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EFFECTS OF GREEN MARKETING AND ITS INFLUENCE ON BUYING BEHAVIOUR OF CONSUMERS WITH REFERENCE TO BANGALORE CITY (URBAN)

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ABSTRACT

Green marketing is the phenomenon that has been developed in the whole world to facilitate sustainable development. There has been a change in consumer attitude towards green life style. There is growing need among the consumers all over the world regarding the protection of the environment. As per J. Polansky, green marketing can be defined as, "All the activities designed to generate and facilitate any exchange intended to satisfy human needs or wants with minimal detrimental input on our environment." Green marketing refers to the process of delivering the higher standards of living through the marketing of the products that are presumed to be environmentally safe. Green marketing is also known as environmental marketing and ecological marketing. Adoption of green marketing is not may not be easy in short run but it will give long run impact on society. Green marketing includes a broad range of activities such as product modification, changes to the production processes, packaging changes as well as modifying advertising. The main objective of this paper is to study the concept of green marketing, identify the importance and need of marketing, to identify the Consumer awareness on the availability of environmentally friendly products and to study the challenges and prospects of green marketing.

KEYWORDS

green marketing, eco-innovate, recyclable, eco-friendly products.

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INTRODUCTION

With the market place becoming single switch to the online world, green marketing practices have made a transmission to social media sites in order to reach out to consumers. Through marketing on social network opportunities such in Facebook, Instagram or linked in, consumers can also gain knowledge through a companies' page and learn more information about the products and/or services they provide. Green awareness is steadily becoming the significant shade towards eco-consciousness in the country. The larger consumer knowledge about the origin of products and the concern over approaching global environmental crunch there are increasing the opportunities to marketers to convince consumers

LITERATURE REVIEW

The increasing environmental concerns have impacted the way in which consumers behave. Green purchase intention (GPI) indicates that people with higher environmental concerns tend to behave in more environmentally friendly ways (Sheltzer, 1991). Nevertheless, in more recent years, some people argue that although many consumers are concerned about the environment and society, their purchasing decisions are not based on the ecological impact that their choices may cause. On the other hand, these purchasing decisions are based on extrinsic motivations rather than intrinsic motivation. As result, many authors have assessed green consumerism differently and many contradictory arguments can be found (Gary, Carolina, & Helena, 2012).

Rajan Saxena (2010) maintained that Green products and services are today increasingly being accepted by both the companies and customers. Following are some of the arguments in favour of green marketing which makes it profitable for the firm/organization.

- An aware customer now insists on a 'green' product and packaging material.
- Aware customers are joining together to form interest groups which lobby for eco-friendly products and legislation to protect their environment.
- Given the choice, customers tend to buy eco-friendly products.

Sandhya Joshi (2011) pointed that Environmental issues have gained importance in business as well as in public life throughout the world. Clearly green marketing is part and parcel of overall corporate strategy; along with manipulating the traditional marketing mix - product, price, promotion and place. Smart business houses have accepted green marketing as a part of their strategy.

Project Guru (2010) indicated that India is still at nascent stage in using eco friendly products. It is the responsibility of the individuals, organizations and Government to take further steps to increase the awareness on benefits of eco-friendly products.

Dharmendra Mehta (2011) indicated that Indians are not only conscious about their environment but also health conscious as well. This paradigm shift in attitude has made Indian consumers attractive to green marketers. It has made the population more responsive and aware towards green marketing appeals.

GREEN MARKETING

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising.

WHY IS GREEN MARKETING IMPORTANT?

Green marketing is important because in the present times most of the companies are focusing on the concept of green marketing due to changing buying patterns and the regulation from the government. Since, the need of the customers is unlimited and the resources are limited on the earth, therefore to fulfill the growing demands of the customer the companies need to focus on the adoption process of the customers and their buying and usage patterns.

OBJECTIVES OF THE STUDY

The main objectives of this paper were to study the:

1. To understand the concept of green marketing.
2. To identify the importance and need of marketing.
3. To study the Consumer awareness on the availability of environmentally friendly products.

RESEARCH METHODOLOGY

In order to study the research objectives, both secondary and primary data have been collected and analyzed.

PRIMARY DATA was collected through an extensive search of articles, reports and professional information concerning eco-consumer studies and eco-marketing strategies in general using the internet and academic databases.

SECONDARY DATA was collected through a structured questionnaire, which was circulated to 50 respondents. The analysis is done using tables, averages and mode which provided the general context for initiating the collection, analysis and the interpretation of primary data. The study was carried out in Bangalore city urban (India).

ANALYSIS & INTERPRETATION

TABLE 1: SHOWING THE SUMMARY OF DEMOGRAPHIC PROFILE

Demographic profile	Respondents	%	
Gender	Male	22	44%
	Female	28	56%
Age Group	18-25 years	28	56%
	26-40 years	08	16%
	41-55 years	10	20%
	56 years & Above	04	08%
Education	Under graduate	14	28%
	Graduate	18	36%
	Post graduate	16	32%
	Doctorate	02	04%
Employment	In service	04	08%
	Self-employment	14	28%
	Student	15	30%
	Homemaker	17	34%
Monthly income (In. Rs.)	Less than 10,000	15	30%
	10,000-25,000	03	06%
	25,000-50,000	18	36%
	50,000-75,000	12	24%
	75,000 & above	02	04%
Children	One	16	32%
	Two	15	30%
	3 & above	01	02%
	None	18	36%

DESCRIPTIVE STATISTICS OF STUDY VARIABLES

The descriptive data including mode indicating the study of variables that was obtained and shown in the following tables.

TABLE 2: SHOWING THE LEVEL OF AWARENESS ABOUT GREEN PRODUCTS

Very low (1)	02	4
Low (2)	08	
Average (3)	15	
High (4)	18	
Very High (5)	07	

Interpretation: From the above table the value of the variate for which the frequency is maximum (18) is (4) which represents that the respondents were highly aware of green products.

SHOWING THE BENEFITS OF GREEN PRODUCTS FOR HEALTH

TABLE 3.1: DESCRIBES THE LEVEL OF AWARENESS ABOUT FOLLOWING DIMENSIONS OF GREEN PRODUCTS

Very low (1)	-	3
Low (2)	-	
Average (3)	20	
High (4)	18	
Very High (5)	12	

Interpretation: From the above table the value of the variate for which the frequency is maximum (20) is (3) which represents that the respondents were aware of the health benefits of green products.

TABLE 3.2: SHOWING THE BENEFITS OF GREEN PRODUCTS FOR THE ENVIRONMENT

Very low (1)	-	4
Low (2)	02	
Average (3)	18	
High (4)	20	
Very High (5)	10	

Interpretation: From the above table the value of the variate for which the frequency is maximum (20) is (4) which represents that the respondents were highly aware of the benefits of green products for the environment.

TABLE 3.3: SHOWING THE AWARENESS IN POINT OF PURCHASE FOR GREEN PRODUCTS

Very low (1)	-	4
Low (2)	-	
Average (3)	10	
High (4)	28	
Very High (5)	12	

Interpretation: From the above table the value of the variate for which the frequency is maximum (28) is (4) which represents that the respondents were highly aware of the point of purchase for green products.

TABLE 3.4: SHOWING THE AWARENESS OF VARIOUS BRANDS OFFERING GREEN PRODUCTS

Very low (1)	04	4
Low (2)	06	
Average (3)	14	
High (4)	16	
Very High (5)	10	

Interpretation: From the above table the value of the variate for which the frequency is maximum (16) is (4) which represents that the respondents were highly aware of various brands offering green products.

TABLE 3.5: SHOWING THE AWARENESS OF VARIOUS SYMBOLS/ CERTIFICATIONS/ OTHER IDENTITIES WHICH DECLARE THE PRODUCT AS GREEN PRODUCT

Very low (1)	-	4
Low (2)	02	
Average (3)	17	
High (4)	19	
Very High (5)	12	

Interpretation: From the above table the value of the variate for which the frequency is maximum (19) is (4) which represents that the respondents were highly aware of various symbols/ certifications/ other identities which declare the product as green product.

TABLE 4: SHOWING THE SOURCES OF AWARENESS OF GREEN PRODUCTS

T.V (1)	06	7
Magazines (2)	05	
Internet Aids (3)	07	
Friends/ Relatives (4)	06	
Newspaper (5)	04	
Seminars/ Conferences (6)	02	
Super Market Staff (7)	20	

Interpretation: From the above table the value of the variate for which the frequency is maximum (20) is (7) which represents that the respondents were aware of green products through the staff of super markets.

5.1: Preference of green products because I want to contribute in saving my planet earth

TABLE NO. 5.1: SHOWING THE SOURCES OF AWARENESS OF GREEN PRODUCTS

Strongly Disagree (1)	-	4
Disagree (2)	-	
Undecided(3)	04	
Agree (4)	28	
Strongly Agree (5)	18	

Interpretation: From the above table the value of the variate for which the frequency is maximum (28) is (4) which represents that the respondents have rated that they would prefer to use green products to save our planet.

5.2: I prefer to buy products made or packaged in recycled materials.

TABLE 5.2

Strongly Disagree (1)	06	4
Disagree (2)	04	
Undecided(3)	08	
Agree (4)	12	
Strongly Agree (5)	10	

Interpretation: From the above table the value of the variate for which the frequency is maximum (12) is (4) which represents that the respondents prefer to buy products made or packaged in recycled materials.

5.3: I strongly consider the response of people about the performance of the product, who have already used green products.

TABLE 5.3

Strongly Disagree (1)	03	5
Disagree (2)	04	
Undecided(3)	05	
Agree (4)	18	
Strongly Agree (5)	20	

Interpretation: From the above table the value of the variate for which the frequency is maximum (20) is (5) which represents that the respondents strongly consider the response of people about the performance of the product, who have already used green products.

TABLE 5.4: LABELS OF GREEN PRODUCTS SHOULD BE SELF EXPLANATORY TO EXPLAIN ITS GREEN CONTENT

Strongly Disagree (1)	-	4
Disagree (2)	08	
Undecided(3)	10	
Agree (4)	22	
Strongly Agree (5)	10	

Interpretation: From the above table the value of the variate for which the frequency is maximum (22) is (4) which represents that the respondents express that the Labels of green products should be self-explanatory to explain its green content.

5.5: While purchasing a green product, one should spend enough time to read the label in order to ensure that the contents of the product are actually green.

TABLE 5.5

Strongly Disagree (1)	04	5
Disagree (2)	08	
Undecided(3)	02	
Agree (4)	16	
Strongly Agree (5)	20	

Interpretation: From the above table the value of the variate for which the frequency is maximum (20) is (5) which represents that the respondents said that while purchasing a green product, one should spend enough time to read the label in order to ensure that the contents of the product are actually green.

TABLE 6: SHOWING THE MOTIVES OF USING GREEN PRODUCTS

Concern for Health (1)	10	3
Concern for status (2)	02	
Concern for the environment (3)	30	
To use better quality products (4)	08	

Interpretation: From the above table the value of the variate for which the frequency is maximum (30) is (3) which represents that the respondents expressed that motive of using green products was concern towards the environment.

TABLE 7: SHOWING THE PREFERENCES OF BUYING GREEN PRODUCTS

Retail Malls (1)	33	1
Local shops (2)	02	
Internet (3)	-	
Teleshopping (4)	-	
Specialized shops/units (5)	10	
Factory outlet (6)	05	

Interpretation: From the above table the value of the variate for which the frequency is maximum (33) is (1) which represents that the respondents preferred to buy green products from retail malls.

8.1: Lack of awareness about green products.

TABLE 8.1: SHOWING THE MAJOR REASONS FOR NON USAGE OF GREEN PRODUCTS

Strongly Disagree (1)	02	5
Disagree (2)	03	
Undecided(3)	02	
Agree (4)	20	
Strongly Agree (5)	23	

Interpretation: From the above table the value of the variate for which the frequency is maximum (23) is (5) which represents that the respondents expressed that they were not able to use green products due to lack of awareness of green products.

8.2: Green products are expensive.

TABLE 8.2

Strongly Disagree (1)	10	3
Disagree (2)	08	
Undecided(3)	05	
Agree (4)	15	
Strongly Agree (5)	12	

Interpretation: From the above table the value of the variate for which the frequency is maximum (15) is (4) which represents that the respondents expressed that they were not able to use green products as they were expensive.

8.3: Green products are not promoted properly.

TABLE 8.3

Strongly Disagree (1)	18	5
Disagree (2)	02	
Undecided(3)	03	
Agree (4)	07	
Strongly Agree (5)	20	

Interpretation: From the above table the value of the variate for which the frequency is maximum (20) is (5) which represents that the respondents expressed that they were not able to use green products as they were not promoted properly.

8.4: Lack of confidence in the performance of green products

TABLE 8.4

Strongly Disagree (1)	22	1
Disagree (2)	04	
Undecided(3)	02	
Agree (4)	10	
Strongly Agree (5)	12	

Interpretation: From the above table the value of the variate for which the frequency is maximum (22) is (1) which represents that the respondents expressed that they were not able to use green products as they were not confident about the performance of green products.

8.5: Green products are not available in full range of variety.

TABLE 8.5

Strongly Disagree (1)	10	5
Disagree (2)	08	
Undecided(3)	04	
Agree (4)	10	
Strongly Agree (5)	18	

Interpretation: From the above table the value of the variate for which the frequency is maximum (18) is (5) which represents that the respondents expressed that they were not able to use green products as they were not available in full range of variety.

8.6: Green products are not easily available in shopping outlets.

TABLE 8.6

Strongly Disagree (1)	13	2
Disagree (2)	18	
Undecided(3)	-	
Agree (4)	09	
Strongly Agree (5)	10	

Interpretation: From the above table the value of the variate for which the frequency is maximum (18) is (2) which represents that the respondents expressed that they were not able to use green products as they are not easily available in shopping outlets.

TABLE NO. 9: IF YOU DON'T USE GREEN PRODUCTS. WILL YOU CONSIDER USING GREEN PRODUCTS IN FUTURE?

Not at all (1)	03	5
Intend to consider (2)	02	
Consider but not in the immediate future (3)	14	
Consider to use sometimes (4)	10	
Consider to use always (5)	21	

Interpretation: From the above table the value of the variate for which the frequency is maximum (21) is (5) which represents that the respondents expressed that though they were not using green products at present they would definitely consider using in future.

CONCLUSION

Green marketing should not be treated as just additional approach to marketing, but has to be pursued with much greater ability, as it has an natural and communal dimension to it. With the threat of global warming emerging broad, it is exceptionally important that green marketing becomes the benchmark rather than an exception. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become more rationalized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. The Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

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