

A Study on the Impact of Green Marketing on Consumer Perception in Bangalore, India

Anusha Jagadish

Student, Department of Commerce, Mount Carmel College, Bengaluru, India

Abstract: Green marketing is a method of creating products and services that strides towards the environmental friendliness, ecological assurance, maintainable way of life, practical improvement, securing our earth and a lot more have turned into a characteristic marvel in our regular daily existence. Green marketing is a tool utilized by numerous organizations in different businesses to pursue consumer satisfaction. Beyond making a just product that is environmentally friendly, business owners can do more things as part of their green marketing efforts. Green marketing strategy includes using eco-friendly paper and inks for print marketing materials, skipping the printed materials altogether and option for electronic marketing, having a recycling program

There have been a great deal on green marketing throughout the years; this paper shows us the impact of green marketing procedures on consumer, their awareness and ecological well-being utilizing complete survey. To achieve this objective, a sample of 100 people was taken from Bangalore, India. The results showed that not many people are aware of green products and there is no difference in the awareness level based on age. Subsequently, this paper can be utilized to discover the effect of green marketing on consumer perception and natural well-being.

Keywords: Green marketing, ecological assurance, eco-friendly

1. Introduction

Green marketing refers to the process of marketing or making available products and/or services based on their environmental benefits. Such a product or service may be safe for the environment itself or produced in a way that it doesn't harm the environment and the organisms living in it in any way.

Green marketing is mostly practiced by companies that are committed to sustainable development and corporate social responsibility. More organizations are making an effort to implement sustainable business practices as they recognize that by doing so they can make their products more attractive to the consumers and also decrease the expenses which includes packaging, transportation, energy/water usage, etc. Many Business organisations are extensively discovering that displaying a high level of social responsibility can grow brand loyalty among socially conscious consumers and green marketing can help them do that.

Green marketing strategy includes using eco-friendly paper and inks for print marketing materials, skipping the printed materials altogether and option for electronic marketing, having a recycling program and responsible waste disposal practices,

using eco-friendly product packaging, efficient packing and shipping methods, eco-friendly power sources, steps to offset environmental impact, making cruelty free products etc. Consumer preferences these days are inclined to these products at present. PETA and other organisations are also taking steps to promote the use of green products.

2. Review of literature

The following literature studies were done to understand the concept of the study:

Antil (1984) described green consumerism as a specific type of socially conscious consumer behaviour with prime focus on protection of environment.

Jacquelyn Ottman (1998) suggests that from an organizational standpoint, all aspects of marketing including new product development and communications should be integrated with environmental considerations. Environmental issues should not be compromised to satisfy primary customer needs. Organization operating green practices in their processes and products is considered as environmentally friendly by the consumers and they prefer to purchase the products of the organization that are marketing themselves as green organization.

The Concept of Green Marketing and Green Product Development on Consumer Buying Approach by Assc. Prof. Dr. Rashad Yazdanifard.

According to this study, Green marketing and product development have deemed to be the best ways forward for a business to be able to conform to new rulings from the government, and also to be able to comply with the consumer behaviour. The firms believe that green marketing practices are beneficial to society and the environment and so it has taken priority over conventional marketing initiatives. The firms should make efforts in a manner that shows the firm is actively trying to decrease its environment risk. Implementing green product development strategy is not convoluted, but rather a relative concept that consistently differs over the time.

Effect of Green Marketing Strategy on Customer Satisfaction in Jordan by Eneizan, B. M, Wahab, K. A and Assoc. Prof. Dr. Kalsom Abd.Wahab.

According to this study, green marketing is one of the instruments which can create satisfaction because of its quality. It also impact environment protection. Because of the increased

concern in environmental marketing, green marketing strategies needs to be performed on priority bases. In the Recent years most of the companies are using green marketing as an instrument to attract and retain customers.

An Analysis of Determinants of Consumer Purchase behaviour towards Green FMCG products by Manvinder Singh Tondon and Vaishali Sethi.

The growing environmental degradation green marketing has made its ways into the minds of the consumers and corporates. They say that consumers are no longer insensitive towards the environmental problems and they consider whether the products they purchase are safe for the environment or not apart from price and the quality. So Companies are slowly introducing green marketing into their business practices by reducing the impact of production, manufacture and energy usage on the environment.

3. Statement of the problem

The present consumers are slowly becoming aware about how the products chosen by them are impacting the environment. But many consumers are still not aware about the same. The awareness and attitude of Indian consumers towards green products and the relationship between the attitude and behaviour is also questionable. This study aims to resolve the research problem/question that if consumers are aware green marketing practices and the influence on the consumers purchase decisions.

4. Scope of the study

The Study intends to cover the study of green marketing, the awareness level of the consumers and how it impacts the consumer perception.

5. Objectives

Primary Objective:

- A study on how green marketing is impacting the consumer's perception.

Secondary Objective:

- To analyse the level of awareness about green products among Indian consumers.
- To investigate the reasons for which consumers purchase green products.
- To analyse if there is a difference in the awareness level of consumers based on their age.
- To analyse and interpret the issues and challenges of green marketing practices.

6. Operational definition

- Consumer Perception: the view of the consumers on the company and its products.
- Green Marketing: Marketing of environmentally friendly products and services.
- Environmentally friendly: products that do not harm

the environment and the organisms living in it in anyway.

A. Limitations of the study

- A basic presumption for the whole research is that the feedback and all the details received are true in nature.
- Sample of just 100 respondents is chosen from the population for the research.
- Time constraint- This project had to be taken in specific time duration which does not permit extensive research report.
- The business environment keeps changing and corresponding changes occur in the marketing practices. This study is done in the present environment without foreseeing future development.

7. Research methodology

The study will be based on both descriptive and empirical in nature mainly based on survey method by using target population, sampling techniques, and sample size in order to obtain results with reference to the research problem. The total number of respondents is 100.

A. Sample design

Sample Size:

The sample size selected for the research project is 100 samples from Bangalore, India to make correct decision for the project.

Sampling Technique:

Simple random sampling technique will be used to determine the accuracy of survey results. To analyse and interpret the data collected from the survey, various statistical techniques have been use such as percentage analysis and ANOVA.

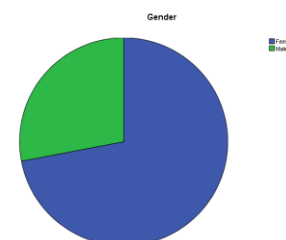
Sample Description:

The sample consists of green institution and customers. Simple random sampling method is used for sampling design in which respondents are randomly selected.

8. Data analysis and interpretation

Table 1
Gender

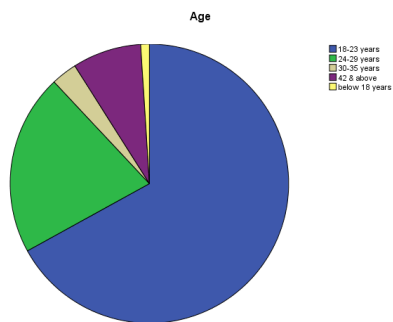
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	72	72.0	72.0	72.0
	Male	28	28.0	28.0	100.0
	Total	100	100.0	100.0	



The table 1 exhibits that there are 72 female and 28 male respondents. The mean that out of the total number of respondents 72% are females and only 28% of the respondents were male. This indicates that there is a lower participation of male when it comes to shopping of green products. The high level of female participation indicates that women shop (green products) more for the household than male. So they are much aware about the green products.

Table 2
Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-23 years	67	67.0	67.0	67.0
	24-29 years	21	21.0	21.0	88.0
	30-35 years	3	3.0	3.0	91.0
	42 & above	8	8.0	8.0	99.0
	below 18 years	1	1.0	1.0	100.0
	Total	100	100.0	100.0	



The table 2 indicates the age category of the respondents. The table shows that 67% of the respondents were of the age group 18-23 years, 21% of the respondents were of the age group 24-29 years, 8% of the respondents were of the age group 42& above, 3% of the respondents were of the age 30-35 years, 1% is of the age group below 18 years.

Table 3
Employment status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	9	9.0	9.0	9.0
	Employed	19	19.0	19.0	28.0
	Freelancer	1	1.0	1.0	29.0
	Home Maker	6	6.0	6.0	35.0
	Musician	1	1.0	1.0	36.0
	Self employed	2	2.0	2.0	38.0
	Student	58	58.0	58.0	96.0
	Unemployed	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

The table 3 indicates the employment status of the respondents. 58% of the respondents are students, 19% of the

respondents are employed, 9% of the respondents have their own business, 6% of the respondents are home markers, 4% of the respondents are unemployed, 2% of the respondents are self-employed, the rest of the respondents belong to the others category of which 1% of the respondents are freelancers and 1% of the respondents are musicians.

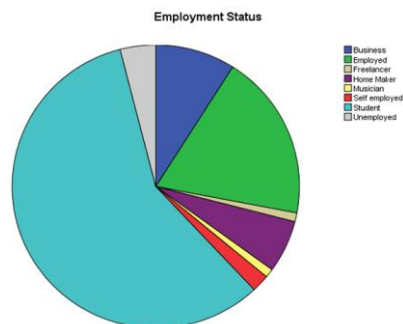
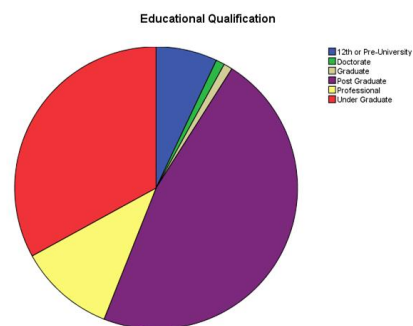


Table 4
Educational Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12th or Pre-University	7	7.0	7.0	7.0
	Doctorate	1	1.0	1.0	8.0
	Others : graduate	1	1.0	1.0	9.0
	Post Graduate	47	47.0	47.0	56.0
	Professional	11	11.0	11.0	67.0
	Under Graduate	33	33.0	33.0	100.0
	Total	100	100.0	100.0	



The table 4 indicates the Educational Qualification of the respondents. 47% of the respondents are post graduates, 33% of the respondents are under graduates, 11% of the respondents are professionals, 7% of the respondents who fall under the category of 12th or Pre- University, 1% of the respondents are Doctorate holders, 1% fall under the others category.

The table 5 indicates the level of awareness about green marketing among the respondents. 63% of the respondents have average level of awareness, 12% of the respondents have a high level of awareness, 10% have a low level of awareness, another 10% have a very low level of awareness, 5% of the respondents have a very high level of awareness.

Table 5
 Level of awareness about green products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	63	63.0	63.0	63.0
	High	12	12.0	12.0	75.0
	Low	10	10.0	10.0	85.0
	Very High	5	5.0	5.0	90.0
	Very low	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

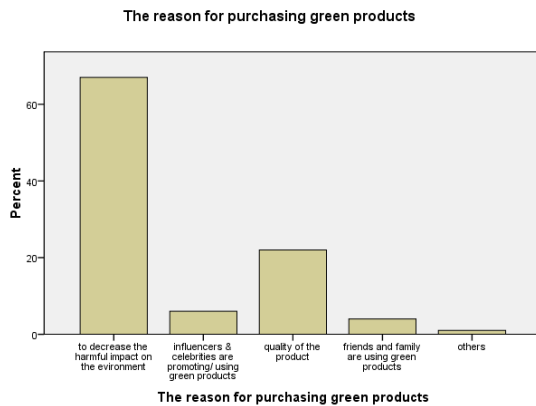
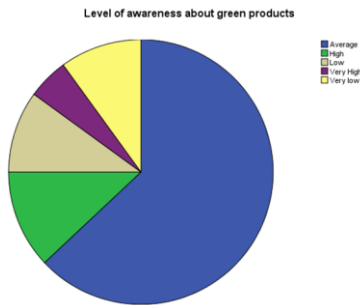


Table 7
 Anova

Level of awareness about green products	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.740	4	.935	1.144	.340
Within Groups	77.620	95	.817		
Total	81.360	99			

The table 6 indicates the reasons for which the respondents purchase green products. 67% of the respondents purchase

Table 6
 The reason for purchasing green products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family and friends are using green products	4	4.0	4.0	4.0
	Influencers & celebrities are promoting/using green products	6	6.0	6.0	10.0
	Quality of the products	22	22.0	22.0	32.0
	Quality of the products, Friends and family are using green products	1	1.0	1.0	33.0
	To decrease the harmful impact on the environment	67	67.0	67.0	100.0
Total	100	100.0	100.0		

green products to decrease the harmful impact on the environment, 22% of the respondents purchase green products because of the quality of the products.

H0: There is no significant difference in the awareness of green products with respect to the age of the consumers.

H1: There is a significant difference in the awareness of green products with respect of the age of the consumers

The Level of significance taken to compute is 0.05

According to the one way ANOVA test null hypothesis (H0) is to be accepted if $p > 0.05$ and the null hypothesis (H0) is to be rejected if $p < 0.05$

In the above table the sig (p) = 0.340

Therefore, since $0.340 > 0.05$ null hypothesis (H0) is accepted So we can conclude that there is no significant difference in awareness of green products with respect to the age of the consumer.

9. Findings

- 1) From the above study we can say that 63% of the respondents have an average level of awareness about the green products.
- 2) 67% of the people/respondents' reason for purchasing green products are to decrease the harmful effects on the environment.
- 3) The awareness of the consumers about green products doesn't differ based on age to a great extent. But the number of respondents of 18-23 years is more in number.
- 4) The number of female respondents are more than male respondents.

10. Suggestions

- 1) The companies which produce green products (environment friendly/cruelty free products) should advertisement about the advantages of using green products.
- 2) Not many people are aware about the brands that sell green products. The brands should try to promote itself by making this feature their USP.

11. Conclusion

In this study it was found that people have an average level of awareness of green products and not many people know about the brands of green products. Most of the people agree that the usage of green products will decrease the harmful impact of the environment. It is very important for the

companies producing green products to inform the benefit of the green products and how with the usage they can reduce the harmful effects on the environment

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