



Green Marketing-an Exploratory Research on Consumers in Udaipur City

KEYWORDS

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ABSTRACT *The term Green Marketing is the buzzword used in industry which is used to describe business activities which attempt to reduce the negative effect of the products/services offered by the company to make it environmentally friendly.*

The research study is on the green marketing specifically on consumers' attitudes and purchase intention of eco-friendly products. The objective of this study is to determine the relationship between the socio demographic variables towards the consumers' perception towards the green concept. Many studies have been done on the green marketing exploring the importance of the topic and relationship to the attitude and purchasing behavior of the consumers of eco-friendly products. Structured questionnaire was design as an instrument to gather information on green consumer perception and 100 submitted their responses to the questionnaire.

Descriptive analysis and Chi-square is used to accomplish the objectives of this study. The result shows that selected socio-demographic variables such as education level, income, age and marital status significantly influence the consumers' perception towards the green concept. The results also indicate that consumers' opinion about going green is the best way to save the environment and make green products and green practices available in Udaipur.

INTRODUCTION:

The growth of global economy over consumption and utilization of natural resources has deteriorated the environment. The climate change which is caused by human-induced greenhouse gas emissions and fossil fuel combustion and is now occurring and it has presented a great challenge to everyone around the world. Climate change could produce severe negative outcomes such as higher temperatures, rising sea levels, increased air pollution, loss of animal and plant habitats, ocean circulation disruption and extreme weather conditions which severely impair output and productivity. Therefore, recognizing the seriousness of the environmental issues, consumers are steadily increasing their concern towards environmental degradation and protection of the environment has become an important issue in the society. Hence, the steadily increasing awareness of the consumers' towards the seriousness of the environmental issues have cause the green movement, green practices and environmentalism has gained momentum in the market place and has made an increasing number of consumers to perform green behavior. "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, and harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

REVIEW OF LITERATURE:

According to Rezai et al. (2013), socio-demographic characteristics such as age and education level influence the Malaysia consumers' perception and attitude towards going green and peer reference such as environmentalists and the green society play an important role in influencing the consumers' intention to go green.

The factors that influence consumers' attitude towards the green concept in Malaysia were subjective norm, consumers' attitude towards health, food safety and environmental concern, socio-demographic characteristic such as education and income level (Phuah et al., 2012).

According to Teng et al. (2012), the major factors that influence Malaysian consumers green purchasing behavior are peer reference, knowledge towards green concept, motivation, understanding towards green products, price of green products and the advantage of purchasing green products.

However, according to Peter (2011), green products are products that guarantee that they are processed, manufactured and produced in an environmentally friendly way that minimizes a negative or damaging impact on the environment.

Wahid et al. (2011) where green purchase behavior of Penang green consumers were influenced by the environmental knowledge. Similarly, a study done by Rezai et al. (2011) indicate that educational level, income, consumers concern about food safety and the environment were significantly influenced by Malaysian consumers' green purchasing intention.

RESEARCH METHODOLOGY:

Structured questionnaire is used with five point balanced likert scale for measuring consumer attitude towards green marketing and green branding. Primary data was collected from respondents of Udaipur city through a questionnaire designed for a sample of 100 respondents Random sampling method was adopted by the researcher and selected the samples from Udaipur representing both the genders, different age groups, education level, marital status and monthly income. The data collected from the respondents are coded, tabulated and analyzed into logical statements using mean and percentage analysis.

Secondary data was collected from the available literature, journals and web search wherever necessary. Descriptive statistical tool- Mean and percentage along with Chi – Square is used to arrive at findings and conclusion.

The study has been carried out keeping in mind the following primary objectives:

- To understand the awareness of consumers towards green marketing.
- To assess the attitude of consumers towards green branding.

DATA ANALYSIS AND INFERENCE DERIVED:

Demographic Profile of the Respondent. (Table 1)

AGE	%	GENDER		OCCUPATION	
20-30	23	MALE	FE-MALE	Part time employees	5
30-40	15	32	17	Employees	12
Above 40	11			Executive/ Entrepreneur	12
TOTAL	50			Others	20
Monthly Income	%				
0-5K	11				
6-10K	8				
10-20K	15				
25-30K	10				
>40K	5				

I believe in the concept of green marketing?

Rating Scale	% of Respondents	Mean Score
5 Strongly agree	11	3.44(3)
4 Agree	16	
3 Neither agree nor disagree	13	
2 Disagree	4	
1 Strongly Disagree	6	
TOTAL	50	

I am aware of companies going green?

Rating Scale	% of Respondents	Mean Score
5 Strongly agree	25	3.7 (4)
4 Agree	7	
3 Neither agree nor disagree	6	
2 Disagree	2	
1 Strongly Disagree	10	
TOTAL	50	

I know about the advantages of green products in an organization?

Rating Scale	% of Respondents	Mean Score
5 Strongly agree	14	3.68 (4)
4 Agree	22	
3 Neither agree nor disagree	4	
2 Disagree	4	
1 Strongly Disagree	6	
TOTAL	50	

I feel that the regular marketing techniques harm the environment

Rating Scale	% of Respondents	Mean Score
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5	Strongly agree	8	3.16 (3)
4	Agree	17	
3	Neither agree nor disagree	11	
2	Disagree	3	
1	Strongly Disagree	11	
	TOTAL	50	

Employees in any organization feel that their work schedule gets affected by implementing green concept.

Rating Scale	% of Respondents	Mean Score	
5 Strongly agree	7	2.86 (3)	
4 Agree	9		
3 Neither agree nor disagree	15		
2 Disagree	8		
1 Strongly Disagree	11		
	TOTAL	50	

Productivity can be improved drastically by using green marketing (paper less)

Rating Scale	% of Respondents	Mean Score	
5 Strongly agree	11	3.06 (3)	
4 Agree	13		
3 Neither agree nor disagree	8		
2 Disagree	4		
1 Strongly Disagree	14		
	TOTAL	50	

Companies are reluctant in implementing green marketing concept

Rating Scale	% of Respondents	Mean Score	
5 Strongly agree	9	3.08 (3)	
4 Agree	12		
3 Neither agree nor disagree	14		
2 Disagree	4		
1 Strongly Disagree	11		
	TOTAL	50	

It is difficult for all the companies to implement green marketing

Rating Scale	% of Respondents	Mean Score	
5 Strongly agree	26	3.34 (3)	
4 Agree	15		
3 Neither agree nor disagree	7		
2 Disagree	5		
1 Strongly Disagree	0		
	TOTAL	50	

Huge investment is required to develop green products

Rating Scale	% of Respondents	Mean Score
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5	Strongly agree	19	3.66 (4)
4	Agree	15	
3	Neither agree nor disagree	8	
2	Disagree	5	
1	Strongly Disagree	3	
TOTAL		50	

Government should take initiative in making companies to go green

Rating Scale		% of Respondents	Mean Score
5	Strongly agree	10	3.28 (3)
4	Agree	18	
3	Neither agree nor disagree	6	
2	Disagree	8	
1	Strongly Disagree	8	
TOTAL		50	

Everyone is responsible for successful green marketing concept

Rating Scale		% of Respondents	Mean Score
5	Strongly agree	5	2.82(3)
4	Agree	12	
3	Neither agree nor disagree	15	
2	Disagree	5	
1	Strongly Disagree	13	
TOTAL		50	

Green marketing is just an old concept

Rating Scale		% of Respondents	Mean Score
5	Strongly agree	12	3.1 (3)
4	Agree	9	
3	Neither agree nor disagree	12	
2	Disagree	6	
1	Strongly Disagree	11	
TOTAL		50	

Green marketing concept is existed for long time back but it is not implemented by many companies in India

Yes	NO
29	21

I am familiar with green brand

Rating Scale		% of Respondents	Mean Score
5	Strongly agree	23	3.9 (4)
4	Agree	13	
3	Neither agree nor disagree	3	
2	Disagree	8	
1	Strongly Disagree	3	
TOTAL		50	

I am interested to know more about green branding

Rating Scale		% of Respondents	Mean Score
5	Strongly agree	20	3.98 (4)
4	Agree	19	
3	Neither agree nor disagree	6	
2	Disagree	0	
1	Strongly Disagree	5	
TOTAL		50	

Green marketing is more effective than regular marketing

Rating Scale		% of Respondents	Mean Score
5	Strongly agree	6	3.16 (3)
4	Agree	22	
3	Neither agree nor disagree	7	
2	Disagree	4	
1	Strongly Disagree	11	
TOTAL		50	

Do you believe in the concept of complete green marketing conditions throughout the world?

Rating Scale		% of Respondents	Mean Score
5	Strongly agree	11	3.3 (3)
4	Agree	12	
3	Neither agree nor disagree	11	
2	Disagree	13	
1	Strongly Disagree	3	
TOTAL		50	

Transition from regular marketing to green branding is quite difficult in India

Rating Scale		% of Respondents	Mean Score
5	Strongly agree	14	3.32 (3)
4	Agree	10	
3	Neither agree nor disagree	13	
2	Disagree	4	
1	Strongly Disagree	9	
TOTAL		50	

Do you realize the importance of green branding?

Yes	NO
36	14

Hypothesis 1

H₀: There is no significant relation between gender and awareness about green marketing.

H₁: There is a significant relation between gender awareness about green marketing.

Gender	I am aware of companies going green					TOTAL
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	
MALE	12	15	3	2	0	34
FEMALE	5	12	1	0	0	16
TOTAL	17	27	4	2	0	50

INTERPRETATION : The table value of chi square for 4 degree of freedom at 5 percent level of significance is 0.711.

The calculated value of chi square is much higher than this table value i.e. 0.99, hence the result does not support the hypothesis. We can, thus, conclude that there is a significant relationship between gender and awareness about green marketing.

Hypothesis 2

H0: There is no significant relation between age and concept of green marketing.

H1: There is a significant relation between age and concept of green marketing.

AGE	I believe in the concept of green marketing?					TOTAL
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	
20-30	12	9	7	0	1	29
30-40	10	2	2	2	1	17
Above 40	2	1	1	0	0	4
TOTAL	24	12	10	2	2	50

INTERPRETATION : The table value of chi square for 8 degree of freedom at 5 percent level of significance is 2.733. The calculated value of chi square is 0.621 much lesser than this table value, hence the result support the hypothesis. We can, thus, conclude that there is no significant relationship between age and concept of green marketing.

FINDINGS AND CONCLUSION

Consumers awareness towards green marketing is high			
Sl. No	Description(filled by Respondents –likert scale)	% of Respondents	Mean Score
11	I believe in the concept of green marketing?		3.44
2	I am aware of companies going green?		3.70
3	I know about the advantages of green products in an organization?		3.68
4	I feel that the regular marketing techniques harm the environment		3.16
5	Employees in any organization feel that their work schedule gets affected by implementing green concept		2.86
6	Productivity can be improved drastically by using green marketing (Paper Less)		3.06
7	Companies are reluctant in implementing green marketing concept		3.08
8	It is difficult for all the companies to implement green marketing		3.34
9	Huge investment is required to develop green products		3.66
10	Government should take initiative in making companies to go green		3.28
11	Everyone is responsible for successful green marketing concept		2.82
12	Green marketing is just an old concept		3.10
13	Green marketing concept is existed for long time back but it is not implemented by many companies in India	58% said Yes and 42% said No	
Consumers attitude towards green branding is high			
14	I am familiar with green brand		3.90
15	I am interested to know more about green branding		3.98
16	Green marketing is more effective than regular marketing		3.16
17	Do you believe in the concept of complete green marketing conditions throughout the world?		3.30
18	Transition from regular marketing to green branding is quite difficult in India		3.32
19	Do you realize the importance of green branding?	72% said Yes and 28% said No	

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