

# Awareness Among the Consumers of Raigad and Udham Singh Nagar Regarding Green Marketing

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**Abstract:** This paper presents an overview on awareness among the consumers of Raigad and Udham singh nagar regarding green marketing.

**Keywords:** Green Marketing

## 1. Introduction

1. Earth, which is the third planet from the Sun and the only Astronomical Object known to harbour life till now. Earth's biosphere produces many useful biological products for humans, including food, wood, pharmaceuticals, oxygen, and the recycling of many organic wastes. The land-based ecosystem depends upon topsoil and freshwater, and the oceanic ecosystem depends upon dissolved nutrients washed down from the land. In 1980, 50.53 million sq. km (19.51 million sq. mi) of Earth's land surface consisted of forest and woodlands, 67.88 million sq. km (26.21 million sq. mi) was grasslands and pasture, and 15.01 million sq. km (5.80 million sq. mi) was cultivated as croplands. The estimated amount of irrigated land in 1993 was 2,481,250 sq. km (958,020 sq. mi). Humans also live on the land by using building materials to construct shelters.

2. But one of the major threats to the Environment is the increasing population and day by day the numbers are increasing at an explosive rate. According to the latest calculations done by the United Nations Organization, the current population of our home planet is accelerated at an explosive rate and is soon going to be 8 Billion. Due to such a major increase in the population, the resources of our planet are being exploited and making the lifestyles worse. As a rate of the increasing population and lack of resources, many companies are preferring the chemical-based products which not only have a bad effect on the society's health on a whole but also affects the ecosystem of our planet and causing problems like Global Warming and Ozone Depletion, also the waste of the chemicals used in manufacturing such products are dumped in water bodies that contaminate the water which is inappropriate for the Aquatic Life to prosper.

3. The Carbon Monoxides and Sulphur Dioxides from the vehicles make the environment suffocated causing life-threatening diseases such as Asthma, Cancer, Bronchitis and even Heart Attacks. The pollution is increasing at such a rate if nothing is done with immediate effect, it will bring the catastrophe for our small world.
4. One of the many solutions, in order to preserve the environment, is the adaptation of Green Marketing Strategies and selling of Green Products i.e naturally made instead of the lab-made ones. Green marketing is not just beneficial for the environment, it's beneficial for the company in the long run as well.
5. Green marketing (also known as eco-marketing or sustainable marketing) is the practice of marketing the offering based on its environmental benefits.

It is a practice of marketing the products that are environmentally friendly in themselves and have green benefits, or the eco-friendly business practices that are used for its production. These eco-friendly business practices include:

- Sustainable manufacturing
- Reduced or zero carbon footprint
- Reduced or zero water pollution
- Recycled ingredients/materials
- Recyclable product
- Renewable ingredients/materials
- Eco-friendly packaging
- Reduced or zero plastic footprint

Contrary to popular belief, green marketing not only focuses on protecting the environment by promoting green products but also focuses on how to sell these green products to earn the most profits. Green marketing touches every aspect of a business, from production and packaging to advertising and public relations. It focuses on directing every marketing strategy towards a single objective – profit through sustainable development.

7. Raigad District: An official Census 2011 detail of Raigad, a district of Maharashtra has been released by Directorate of Census Operations in Maharashtra. Enumeration of key

persons was also done by census officials in Raigad District of Maharashtra.

In 2011, Raigad had population of 2,634,200 of which male and female were 1,344,345 and 1,289,855 respectively. In the 2001 census, Raigad had a population of 2,207,929 of which males were 1,117,628 and remaining 1,090,301 were females. Raigad District population constituted 2.34 per cent of total Maharashtra population. In the 2001 census, this figure for Raigad District was at 2.28 per cent of Maharashtra population. There was a change of 19.31 per cent in the population compared to the population as per 2001. In the previous census of India 2001, Raigad District recorded an increase of 20.99 per cent to its population compared to 1991. What is the population of Raigad in 2020? The fact is, the last census for Raigad district was done only in 2011 and next such census would only be in 2021. But as per estimate and projection, the population of Thane district in 2018 is 29.36 Lakhs compared to 2011 census figure of 26.34 Lakhs.

Average literacy rate of Raigad in 2011 were 83.14 compared to 77.03 of 2001. If things are looked at gender wise, male and female literacy were 89.13 and 76.92 respectively. For the 2001 census, same figures stood at 86.15 and 67.75 in Raigad District. Total literate in Raigad District were 1,939,994 of which male and female were 1,059,692 and 880,302 respectively. In 2001, Raigad District had 1,458,324 in its district. With regards to Sex Ratio in Raigad, it stood at 959 per 1000 male compared to 2001 census figure of 976. The average national sex ratio in India is 940 as per latest reports of Census 2011 Directorate. In 2011 census, child sex ratio is 935 girls per 1000 boys compared to figure of 939 girls per 1000 boys of 2001 census data.

8. Udham Singh Nagar: An official Census 2011 detail of Udham Singh Nagar, a district of Uttarakhand has been released by the Directorate of Census Operations in Uttarakhand. Enumeration of key persons was also done by census officials in Udham Singh Nagar District of Uttarakhand.

In 2011, Udham Singh Nagar had a population of 1,648,902 of which male and female were 858,783 and 790,119 respectively. In the 2001 census, Udham Singh Nagar had a population of 1,235,614 of which males were 649,484 and remaining 586,130 were females. Udham Singh Nagar District population constituted 16.35 per cent of total Maharashtra population. In the 2001 census, this figure for Udham Singh Nagar District was at 14.55 per cent of Maharashtra population.

There was a change of 33.45 per cent in the population compared to the population as per 2001. In the previous census of India 2001, Udham Singh Nagar District recorded an increase of 33.60 per cent to its population compared to 1991. What is the population of Udham Singh Nagar in 2020? The fact is, the last census for Udham Singh Nagar district was done only in 2011 and next such census would only be in 2021. But as per estimate and projection, the population of Thane district in 2018 is 19.77 Lakhs compared to 2011 census figure of 16.49

Lakhs. With regards to Sex Ratio in Udham Singh Nagar, it stood at 920 per 1000 male compared to 2001 census figure of 902. The average national sex ratio in India is 940 as per latest reports of Census 2011 Directorate. In 2011 census, child sex ratio is 899 girls per 1000 boys compared to figure of 913 girls per 1000 boys of 2001 census data.

Average literacy rate of Udham Singh Nagar in 2011 were 73.10 compared to 64.86 of 2001. If things are looked at gender wise, male and female literacy were 81.09 and 64.45 respectively. For the 2001 census, same figures stood at 75.22 and 53.35 in Udham Singh Nagar District. Total literate in Udham Singh Nagar District were 1,037,839 of which male and female were 598,525 and 439,314 respectively. In 2001, Udham Singh Nagar District had 659,165 in its district.

## 2. Need of study

In India, around 25% of the consumers prefer environmental-friendly products, and around 28% may be considered health-conscious. Therefore, green marketers have diverse and fairly sizeable segments to cater to. The Surf Excel detergent which saves water (advertised with the message—"do bucket paani Roz bachana") and the energy-saving LG consumers durables are examples of green marketing. We also have green buildings which are efficient in their use of energy, water and construction materials, and which reduce the impact on human health and the environment through better design, construction, operation, maintenance and waste disposal. In India, the green building movement, spearheaded by the Confederation of Indian Industry (CII) - Godrej Green Business Center, has gained tremendous impetus over the last few years. From 20,000 sq. ft in 2003, India's green building footprint is now over 25 million sq. ft.

### 1) Social-Responsibility

Many companies have started realizing that they must behave in an environment-friendly fashion. They believe both in achieving environmental objectives as well as profit-related objectives. The HSBC became the world's first bank to go carbon-neutral last year. Other examples include Coca-Cola, which has invested in various recycling activities. Walt Disney World in Florida, US, has an extensive waste management program and infrastructure in place.

### 2) Governmental-Pressure

Various regulations are framed by the government to protect consumers and society at large. The Indian government too has developed a framework of legislation to reduce the production of harmful goods and by-products. These reduce the industry's production and consumers' consumption of harmful goods, including those detrimental to the environment; for example, the ban of plastic bags in Mumbai, the prohibition of smoking in public areas, etc.

### 3) Competitive-Pressure

Many companies take up green marketing to maintain their competitive edge. The green marketing initiatives by niche companies such as Body Shop and Green & Black have

prompted many mainline competitors to follow suit.

#### 4) Cost-Reduction

Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop a symbiotic relationship whereby the waste generated by one company is used by another as a cost-effective raw material. For example, the fly ash generated by thermal power plants, which would otherwise contribute to a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purposes.

### 3. Statement of problem

1. To study the awareness among the consumers of Raigad regarding Green Marketing.
2. To study the awareness among the consumers of Udham Singh Nagar regarding Green Marketing.
3. To study if Green Marketing is beneficial for society with subject to the districts Raigad and Udham Singh Nagar.

### 4. Objectives

- To study the awareness of consumers with respect to Green Marketing.
- To find the willingness of the consumer to pay more for Green Products.
- To find out awareness about eco-friendly or Green Products.
- To analyse the relationship between education and income with the awareness of Green Products.
- To analyse the benefits (if any) of using Green Products over Chemical-Based Products.

### 5. Hypothesis

1. (H0)- Consumers are aware of Green Marketing in the district of Raigad.
2. (H1)- Consumers are aware of Green Marketing in the district of Udham Singh Nagar
3. (H2)- Benefits of Green Marketing for the Society.
4. (H3)- Benefits of using Green Products over Chemical-Based Products.

### 6. Limitations of green marketing

1. Change leads to costs
2. It is hard and costly to get Green Certifications.
3. Companies may intentionally or unintentionally make false claims regarding the environmental friendliness of their products, a process known as “greenwashing.
4. Sometimes customers don’t accept natural products because it is costly as a comparison to normal products.

Table 1  
Sample selection

Particulars	Raigad (Navi Mumbai)	Udham Singh Nagar (Uttarakhand)
Area	7152 Sq.Kms	2542 Sq.Kms
Total Population	26,34,200	16,49,165
Population Growth	19.31%	33.45%
Total Population (Males)	13,44,345	8,57,452
Total Population (Females)	12,89,855	7,91,713
Sex Ratio	959/1000	920/1000
Male Literacy	89.13%	81.09%
Female Literacy	76.92%	64.45%
Average Literacy	83.14%	73.10%

### 7. Sources of data collection

The aforesaid research is to be conducted by the means of descriptive quantitative research methods with reference to data collections. Both primary and secondary data will be collected.

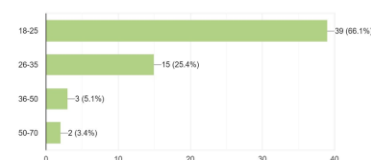
1. Primary data: Primary Data will be collected from the local consumers by the way of Questionnaire Method and Personal Interviews.
2. Secondary data: Secondary Data will be collected by past manifestations and goals covered in lieu of Green Marketing, leading research papers, websites and other research centres.

### 8. Statistical tools used for data analysis

- The interpretation will be done in simple language by converting numerical into better understanding simple words which will meet the objectives of the study, Final data will be presented with diagrams, charts, graphs, tables, etc, with appropriate explanation. Data Analysis will be done by the content quantification, Google Docs, Google Forms and sorting the data by using the tabulation method, for which tally method and Microsoft Excel will be used. The final result will be found by Thematic coding and decoding and then testing hypotheses through F-test, T-test and to test the intensity of relation ANOVA will be used.

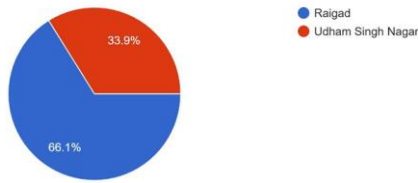
### 9. Data interpretation

Which age group do you belong to?  
59 responses



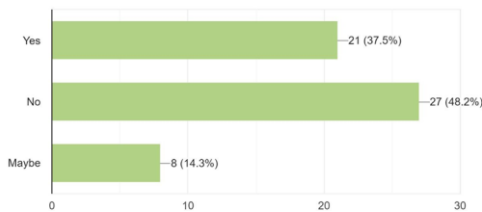
- In a survey conducted between nearly 60 people about the awareness of Green Marketing, the level of awareness among the youths is more as compared to the mid-aged and the senior citizens. Across the sample size of 59 people majorly 66% of the consumers who are well aware of Green Marketing are aged between 18-25.

Which District do you belong to?  
59 responses



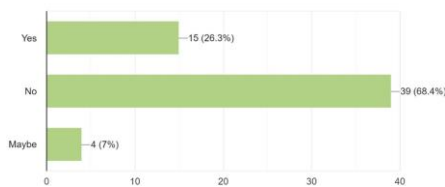
- If we talk about the bifurcation of the sample size between both the districts, the following chart shows us the true and fair division of that, majority of the sample size i.e. 66% is related to the district Raigad, a district in Maharashtra and rest 34% belongs to Udham Singh Nagar, a district in Uttrakhand.

Are you aware of Green Marketing in Raigad?  
56 responses



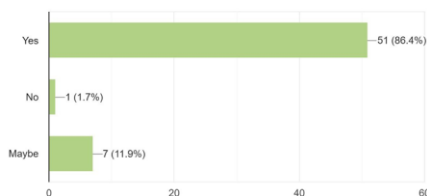
- When the people of Raigad were asked about the concept of Green Marketing, majority of 48% of people were unaware of it and 14.3% of people were foggy about the concept of Green Marketing. However, if we look at the brighter side of things, nearly 38% of the people were aware of the concept of Green Marketing.

Are you aware of Green Marketing in Udham Singh Nagar?  
57 responses



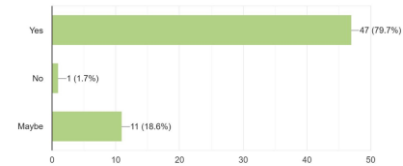
- Similarly, when the people of Udham Singh Nagar were asked about the concept of Green Marketing, a majority of 68% of people were unaware of the concept and 7% people were vague about it, only 26.3% of the people were fully aware by the methods of Green Marketing.

Do you think green marketing is beneficial for society?  
59 responses



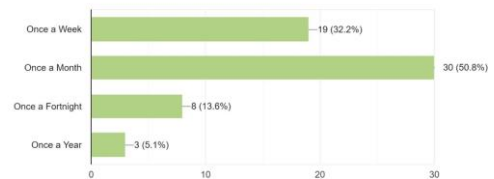
- When asked about the benefits of Green Marketing in society, a majority of 86.4% of people agreed that green marketing is beneficial for society while 12% of the people were paranoid about the benefits of green marketing for society.

Should everybody follow the concept of Green Marketing?  
59 responses



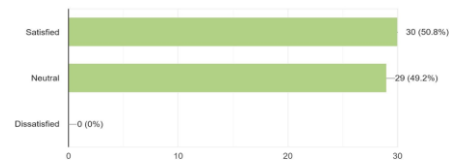
- On asking about, if every company should follow the concept of Green Marketing, majorly, 80% of the people agreed to the fact that concept of Green Marketing should be made global in order to preserve the ecosystem we are living in whereas, on the other hand, around 19% of the people were biased about this concept.

How Frequently do you buy Green Products?  
59 responses



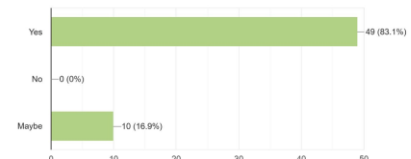
- On being asked about the frequency of using Green Products, it was found that more than half of the people buy green products almost once a month and more than one-third of them buys within a week, this shows that a majority of consumers frequently uses the Green Products.

How will you describe your level of satisfaction with green products?  
59 responses



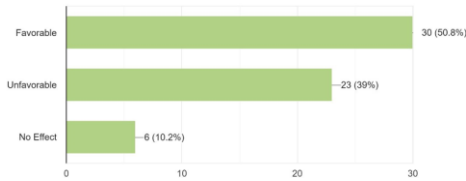
- It was a very interesting data when people were asked about their satisfaction level with level products, a majority of 50.8% of people were satisfied with their use and 49.2% of people were neutral about them however no one was dissatisfied with the usage of the green products.

Will you recommend your friends to buy Green Products in India?  
59 responses



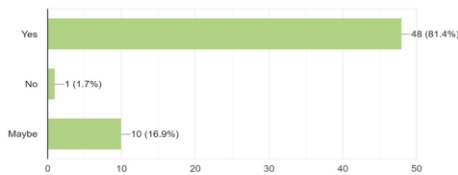
- 83.1% were sure about recommending the green products to their friends and sharing their benefits which they experienced while using them. However, on the other side of the coin, 16.9% were paranoid recommending the green products to their loved ones.

How will neglecting green products effect the ecology?  
59 responses



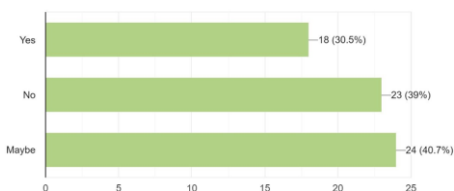
- In this study, 50.8% of the people were sure that the neglecting green products would not affect the ecology however 39% of people said, neglecting green products could doom our ecology and 10% of people were convinced that it has no effect on ecology.

Should Green Marketing be discussed on the University Level?  
59 responses



- When respondents were asked about educating the students with green marketing, a majority of 81.4% of people were voting yes for teaching green marketing at a university level and 16.9% of the respondents were not sure about it and a minor population of 1.7% said that green marketing is not necessary at the university level.

Do you think that Green Products are really expensive?  
59 responses



- According to the survey, many of the people who use green products were asked if the products were expensive and 30.5% of people agreed to this fact and a large sample of 40.7% was foggy if the products are expensive or not whereas 39% of the people found green products not expensive at all.

### 10. Conclusion

- Overall, only 38% of the people were aware of the concept of Green Marketing in the district of Raigad, Maharashtra. Hence, H0 is rejected.
- Nearly only 26% of the people were aware of the concept of Green Marketing in the district of Udham Singh Nagar, Uttarakhand. Hence, H1 is rejected.
- It seems that people who belong to age 18-25 are more aware and willing to buy eco-friendly products.
- No significant relationship is visible between income, educational qualification and occupation with respect to awareness about Green marketing.
- Encouraging Green Products will require more natural inventories hence, afforestation will increase, and chemical-based products will be replaced therefore, H2 and H3 are accepted.

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