

## CONSUMER ATTITUDE TOWARDS GREEN MARKETING WITH SPECIAL REFERENCE TO CHENNAI CITY

**Mrs.R. Vaishali<sup>1</sup>, Dr. M. Hemanathan<sup>2</sup>**

<sup>1</sup>Research Scholar, <sup>2</sup>Assistant Professor, Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur-603203, Tamil Nadu, India.

### **Abstract**

Green products are in practice for past 50 years but it has evolved last 7 – 5 years all over the world and India is no exception for it. By the name green it does not mean that the products will be in green colour. Green marketing means is the goods and services will be done full by using natural formulation, ingredients, packaging. No synthetic product will be used nor the chemical products. In green products the ingredients which they use will natural bacteria's, oils from the plants, sustainable products, renewable ingredients, biodegradable, recyclable, eco – friendly etc., There is a large growth of technology and telecommunication and social media all the consumers are becoming aware about the ingredients that is been used in the formulation and production of any product they use in the day to day life and also the damaging that is been caused by those chemical products to the environment and to their own life. As there is a high demand for green products by the consumers many new companies started to enter the market and many existing companies have started to switch to green products production.

**Keywords**---consumer psychology, green food products, environmentally friendly products, Eco – friendly products, Concern, Consciousness.

### **INTRODUCTION**

Now a day's environmental problem faced by all active citizen, institution and enterprise all over the world much more than 30years. Thus a new market for viable of sustainable product emerges, which is further strengthened by active consumers since it's a way to contribute although indirectly to the protection of the environment. The enterprise gradually recognize the various competitive advantages and the enterprising opportunities that arise from this ecological consuming approach entering the word "green" in many of their actives. Thus in parallel with the concept of corporate social responsibility, the concept of green marketing also have been cultivated with sufficient effective practices.

First of all, environment and environmental problems, one of the reason why the green marketing emerged. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Green marketing refers to holistic marketing concept wherein the product, marketing consumption on 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, harmful impact of pollutants etc., both

marketers and consumers are becoming increasingly sensitive to the need for switch into green products and services. Many people believe that green marketing refers solely to the promotion and advertising of products with environmental characteristics. Generally terms like phosphate free, recyclable, refillable, ozone friendly and environment friendly are most of the things consumers often associated with green marketing. Yes, green marketing is a golden goose. As per Mr. J. Polonsky, green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of their needs and wants occur with minimal detrimental input on the national environment." Green marketing is also called environmental marketing/ecological marketing. As resources are limited and human wants are unlimited, it is important for marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among consumers all over the world regarding the protection of the environment. Worldwide evidence indicates people are concerned about the environment and are changing their behaviour. As a result of this, green marketing has emerged which speaks for the growing market for sustainable and socially responsible products and services. Now this has become a new mantra for marketers to satisfy the needs of consumers and earn better profits.

### **IMPORTANCE OF GREEN MARKETING**

The question of why green marketing has increased in importance is quite simple and relies on the basic definition of Economics. "Economics is the study of how people use their limited resources to try to satisfy unlimited wants." [McTaggart, Findlay and Parkin 1992]. Thus, mankind has limited resources on the earth, with which she/he must attempt to provide for the worlds' unlimited wants. (There is extensive debate as to whether the earth is a resource at man's disposal (1993.) While the question of whether these wants are reasonable or achievable is important, this issue will not be addressed in this paper. In market societies where there is "freedom of choice", it has generally been accepted that individuals and organizations have the right to attempt to have their wants satisfied. As firms face limited natural resources, they must develop new or alternative ways of satisfying these unlimited wants. Ultimately green marketing looks at how marketing activities utilize these limited resources, while satisfying consumers wants, both of individuals and industry, as well as achieving the selling organization's objectives.

Green marketing is important for a number of reasons, from eliminating wastefulness to educating consumers about how a company is maintaining eco-friendly measures. Here are some other objectives to consider when thinking about green marketing.

1. Avoiding waste: Whether it's creating biodegradable product packaging ( it can be broken down by biological means), cutting down on water consumption, or reducing the amount of trash that goes into landfills, green marketing is just as concerned with avoiding waste as putting forward an eco-friendly face to the public.
2. Reinventing products: Products themselves can be modified to lessen the impact on the environment. For example, Method sources its ingredients from many plant-derived

ingredients, which means it's safer for humans, not toxic to family pets who might accidentally ingest it; and more environmentally-friendly by being water-soluble and dispersing safely into the environment.

3. Making green while being green: Of course, companies that promote green products want to not only be good stewards of planet Earth, but make a profit while doing so. Green marketing allows businesses to capitalize on the subset of the population willing to pay a little more to lessen their footprint on the environment and protect the atmosphere.

4. Changing processes: Consumers aren't the only ones that need to be concerned with environmental impact. Green marketing also encourages businesses to properly utilize resources such as water consumption and electricity. Changing processes also means looking for renewable materials, using alternative energy sources and finding ways to deliver products in a more fuel-efficient manner.

5. Creating eco-friendly messaging: Green marketing's biggest "marketing" accomplishment might be in messaging. Green marketing works to help consumers understand a product's green benefits and a company's commitment to the environment. It's also an important avenue in which to educate people about sustainability and the environment.

#### **ADVANTAGES OF GREEN MARKETING**

Companies that develop new and improved products, and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability and enjoy a competitive advantage over the companies that are not concerned for the environment. Some of the advantages of green marketing are as follows:

1. It ensures sustained long-term growth along with profitability.
2. It saves money in the long run, although initial cost is more.
3. It helps the companies to market their products and services keeping the environmental aspects in mind. It helps in accessing new markets and enjoying competitive advantage.
4. Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
5. It promotes corporate social responsibility.

#### **REVIEW OF THE LITERATURE**

Welling, M. N. & Chavan, A.S. (2010) in their article have studied the feasibility of practicing green marketing in case of small and medium scale manufacturers in Mumbai city and its suburb and have also analyzed whether these manufacturers are aware about green products and eco-labelling, and also the difficulties in implementing green marketing. The paper has given an account of MNCs and large scale organizations in India which are practicing environment friendly activities and hence the need for studying whether the small and medium scale manufacturers are believing and implementing them. Data was collected from 114 respondents who come under the category of small and medium scale manufacturers. On the basis of the findings, the paper suggested that there has to be a stimulus provided by the Government in the form of financial assistance, tax holiday, tax incentives, recognition in the form of awards, compulsory eco-labelling etc. to encourage and support manufacturers who are manufacturing green products.

Roberts, J.A. & Bacon, D.R. (1997) This research paper have attempted to explore and measure the relationship between the New Environmental Paradigm (NEP) and the Ecologically Conscious Consumer Behavior (ECCB). NEP variables were the desire for balance in environment, allusions to biblical statements, concern for limited growth and human adaptation to nature. ECCB is defined the behavior of a person who purchases (avoids) products and services which he or she perceives to have a positive (negative) impact on the environment. ECCB variables were products recycling, energy saving, concern for biodegradability, consumers' purchase decisions, consumption of electricity, saving electricity. It signifies the Man's need to adapt to the natural environment seems to be a motivating force behind decisions to avoid (choose) products which have a harmful (positive) impact on the environment.

Drozdenko, R., Jensen, M. & Coelho, D. (2011) in their study of consumer perceptions, have examined three areas related to the pricing of green products, the premium consumers are willing to pay for a green product, the relationship between diverse categories of green products, and how tax credits affect the amount consumers are willing to pay for a major green purchase for the home.. There were significant gender differences for three product categories, but no differences based on income or education. The results of this study led several conclusions regarding the pricing of green products. Consumers are willing to pay a premium for green products, although this premium varies by product category and potential savings resulting from the purchase.

Joshi, N. & Mishra, D.P. (2011) in their article have attempted to understand the behavior of customer awareness on environmentally friendly car in the state of Maharashtra in India. The study has been done keeping in mind age group and geographical area of the respondents. The study was exploratory in nature and data was collected from the car owners and also prospective car buyers in the state from metros like Mumbai and Pune and also non-metros. Data was collected with the help of a structured questionnaire which had questions about the awareness on pollution by automobiles, carpooling, use of public transport, environmentally friendly design of cars, legislations etc. which the respondents were asked to rank on a five- point scale. The study revealed that there is no significant difference in the awareness levels of the customers in the various age groups regarding the eco-friendly car. It was also found that there is a significant difference in the awareness levels of the customers in metros and non-metros which indicate that the awareness level of the respondents is higher in the metros as compared to the non-metros in India for environment friendly cars.

AIMA Journal of Management & Research, February 2014, Volume 8 Issue 1/4, ISSN 0974 – 497: In recent years the company's started to concentrate more on green products and they have accepted the responsibility not to harm the environment. They understood that they can make profit without polluting the environment. As business activities caused many of the environmental

problems in the past and still do, there is increasing recognition that business is vital in the process of a more ecological sustainable society. Companies, especially multinationals, play an essential role in the world economy, and they have also the resources and capacity to put ecological solutions into practice. At least two motives for companies to change to more environmentally appropriate strategies and practices are cost saving and the market opportunity potential. Companies can save money by reducing the amount of raw material and energy used in production.

Mehta, D., Jain, S. & Mehta,N.K. (2011) in their article have attempted to study the impact of gender on adolescent consumers’ towards green products in the city of Indore in the state of Madhya Pradesh in India. In the wake of growing concern and environmental consciousness among the Indians, marketers have to develop strategies to appeal the green consumer segment. It has become imperative to boost the more of the young consumers to adopt a positive attitude towards the purchase of eco-friendly products. In this context, data was collected from 212 adolescents in the age group of 15 to 19 years and the gender differences in their attitude was studied. Female respondents scored significantly higher in environmental attitude, concern, peer influence and green product purchase. The study also revealed that the top three predictors of green purchasing behavior among female respondents were: peer influence, environmental concern and perceived environmental responsibility and that of male respondents were: peer influence, environmental concern and self-identity.

**OBJECTIVES OF THE STUDY**

1. To find whether the consumers are aware of green products.
2. To know which group of consumers are highly concerned about the environment by buying green products.
3. To analyse whether the income of the consumers influences them to buy green products.
4. To identify whether consumers use green products as their status symbol rather than environmental safety.

**RESEARCH METHODOLOGY**

1. Sample size: The sample size taken for the study was 200.
2. Sample unit: Consumers.
3. Sampling technique: A convenient sampling technique was used for the study.
4. Area of study: The study was undertaken in the city of Chennai.
5. Tools of data collection: Certain prominent business locations were identified and respondents were approached for online filling up of questionnaires for this they were requested to share their e-mail id. The samples were collected using convenient sampling.

**ANALYSIS AND INTER PRETATION**

**PERCENTAGE ANALYSIS**

<b>GENDER</b>		
<b>Particulars</b>	<b>Frequency</b>	<b>Percentage</b>

Male	72	36%
Female	128	64%
Total	200	100

### INTERPRETATION

From the above table, it is found that, 64% respondents are female respondents and 36% respondents are male respondents for the study.

AGE		
Particulars	Frequency	Percentage
Up to 25 years	99	49.5%
26-35 years	74	37%
36-45 years	0	0
Above 35 years	27	13.5%
Total	200	100%

### INTERPRETATION

The chart above represents the age of the respondents. It is found that 49.5% of the respondents are up to 25 years, 37% of the respondents are between 26-35 years, 13.50% respondents are above 45 years.

### EDUCATIONAL QUALIFICATION

Particulars	Frequency	Percentage
Up to higher secondary	15	7.5%
Under graduate (UG)	76	38%

Post graduate (PG)	77	38.5%
Professional	32	16%
Total	200	100%

**INTERPRETATION**

The above chart and table indicates the educational qualification of 200 respondents that shows that 7.5% of the respondents are up to higher secondary, 38% of the respondents are under graduate (UG), 38.5% of the respondents are post graduate (PG), and 16% respondents are professional.

**SHOWING INCOME OF THE RESPONDENTS**

Particulars	Frequency	Percentage
Below 25,000	71	35.5%
25,000 – 60,000	77	38.5%
60,000 – 1,00,000	40	20%
Above 1,00,000	12	6%
Total	200	100%

**INTERPRETATION**

The chart represent the income level of the respondents are 35.5% respondents are below 25,000, 38.5% respondents are in between 25,000 – 60, 000, 20% respondents are in between 60,000 – 1,00,000 and 6% respondents are above 1,00,000.

**OCCUPATIONS OF THE RESPONDENTS**

Particulars	Frequency	Percentage
Students	21	10.5%
Private sector	82	41%
Public sector	54	27%
Business	43	21.5%
TOTAL	200	100%

**INTERPRETATION**

The above chart and table explains the occupation of the respondents that 10% of the respondents are students, 22% of the respondents are business, 27% of the respondents are public sector, and 41% respondents are private sector.

**STATISTICAL ANALYSIS**

**CORRELATION**

**HYPOTHESIS:**

H0: There is no significant association between the income and age of the consumer towards buying of green products.

H1: There is a significant association between the income and age of the consumer towards buying of green products.

**Correlations**

Control Variables		Income	Gender
Income	Correlation	1.000	.043
	Significance (2-tailed)	.	.546
	Df	0	197
Have you bought any green product recently?	Correlation	.043	1.000
	Significance (2-tailed)	.546	.
	Df	197	0



**INFERENCE**

The coefficient of correlation is denoted by “r” which lies between -1 to +1. If r = +1 it is Positive Relationship, r = 0 No Relationship, r= -1 Negative Relationship.

From the above table it is observed that calculated value of r is 0.043.

Which shows a positive relationship between the income, gender of the respondents and the buying of green products by the consumer. Hence H0 is accepted and H1 is rejected.

**CORRELATION**

**HYPOTHESIS:**

H0: There is no significant relationship between the genders of the consumer towards buying green products.

H1: There is a significant association between the genders of the consumer towards buying green products.

**Correlations**

		Gender	It is important to me the product i use do not harm the environment
Gender	Pearson Correlation	1	.216**
	Sig. (2-tailed)		.002
	N	200	200
It is important to me the product i use do not harm the environment	Pearson Correlation	.216**	1
	Sig. (2-tailed)	.002	
	N	200	200

Correlation is significant at the 0.01 level (2-tailed).

**INFERENCE**

The coefficient of correlation is denoted by “r” which lies between -1 to +1. If r = +1 it is Positive Relationship, r = 0 No Relationship, r= -1 Negative Relationship.

From the above table it is observed that calculated value of r is 0.002. Which shows a positive relationship between the gender of the respondents and environmental consciousness. Hence H0 is rejected and H1 is accepted.

**ANOVA**

**Age**

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.227	2	1.114	2.242	.109
Within Groups	97.853	197	.497		
Total	100.080	199			

**INFERENCE**

The analysis of the variance (ANOVA) results in the value which is denoted as ‘F’ and df refers to number of degree of freedom, table value of F at 5% level = 2.242.

From the above table it is observed that calculated value of F is 2.242 which is said to be greater than the table value of .109. Therefore, H0 is accepted and H1 is rejected at 5% level. Hence there is no significant difference among the responds in terms of age and the awareness level of the green products.

**ANOVA**

Gender of the respondent

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.207	2	.604	2.649	.073
Within Groups	44.873	197	.228		
Total	46.080	199			

**INFERENCE**

The analysis of the variance (ANOVA) results in the value which is denotes as ‘F’ and df refers to number of degree of freedom, table value of F at 5% level = 2.649.

**FINDINGS**

1. This study indicate that majority 64% of the respondents are female and 36% of the respondents are male.
2. The study established that majority 49.5% of the respondents are in the age group of up to 25years, 37% of the respondents belongs to 26-35 years and 13.5% of the respondent are in the age group of above 45.
3. The study show nearly 38.5% of the respondents are post graduates, 38% of the respondents are under graduates, 16% of the respondents are professionals and 7.5% of the respondents are up to higher secondary.

4. This study reveals that the income level of the respondents are 35.5% respondents are below 25,000, 38.5% respondents are in between 25,000 – 60, 000, 20% respondents are in between 60,000 – 1,00,000 and 6% respondents are above 1,00,000.
5. Occupation of this study indicate that 10% of the respondents are students, 22% of the respondents are business, 27% of the respondents are public sector, and 41% respondents are private sector.

### **SUGGESTION**

1. Majority of the people are not aware of the green products and their uses that should be changed and proper awareness should be given to the people about the green product.
2. Majority of the customer who buy green product think that cost of products are high that mindset should be changed as the green products are reusable and recyclable.
3. Requires a technology, which needs huge investment in research and development.
4. Problem of deceptive advertising and false claims. People should also consider about the environment when purchase any product, they should avoid using product which is harmful to the environment.

### **CONCLUSION**

This topic is based on the impact of green marketing on consumer behavior. Green marketing signifies a broader trend in the evolution of environmental policies that focus on information disclosure. Green marketing is still in its infancy and a lot of reformation has to be done with a view to explore its full potential. Green products requires renewable and recyclable materials, which is costlier and it is not affordable by the common man. Green marketing should never be considered as just one more addition to the approach of marketing, but has to be pursued with the greater vigor, as it both environmental and social dimensions. Consumer awareness must be created by corporate by transmitting the message among consumers about the benefit of environmental-friendly product and services. In green marketing, consumers are even willing to pay more to maintain cleaner and greener environment. Finally consumers, industrial buyer and supplier need to emphasizing on minimize the negative effects on the environment-friendly.

With the threat of Global warming, it is very important that green marketing should become the norm. Recycling of paper-plastics in a safe and eco-friendly way should become more systematized and universal. Nowadays people started realize their role and responsibilities. I am concluding this, by the usage of green product we may protect the environment in a right way and decrease the pollution, global warming etc. Nowadays people started to realize their role, responsibilities.

**BIBLIOGRAPHY**

1. Welling, M. N. & Chavan, A.S. (2010), “Analysing the Feasibility of Green Marketing in Small and Medium Scale Manufacturers”, *Asia Pacific Journal of Research in Business Management*, Vol. 1, No. 2, 1-15.
2. Roberts, J.A. & Bacon, D.R. (1997), “Exploring the Subtle Relationships between Environmental Concern and Ecologically Conscious Consumer Behaviour”, *Journal of Business Research*, Vol. 40, 79 – 89.
3. Drozdenko, R., Jensen, M. & Coelho, D. (2011), “Pricing of Green Products : Premiums paid, consumer characteristics and incentives”, *International Journal of Business, Marketing and Decision Sciences*, Vol. 4, No. 1, 106 – 116.
4. Christanti, M. & Agis, M. (2011), “Entrepreneurship by Environment Based for Procurement and Marketing Management Indonesia Companies”, *Proceedings of the International Conference on Technology and Business Management*, Dubai, March 28-30, 2011.
5. Ishaswini. & Datta, S.K. (2011), “Pro-environmental Concern Influencing Green Buying: A Study on Indian Consumers”, *International Journal of Business and Management*, Vol. 6, No. 6, 124 – 133.
6. Joshi, N. & Mishra, D.P. (2011), “Environment Friendly Car: A Study of Consumer Awareness with Special Reference to Maharashtra State”, *Information Management and Business Review*, Vol. 2, No. 2, 92 – 98. 7
7. Mehta, D., Jain, S. & Mehta, N.K. (2011), “Impact on Gender on Adoloscent Consumers towards Green Products - A Study Conducted in Indore City”, *The Annals of the “Stefan cel Mare” University of Suceava. Fascicile of the Faculty of Economics and Public Administration*, Vol. 11, No. 1 (13), 98 – 102.
8. Gatersleben, B., Steg, L. & Vlek, C. (2002), “Measurement and Determinants of Environmentally Significant Consumer Behaviour”, *Environment and Behaviour*, Vol. 34, No. 3, 335 – 362.
9. Prakash, A. (2002), *Business Strategy and the Environment*, Vol.11, 285 - 297. 1
10. Diamantopoulos, A., Schlegelmilch, B.B., Sinkovics, R.R. & Bohlen, G.M. Volume 56, Issue 6, June 2003, Pages 465-480