHODOLOGY

Sampling Plan and Data Collection

Sampling method was Convenient. Using questionnaire primary data was collected and secondary data was collected by websites and articles.

Sample size: 70

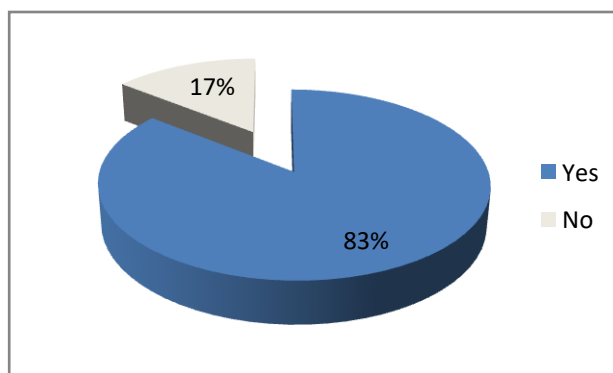
HYPOTHESES:

1. **H₀**: People don't believe in the concept of Green Marketing.
H₁: People believe in the concept of Green Marketing.
2. **H₀**: Green marketing doesn't help to protect the environment.
H₁: Green marketing helps to protect the environment.

DATA ANALYSIS

1. **Do you believe in the green marketing concept?**

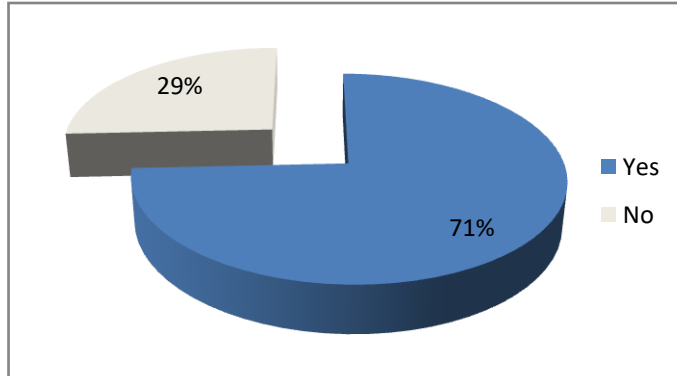
	Observed N	Expected N	Residual
Yes	58	35.0	23.0
No	12	35.0	-23.0
Total	70		



Interpretation: 83% of the respondents believe in the concept of green marketing and 17% of the respondents don't believe in the concept of green marketing as they don't have the knowledge of green marketing.

2. I agree that the green marketing increases the product market value.

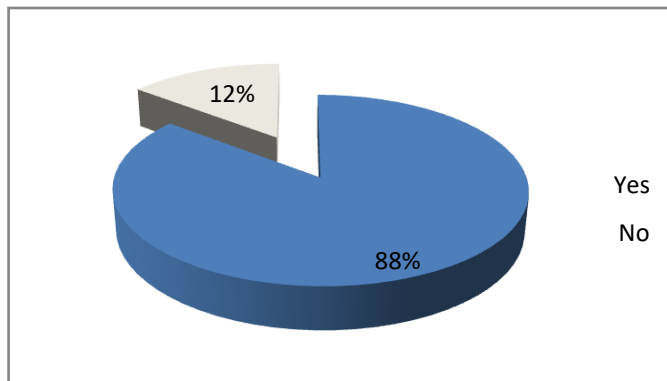
	Observed N	Expected N	Residual
Yes	50	35.0	15.0
No	20	35.0	-15.0
Total	70		



Interpretation: 71% of the respondents think that with the green marketing strategies a product has more market value than the others and 26% of the respondents don't think the same.

3. Do you think green marketing plays a vital role in protecting the environment?

	Observed N	Expected N	Residual
yes	62	35.0	27.0
No	8	35.0	-27.0
Total	70		

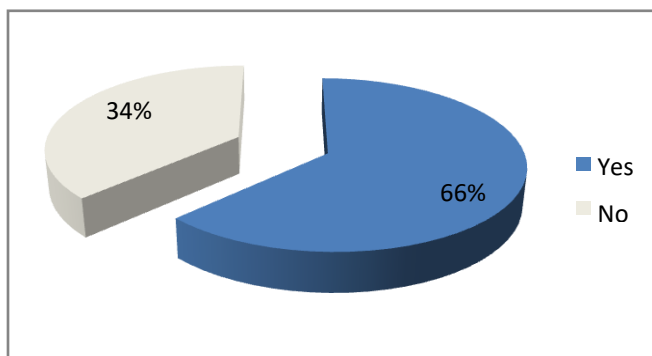


Interpretation: 88% of the respondents think that green marketing plays a vital role to protect the environment and 14% of the respondents think that other factors like water harvesting, plantation of trees, etc

are more important.

4. I am happy to pay an extra amount as Green marketing helps to save the environment.

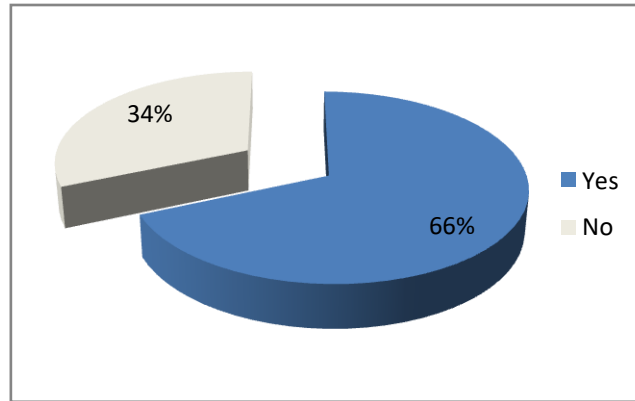
	Observed N	Expected N	Residual
Yes	46	35.0	11.0
No	24	35.0	-11.0
Total	70		



Interpretation: 66% of the respondents who are well educated and earning are happy to pay extra amount for green marketing products and 34% of the respondents doesn't willing to pay extra amount.

5. Do you protect the environment according to our own will, not by Government pressure?

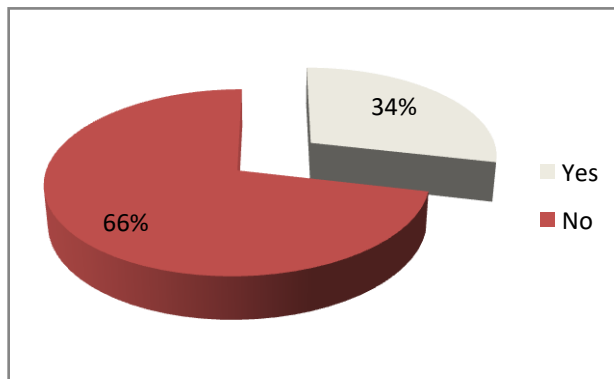
	Observed N	Expected N	Residual
Yes	46	35.0	11.0
No	24	35.0	-11.0
Total	70		



Interpretation: 66% of the respondents are self-motivated for the green marketing products and 34% of the respondents will buy a green marketing product because of government pressure.

6. Do you agree that government is promoting for green marketing in your region/city?

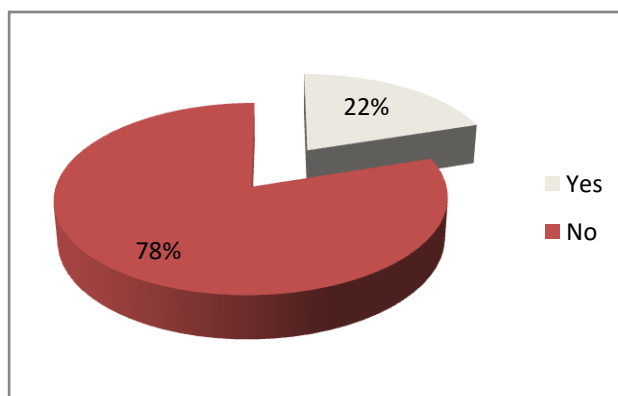
	Observed N	Expected N	Residual
Yes	24	35.0	-11.0
No	46	35.0	11.0
Total	70		



Interpretation: 34% of the respondents agree that the government is promoting the green marketing and 66% of the respondents are not agreeing that the government puts an effort to promote the green marketing.

7. Do you agree that green products have become a status symbol?

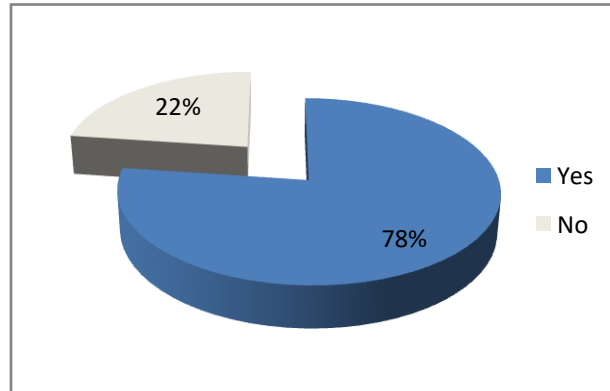
	Observed N	Expected N	Residual
Yes	15	35.0	-20.0
No	55	35.0	20.0
Total	70		



Interpretation: 22% of the respondents agree that the green marketing products have become a status symbol and 78% of the respondents don't agree that the green marketing products have become a status symbol.

8. The scope of green marketing will be good in the near future.

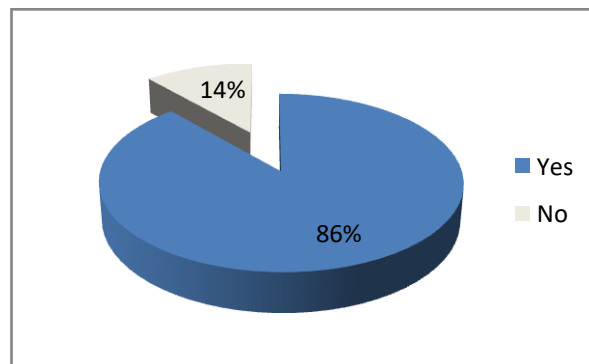
	Observed N	Expected N	Residual
Yes	55	35.0	20.0
No	15	35.0	-20.0
Total	70		



Interpretation: 78% of the respondents agree that the scope of Green Marketing will be good in the near future and 22% of the respondents agree that it may be for a short period of time.

9. Do you believe that green marketing concepts should be implemented worldwide?

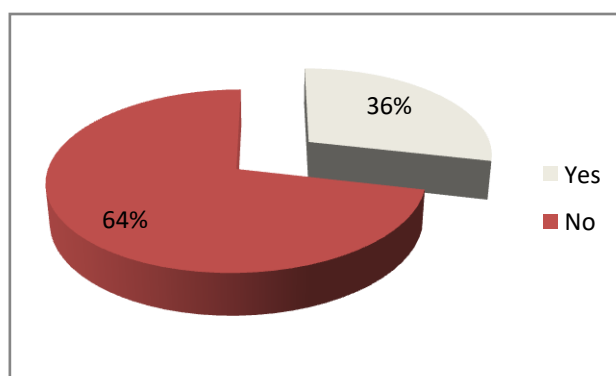
	Observed N	Expected N	Residual
Yes	60	35.0	25.0
No	10	35.0	-25.0
Total	70		



Interpretation: 86% of the respondents favor in the green marketing concept throughout the world wide and 14% of the respondents don't think the same.

10. The only way to protect the environment is Green Marketing?

	Observed N	Expected N	Residual
Yes	25	35.0	-10.0
No	45	35.0	10.0
Total	70		



Interpretation: 36% of the respondents say that green marketing is the only way to protect the environment and 44% of respondents say that to protect the environment there are so many ways such as recycling products, planting trees, using solar energy, water harvesting, banning harmful plastic products, etc.

CONCLUSION

1. Ecological marketing is a very important tool in protecting the environment.
2. Currently green marketing is a new concept but it will become very popular in the future.
3. People are aware of environmental problems and actively contribute to environmental safety, but they still prefer price and brand over environmentally friendly products.

4. Educated members of society are willing to pay even more for safety of environment which has become a kind of status symbol.
5. Educated people are self motivated, but an ordinary person does not care about the environment until the government puts pressure on them.
6. People are unhappy with the government initiatives towards the environment.
7. To create awareness about green marketing, the government should organize awareness programs in rural such as seminars, advertisements, workshops, etc.
8. There are so many simple ways to protect the environment such as recycling products, planting trees, using solar energy, water harvesting, banning harmful plastic products, etc.

Bibliography/References

1. <http://www.greenmarketing.tv/2010/06/27/what-is-green-marketing/>
2. <http://www.scribd.com/doc/20178480/Green-Marketing-Concepts>
3. [https://www.gapinterdisciplinarity.org/res/articles/\(49-57\).pdf](https://www.gapinterdisciplinarity.org/res/articles/(49-57).pdf)
4. Kotler, Philip, Keller, K.L., Koshy, A., &Jha, M. (2012) *Marketing Management- A South Asian Perspective*. New Delhi: Pearson Education, pp- 77-80.
5. http://www.indianresearchjournals.com/pdf/IJSSIR/2012/January/4_IJSSIR_R%20SHRIKANT.pdf
6. International Journal of Social Sciences & Interdisciplinary Research, Vol.1 No. 1, January 2012, ISSN 2277 3630
7. Journal of Engineering, Science and Management Education/Vol. 3, 2010/9-14
8. <https://josephcollege.ac.in/pdf/jjmds/A%20Study%20on%20the%20Impact%20of%20Green%20Marketing%20Practices%20on%20Consumer.pdf>
9. http://en.wikipedia.org/wiki/Green_marketing/
10. <http://www.coolavenues.com/mba-journal/marketing/green-marketing-opportunities -challenges>
11. <https://core.ac.uk/download/pdf/234626171.pdf>