

“A study of Consumer Awareness towards green marketing with reference to electronic goods in Pune city”

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ABSTRACT:

The industrial house has recognized that the entire system of production and consumption determines environmental quality. Environmental impacts are a function of the way services are provided and the way goods are produced, delivered, used and disposed off. Production and consumption are considered together because gains made by controlling, reducing or minimizing pollution from production can be soon overshadowed by the impacts from concurrent increases in the scale of demand for those services and goods from growing consumer base.

KEYWORDS: *Green Marketing, Consumer awareness.*

I.INTRODUCTION:

Environmental problems have gained importance in business and personal life of people across globe. Everybody wealthy or poor would have an interest in quality life and health so would the corporate category. Therefore during this situation of worldwide concern, corporate homes has taken green-marketing as a part and parcel of their strategy to push product by using environmental claims either regarding their attributes or regarding the systems, policies and processes of the corporations that manufacture or sell them. Alongside manipulating the standard selling combine (product, price, promotion and place). The concept of Green Marketing covers a broad range of activities.

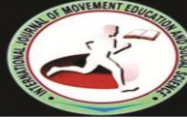
Green Marketing encompasses a broad range of activities as well as product modification, modification to production method, packaging modification and modifying advertising.

II.STATEMENT OF THE PROBLEM:

Green marketing helps in understanding the ways and means by a way of which activities can be performed by focusing on the environment as well as the needs of the consumers and the organization.

There exist many reasons why the firms are extensively focusing on Green marketing. Some of them are listed below:

1. Sense of social responsibility.
2. Forceful Implementation.



3. An opportunity.
4. Market Competition.
5. Reduced cost.

III.OBJECTIVES OF THE STUDY:

The main objectives of the study are:

1. To study the consumer awareness about Green Marketing.
2. To analyze the attitude and behaviour of Indian consumers towards green products

STATEMENT OF HYPOTHESIS:

Hypothesis –I The awareness of consumers towards green marketing is significantly associated with their attitudes towards the green products.

Hypothesis –II Different attributes of the product conveys the eco-friendliness about the green products.

IV.RESEARCH METHODOLOGY

Research Design: Research design for this study is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

Respondent Class: Consumers

Sample Size Selection method: Probability (Random Sampling)

V.REVIEW OF LITERATURE

According to Joseph & Rupali Korlekar (2012) , there may be a scope for in-depth research on inexperienced marketing to be conducted in developing countries like India, not only on understanding clients' perception however to observe the detailed profile of such customers who have a greater positive attitude towards green marketing and green products.

The study by Ann Kronrod et al (2012) , highlighted and defined the unexpected incidence of assertive environmental messages within the media. Environmental corporations, which are populated with those who perceive protecting the environment as a highly important issue, should remember the fact that not all consumers are as knowledgeable and concerned about the environment.



Biji P Thomas & H Nanje Gowda (2010) , highlighted that environmentally friendly buildings are also called Green buildings. Some of the visible —green functions, along with outdoors window shading, properly day lighting, green (landscaped) roofs, and natural ventilation chimneys are often considered as the signal of being green.

VI. DATA ANALYSIS AND INTERPRETATION

Table 1: The distribution of awareness level of consumers towards Green Marketing

Options	Frequency of Respondents	Percentage of Respondents
Very low	3	0.87
Low	40	11.57
Neutral	164	47.39
High	127	36.70
Very high	12	3.47
Total	346	100

Table 2: Attitude of consumers towards Green Marketing

Options	Frequency of Respondents	Percentage of Respondents
Highly unfavorable	4	1.16
Unfavorable	8	2.31
Neutral	244	70.52
Favorable	83	23.99
Highly favorable	7	2.02
Total	346	100

VI. TESTING OF HYPOTHESES:

Hypothesis -I) The awareness of consumers towards green marketing is significantly associated with their attitudes towards the green products.

Null Hypothesis (H₀): The awareness of consumers towards green marketing is equally distributed across the groups of the consumers who favour or do not favour the green products.

Alternative Hypothesis (H₁): The awareness of consumers towards green marketing is not equally distributed across the groups of the consumers who favour or do not favour the green products.



Attitude	Not aware Regarding Green Marketing (n=154)	Aware Regarding Green Marketing (n=346)	Chi-Square value	P-value
Highly unfavourable	4 (2.6)	4 (1.2)	77.191	0.001 (Significant)
Unfavourable	2 (1.3)	8 (2.3)		
Neutral	46 (29.9)	244 (70.5)		
Favourable	94 (61.0)	83 (24.0)		
Highly favourable	8 (5.2)	7 (2.0)		
Total	154 (100.0)	346 (100.0)		

Interpretation:

1. The awareness regarding green marketing is not equally distributed across different attitude levels of the consumers regarding green products.
2. Significantly higher proportion of consumers who are not aware about the green marketing had favourable attitude towards the green products (P-value<0.001).

Hypothesis -II) Different attributes of the product conveys the eco-friendliness about the green products.

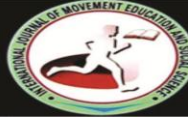
Null Hypothesis (H₀): The importance of green products do not have higher impact in conveying the eco-friendliness about the green products as compared to the other attributes such as appearance and promotion.

Alternative Hypothesis (H₁): The importance of green products have higher impact in conveying the eco-friendliness about the green products as compared to the other attributes such as appearance and promotion.

Score	Appearance	Importance	Promotion	P-value		
				Appearance v/s Importance	Appearance v/s Promotion	Importance v/s Promotion
Mean ± SD	3.53 ± 0.67	4.13 ± 0.59	4.07 ± 0.65	0.001 (Significant)	0.001 (Significant)	0.040 (Significant)

Interpretation:

1. Different attributes of the green product do not significantly convey eco-friendliness equally.



2. The importance attribute receive higher appreciation compared to the attributes appearance and promotion in conveying the eco-friendliness of the products (P-value<0.001).

VII.SUMMARY OF FINDINGS

1. From the study it is observed that maximum number of respondents were aware about green marketing.
2. It is observed from the study that the awareness level of consumers towards green marketing is neutral.
3. The hypothetical study observes that the awareness regarding green marketing is not equally distributed across different attitude levels of the consumers regarding green products. Significantly higher proportion of consumers who are aware about the green marketing had neutral and favorable attitude towards the green products.
4. The study shows that different attributes of the green products do not significantly convey eco-friendliness equally. The importance (type of product, usage & credibility & convenience) attribute receive higher appreciation compared to other attributes, such as appearance (shape & colour, Design, packaging, size, style) and promotion (company/Brand name , advertising, sales promotion, publicity through celebrities) in conveying the eco-friendliness of the products.

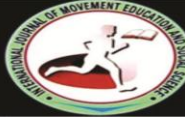
VIII.SUMMARY OF CONCLUSIONS

The following conclusions have been derived based on the findings and they are summarized as follows:

1. It is observed that importance attribute receive higher appreciation in conveying eco-friendliness of the products.
2. It can be concluded that respondents from zone 4 were more aware about Green Marketing as compared to other three zones.
3. It is observed that male consumers showed willingness for spending on environmentally friendly products as compared to females.

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