

# GREEN MARKETING – A STUDY ON PERCEPTION OF PEOPLE TOWARDS GREEN PRODUCTS

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Received: February 18, 2019

Accepted: March 24, 2019

**ABSTRACT:** In present Global scenario environmental issues plays a vital role in today's competitive business environment. In this type of competitive business world environmentally sustainable development has become a key issue. Green Marketing belongs to the process of selling products and services based on their eco friendly nature. In today's environmentally conscious world the word "GREEN" has become a common word. Green causes are increasingly popular with public making green marketing good for public relation and sales. Green Marketing has been defined by AMA as "the study of the positive and negative aspect of marketing activities on pollution, energy depletion and non-energy resources depletion". The present paper titled "Green Marketing-A Study on perception of people towards green product" makes an attempt to analyses the perception of people towards green product as well as the various factors which influence the people to buy Green Product. The present research is descriptive in nature and data is collected through the primary and secondary resources both.

**Key Words:** Green Marketing, Green Consumer, Eco Friendly techniques, Green Product.

## INTRODUCTION

Green marketing is the marketing of all those products and services that are supposed to be environmentally preferable to others. It refers to the process of selling products and services that are based on their environmental conscious factors and eco friendly techniques. According to the American Marketing Association, Green marketing is the marketing of products that are presumed to be environmentally safe product. So Green Marketing involve a wide range of actions, including Alteration in Product, Changes to the Manufacturing method, Changes made in Wrapping and Modifying Promotions (**Gupta, 2013**). From the last many years, majority of consumers had realized that their activities had a direct impact on natural environment as well as on social environment. Such a product and services are completely environmentally friendly (**Singh & Singh, 2015**).

## Present scenario of green marketing in India

- Governmental Bodies are forcing Firms to become more responsible.
- In most cases the government forces the firm to adopt policy which protects the interests of the consumers.
- Competitors' Environmental Activities pressure the firms to change their Environmental Marketing Activities.
- Consumer also paying much attention towards going green concept.

## Conceptual Frame Work

The topic consumer perception and regularity of usage basically come from consumer behavior. The rationale of the present study is to provide an over view of existing research work about consumer behavior and perception about Green Products. Consumers' perception of quality is measured an essential determinant of product choice. In other words perception is the first impression that individual draw and on the basis of it select, and interpret information to form a meaningful picture of the world. That's why it is believed that consumer perception influence customer level of satisfaction and so their buying and usage decisions. (**Bhatia & Jain, 2013**)

## Consumer Buying Decision

Consumers go from a process before as well as during buying a product and services. Purchase decision helps in buying value. The purchase decision is based on:-

- Terms of sale
- Past experience from a

- Particular store
- Return policy
- Store atmosphere(Maheswari, 2014)

A purchase decision process describes the process through which a customer goes when buying a product. It can be seen as a particular form of a cost – benefit analysis. The purchase decision model has gone through lots of interpretation by scholars. Though the models vary, there is a common theme of five stages in the purchase decision process the step are 1.Problem Recognition 2.Information search 3.Evaluation of alternatives 4.Select a best one among alternatives 5.Purchase Decision. The important factors which affect the purchase decision of consumer are:

1. **Social Influence:** Social influence occurs when a person's action or willingness to buy is prejudiced by third party. Social influence includes various terms such as peer pressure, persuasion conformity and etc.
2. **Environmental Concern:** Environmental concern refers to “the belief, stance and the amount of concern an individual holds towards the environment.
3. **Pro Environmental Behavior:** Pro environmental behavior refers to behavior of consumers that harms the environment as little as possible or even benefits the environment.
4. **Price Sensitivity:** Consumers' price compassion refers to the importance of price in making purchase decision. Price is one of the major factor to consider before consumer making purchase decision
5. **Personal Values:** Personal values can be briefly described as an individual's belief that behavior is good or desirable this includes value the environment.

### Green Products

Green products emphasis the straight and substantial advantages provided by greener design, such as energy efficiency or recycled features. By minimizing the environmental impact of a product it can improves the product's overall feat and eminence in ways that are beneficial for not just the most dedicated and loyal green consumer, but to all consumers. **For example**, CNG (Converted Natural Gas) uses in the vehicles, super concentrated laundry detergents not only save energy and packaging, they save end space, money and effort. Green product has replaced harmful ingredient with natural ingredient that will protect the environment.

- Does not contribute to extreme waste in its use or packaging and does not rely on unnecessary use of or spite to animals.
- Other favorable attributes from the green peak of view are the incorporation of recycled materials into the product and the product's own recyclability.
- Efficient products, which save water, energy or gasoline, save money and reduce environmental impact that can be recycled and reusable.
- Products with environmentally responsible packaging. McDonalds, **for example**, changed their packaging from polystyrene clamshells to paper.
- Organic products — many consumers are prepared to pay a premium for organic products, which offer promise of quality. **For example** Organic butchers, promote the added qualities such as taste and tenderness.
- Certified products, which meet or exceed environment protection responsibility **for example** Patanjali products and Himalaya's products.

### RESEARCH METHODOLOGY

This study is based on the primary Data of 120 Respondent collected through a Well Structured Questionnaire. This chapter describes the Research Methodology applied to the present study. It has following section:

#### Objectives of the Study

- 1) To Study the Perception of People regarding Green Products.
- 2) To identify the most important Factors which influence the People to buy Green Products?

#### Sample Size

A sample of 120 respondents both Male and Female were taken from District Rohtak. The sample consist of Student, Professionals, Business Class, Service Class and others including Housewife, Shopkeeper etc.

#### Research Design

The research study is Descriptive in nature.

### Sources of Data

All the data required for the research work is obtained through Primary and Secondary sources. Primary data has been collected from interview and mainly structured questionnaire has been prepared for it. Secondary data is collected from journals, articles, books and from INFLIBNET.

### Data Analysis Tools

The collected data were tabulated and edited for the purpose of analysis. To analyze the data, a set of simple statistical techniques such as frequency distribution, cross tabulation, percentage, mean, standard deviation, for the proper analysis of data a computerized package IBM SPSS (version 16.0) were used.

### LIMITATION OF THE STUDY

The study suffers from following limitation

- The sample size is very small and it may not be a true representation of the whole universe.
- Due to conservative nature, it may be possible some respondents may not have given their responses in the questionnaire in truly manner.

### DATA ANALYSIS AND INTERPRETATION

Data Analysis and Interpretation means to analyze the collected data and interpreting its results. In this chapter the data collected by way of the questionnaire has been analyzed by the data, a set of simple statistical techniques such as Frequency Distribution, Cross Tabulation, Percentage and SPSS will be used, and the result obtained have been presented with the help of tables and diagrams.

#### 1.1 Gender Wise Profile of Respondent

Category	Frequency	Percent
Male	60	50.0
Female	60	50.0
Total	120	100.0

#### Descriptive statistics

Mean	1.50
S.D	.502

#### Source-primary data

**Interpretation:** The above figure shows that out of 120 samples 60 are male and 60 were female. This shows equal percentage of male and female.

#### 1.2 Response of People towards “Do you know about Green Products.”

Category	Frequency	Percent
Yes	78	65.0
No	42	35.0
Total	120	100.0

#### Descriptive statistics

Mean	1.35
S.D	.479

#### Source-primary data

**Interpretation:** The above figure shows that 78 respondent (65 %) are agreed that they are well known about Green Product and 42 respondent (35%) are not know about Green Product. Most of the respondents are agreed that they are well known about Green Product.

#### 1.3 Perception of People towards Green Products

Perception of Consumer towards Green Product	Response						Descriptive Statistics	
	Strongly Agree	Agree	Not Idea	Disagree	Strongly Disagree	Total	Mean	S.D
Environmental Friendly	44 (56.4)	34 (43.6)	-	-	-	78 (100)	1.44	.449
Energy Efficient	40 (51.3)	32 (41.0)	4 (5.1)	-	2 (2.6)	78 (100)	1.62	.810
Good for Health	40 (51.3)	26 (33.3)	8 (10.3)	4 (5.1)	-	78 (100)	1.69	.857

<b>Eco Friendly Packaging</b>	28 (35.9)	42 (53.8)	8 (10.3)	-	-	78 (100)	1.74	.633
<b>Promote Sustainable Development</b>	24 (30.8)	38 (48.7)	12 (15.4)	4 (5.1)	-	78 (100)	1.95	.820

Figures expressed in terms of parenthesis denote percentage.

**Interpretation:** The above table throws light on the fact that 44(56.4%) respondents perceive Green Product as Environmental Friendly and 34(43.6%) respondent are agree to this. 40 (51.3%) respondents perceive Green Product are Energy Efficient and only 2(2.6%) respondent are strongly disagree to this. 40(51.3%) respondent are perceive that Green Product is Good for Health and only 4(5.1%) respondent are disagree to this. 42 (53.8%) respondents are perceive that Green Product have Eco Friendly Packaging and only 8(10.3%) respondent have no idea about it. 38(48.7%) respondents are perceive Green Product promote Sustainable Development and 4(5.1%) respondents are disagree to this statement.

**1.4 Which is the most important factor influences you to buy Green Products?**

Category	Frequency	Percent
<b>Environmental concern</b>	42	53.8
<b>Income level</b>	22	28.2
<b>Social Influence</b>	6	7.7
<b>Personal &amp; Cultural Values</b>	8	10.3
<b>Total</b>	78	100.0

**Descriptive statistics**

<b>Mean</b>	1.74
<b>S.D</b>	.986

**Source-primary data**

**Interpretation:** The above figure throws light on factor which influences a buyer to buy green product. 42(53.8%) respondent have influenced by environmental concern, 22(28.2%) respondent have influenced by income level, 6(7.7%) respondent are influenced by social influence, and 8 (10.3%) respondent are influenced by personal & cultural values. Most of the respondents are influenced by environmental concern for buying green product.

**FINDINGS AND CONCLUSION**

A sample of 120 respondents was taken for survey by convenience sampling in order to know about the perception of people and factor influencing people to buy green products. The survey was done through the use of structured questionnaire. The following findings emerged from the study.

**FINDINGS:**

- Both Male and Female are equal in sample size which is 60 -60.
- It is found that 65% respondent knows about Green Product and other which is 35% don't know about it.
- It is observed that majority of the respondent are strongly agreed that Green product are environmental friendly. 51.3% respondent perceives Green Product is Energy Efficient only 2(2.6%) respondent are strongly disagreed to this.
- Most of the respondent gain information about Green Product from print media and websites.
- It has been observed that perception of buying Green Product of 53.8% respondent are influenced by Environmental Concern while 28.2% respondent are influenced by Income factor, 10.3% respondent are influenced by Personal & Cultural Values and only 6(7.7%) respondent are influenced by Social Factor.
- The factor which influences the people to buy more is Environmental Concern Factor.

**CONCLUSION:**

This research work has been undertaken to study the Perception of People towards Green Products. The main objective of the research work was to identify the Perception of People and to measure the various factors which influence the People to buy Green Products. To analyze the People perception towards Green Product the present study has taken some factors namely Product related factor, Environmental Factor, Social Factor, Personal & Cultural Factor. For this study primary and secondary both data is collected. This research would be Descriptive in nature. To analyze the data, a set of simple statistical techniques such a Frequency Distribution, Cross Tabulation, Percentage, and SPSS will be used. The study provides us with the

conclusion that 78 respondent out of 120 respondents which is the majority of respondents claim to be aware of Green Products. The deeper analysis reveals clearly those majority respondents, who claim to be aware of Green Products, perceive Green Products as Environment Friendly, Energy Efficient and Good for Health. The study also shows that the most important source of information for people to get information about Green Products is Print Media and Websites. Organic Food and Eco-friendly vehicles are the Green Products which is mostly purchased by Green Consumer. As per the analysis of my study the Factor which is highly influence the people to buy Green Products is Environmental Concern Factor.

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## QUESTIONNIRE

1) Are you aware of “Green Products” or Environmental Friendly Product?

Yes  No

2) What does a Green Product mean to you?

S.No	Perception about Green Product	Strongly Agree	Agree	Not Idea	Disagree	Strongly Disagree
1	Environment Friendly					
2	Energy Efficiency					
3	Good for Health					
4	Eco friendly label on packaging					
5	Promote Sustainable Development					

3) What is the main source of information for you to know about Green Product?

- a) Television
- b) Fiends & Relative
- c) Print Media
- d) Websites
- e) Others (please specify)

4) Can you recall the name of few Green Products used by you?

- a) .....
- b) .....

5) What kind of Green Products have you brought mostly?

- a) Organic food
- b) Green vehicles/Eco friendly vehicles
- c) Electric appliances
- d) Furniture
- e) Others (please specify)

6) Which is the most important factor influences you to buy a Green Product?

- a) Environmental Concern
- b) Income Level
- c) Social Influence
- d) Personal and Cultural Values
- e) Others(please specify)

7) In the following question you are requested to give your importance level for the factor most relevant for your Green Product purchasing behavior?

Category	Factors	Most Important	Important	Neutral	Unimportant	Most Unimportant
<b>Product Related Factor</b>	Product Need					
	Price					
	Consistency and Regular Availability					
	High Quality / More Nutritious					
	Not Processed with Chemical / Healthy diet					
	Nice Appearance and Packaging					
	Brand Image and Advertisement					
	Product Satisfaction					
<b>Environment Concern Factor</b>	I am strong supporter of Environmental Regulation					
	My individual role as a consumer matters a lot to change the polluted environment in green environment					
	I have changed my choice of many products for ecological reason.					
	I buy green product for general causes of Eco Preservation					
<b>Income related factor</b>	I buy energy efficient household appliances to cut down my electricity bills					
	I don't buy very costly Green Product					

	I drive as little as possible to save my fuel cost					
	I buy green product which suits my Budget					
<b>Personal &amp; Cultural Values</b>	I convince my family and friends not to buy some product that are harmful to environment					
	I buy green product mainly when there is no choice					
	I buy organic food for the health safety of my family					
	I buy green products only if they are beneficial in terms of cost and quality to my family					
<b>Social Influence</b>	I buy green products only when it is strongly recommended by others					
	I buy green product because I saw many people buy them					
	I enjoy the recognition I get in the society for the display of my Eco-Friendly behavior					
	I buy green products only when someone in my family insist of buying them					