

A Study on Green Marketing and Its Impact on Consumers

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Abstract

Green marketing is an emerging and evergreen concept on which the company should focus more. The consumers are more conscious about the environment and their health. Most of the people like to reduce the harmful products and process. So, it is important to concentrate more on green marketing. This paper aims to study the impact of green marketing on consumers and to know the consumer perception towards the green marketing. Descriptive type of research is adopted for the study. Primary data were collected and analysed. Percentage analysis and weighted average method were used for the analysis. Consumers are little aware about the green marketing concept and they are ready to pay more for environmental friendly products. Consumers are giving more importance to the green products because they think that it enhance the quality of life.

Key words: Data analysis, Introduction, objectives, Research methodology statement of the problem

Introduction

As the marketing trend is changing always the manufacturers are needs to adopt the new trend to attract more consumers. Consumer behaviors also differ based on the marketing trend. Consumers are the one who decide the market of the product. So, the manufacturers should try to adopt the changes always and to satisfy the customer. It is better to go for customization continuously. Green marketing helps to protect the environment. Green marketing is right tool to adopt if the companies need to run their business for long time.

Review of Literature

Bhatia Myayank, Jain Amit says that, as green marketing is different from the marketing in traditional way, marketers need to know the factors that persuade the consumer to buy the green products. This study aims to resolve the research question that what factors influence the consumer persuasion to buy the green product or not. Consumers' level of awareness about green products found to be high but at the same time consumers are not aware about green initiatives undertaken by various government and non-government agencies signifying need for more efforts from organizations in this regard. (*Electronic Green Journal*, 1(36) (2013)6).

Rashad Yazdanifard, Igbazua Erdoo Mercy in their research found that there is now a real sense that environmental protection is highly necessary. Everyone believes a green life is a better and healthier life for present and future generation.

Most consumers' spending pattern shows that they have a desire for brands that 'go green'. Consumers not only want to buy their products but are willing to pay more for it.

Anirban Sarkar discussed the 4P's of green marketing and the golden rules for green marketing. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Consumers, industrial buyers and suppliers need to pressurize to minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

Objectives of the Research

- To study the impact of green marketing on consumers
- To know the consumer perception towards the green marketing

Research Methodology

Descriptive type of research is adopted by the researchers. 30 respondents were selected as per the convenient of the researchers to collect the primary data. Secondary data were collected from the research journals and websites. Percentage analysis and the weighted average method were used as a data analysis tools.

Data Analysis and Interpretation

Table: 1 Green marketing means to

Particulars	No. Respondents	Of	Percentage
Environmental friendly	28		93.33
Durable	1		3.33
No idea	1		3.33
Easy to maintain	0		0

Source: Primary Source

Researchers found that 93.33% of the respondents are thinking green marketing is environmental friendly, 3.33% of the respondents are thinking green marketing is durable, 3.33% of the respondents have no idea about green marketing and none of them thinks that green marketing is easy to maintain.

Table: 2 Medium of information on green marketing

Particulars	No. Of Respondents	Percentage
Friends/family	7	23.33
Media	10	33.33
Internet source	11	36.66
Newspaper	1	3.33

Source: Primary Source

Researchers found that 23.33% of the respondents know the green marketing information through the friends/family, 33.33% of the respondents know the green marketing information through the media, 36.66% of the respondents know the green marketing information through the internet source and 3.33% of the respondents know the green marketing information through the newspaper.

Table: 3 Mode of purchase for green marketing

Particulars	No. Of Respondents	Percentage
Online purchase	2	6.66
Direct purchase	14	46.66
Retail shops	12	40.00
Door to door delivery	1	3.33

Source: Primary Source

Researchers found that 6.66% of the respondents prefer online purchase for green marketing, 46.66% of the respondents prefer direct purchase for green marketing, 40% of the respondents prefer retail shops for green marketing and 3.33% of the respondents prefer door to door delivery for green marketing.

Table: 4 Environmental safety issues

Particulars	No. Of Respondents	Percentage
Highly challenging	19	63.33
Time consuming	6	20.00
Expensive	5	16.66

Source: Primary Source

Researchers found that 63.33% of the respondents are thinking that environmental safety issue of green marketing are highly challenging, 20% of the respondents are thinking that environmental safety issue of green marketing is time consuming and 16.66% of the respondents are thinking that environmental safety issue of green marketing is expensive.

Table: 5 Usefulness of green marketing activities

Particulars	No. Of Respondents	Percentage
Yes	28	93.33
No	2	6.66

Source: Primary Source

Researchers found that 93.33% of the respondents feel green marketing activities are useful and 6.66% of the respondents think that green marketing activities are not useful.

Table: 6 Mode of payment for green marketing

Particulars	No. Of Respondents	Percentage
Credit payment	7	23.33
Net banking	4	13.33
Debit payment	4	13.33
Cash on delivery	15	50.00

Source: Primary Source

Researchers found that 23.33% of the respondents prefer credit payment for green marketing, 13.33% of the respondents prefer net banking for green marketing, 13.33% of the respondents prefer debit payment for green marketing and 50% of the respondents prefer cash on delivery for green marketing.

Table: 7 If the price of the green marketing products increases, are you ready to pay more

Particulars	No. Of Respondents	Percentage
Strongly agree	2	6.66
Agree	13	43.33
Neutral	9	30.00
Strongly disagree	5	16.66
Disagree	1	3.33

Source: Primary Source

Researchers found that 6.66% of the respondents strongly agree to pay more if the price of the green marketing product increases, 43.33% of the respondents agree to pay more if the price of the green marketing product increases, 30% of the respondents are neutral to pay more if the price of the green marketing product increases, 16.66% of the respondents strongly disagree to pay more if the price of the green marketing product increases and 3.33% of the respondents disagree to pay more if the price of the green marketing product increases.

Table: 8 Awareness on the advantages of green marketing

Particulars	No. Of Respondents	Percentage
Yes	7	23.33
No	3	10.00
Little	20	66.66

Source: Primary Source

From the above table, researchers found that 23.33% of the respondents are aware about the advantages of green marketing, 10% of the respondents are not aware of the advantages of green marketing and 66.66% of the respondents are little aware about the advantages of the green marketing.

Table: 9 Green marketing is more effective than regular marketing

Particulars	No. Of Respondents	Percentage
Agree	15	50.00
Strongly Agree	9	30.00
Neutral	6	20.00
Disagree	0	0
Strongly Disagree	0	0

Source: Primary Source

From the above table, researchers found that 50% of the respondents agree that green marketing is more effective than regular marketing, 30% of the respondents strongly agree that green marketing is more effective than regular marketing, 20% of the respondents are neutral that green marketing is more effective than regular marketing, none of the respondents disagree or strongly disagree that green marketing is more effective than regular marketing,.

Table: 10 Rate the reasons for willingness to buy the green products (Weighted Average Method)

Reason for purchase	1	2	3	4	5	6	Weighted rank total	Rank
Enhance the quality of life	12	14	9	20	15	0	2	I
Environmental protection responsibility	7	12	21	24	10	12	3	II
Potential increase of product value	3	6	27	12	40	30	4	III
Getting high level of satisfaction	1	2	18	32	25	54	4	III
Pricing	7	12	6	16	30	30	3	II
Advertising	0	12	15	16	25	60	4	III

Source: Primary Data

From the above table, as per the response of the respondents, enhance the quality of life got more weightage and environmental protection responsibility as well as pricing is in the second place and the other reasons like Potential increase of product value, Getting high level of satisfaction and the advertisement is in the third place.

Findings and Discussions

Most of the respondents think that green marketing is environmental friendly. Marketers can choose the Media as the right medium which can reach more consumers. Consumers prefer the online purchase as part of green marketing. Most of the respondents think that environmental safety issue is challenging one. Most of the respondents are feel that green marketing activity is useful for them to protect the environment as well as their health. Most of the respondents prefer credit payment as a mode of payment. So, that they can reduce the risk of carrying money. This will be useful for the marketers too. Marketers can get the order assurance from the consumer by credit payment. Respondents are ready to pay more for environmental friendly products. Most of the Consumers are little aware about the green marketing. Most of the respondents agree that green marketing is more effective than regular marketing.

Conclusion

As per the research green marketing is one of the tools to attract the consumer. Consumers are very happy to pay for green products or environmental friendly products. Marketers should provide proper awareness to all consumers about their green marketing concept which helps to achieve high market share.

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