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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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GREEN MARKETING: HABITUAL BEHAVIOUR OF HOUSEHOLDS WITH SPECIAL REFERENCE TO KAKINADA, EAST GODAVARI DISTRICT, ANDHRA PRADESH

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ABSTRACT

Environmentalism has fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green marketing has been little attempt to investigate in Indian scenario. Based on the data collected through survey, the paper makes an assessment of the extent of environmental awareness, habitual behaviour prevalent among households in Kakinada, East Godavari District, Andhra Pradesh. The emergent issues considered were awareness of conservation of energy, recyclable, and environment-friendly goods. In the concluding section, findings of the study have been discussed and suggestions provided for undertaking more thorough investigations in the area.

KEYWORDS

Environmentalism, Environmental-Friendly Goods, Green Marketing, Recyclable.

INTRODUCTION

Many people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Generally terms like phosphate free, recyclable, refillable, ozone friendly and environmentally friendly are some of the things consumers most often associate with green marketing. In general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. For example, around the world there are resorts that are beginning to promote themselves as "ecotourism" facilities, i.e., that specialize in experiencing nature or operating in a fashion that minimizes their environmental impact. The American marketing Association (AMA) held the first workshop on "Ecological marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological marketing".

Thus "Green marketing" refers to holistic marketing concept wherein the production, marketing consumption and 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 in to green products and services etc., while the shift to "Green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

GREEN MARKETING OPPORTUNITIES

Today, the households are becoming more concerned and aware about the natural environment. In the 1992 study of 16 countries (Ottman 1993), stated that more than 50% of consumers in each country, other Singapore, indicated they were concerned about the environment.

REASONS FOR PRACTICING GREEN MARKETING

According to Dalhammer et al, 2002, Yurman 1994 and Lawrence 1997 there are several suggested reasons for firms; increased use of Green marketing. In light of the above research, following important reasons may be cited:

- Organizations perceive environmental marketing to be an opportunity that can be used to achieve their objectives
- Organizations believe they have a moral obligation to be more socially responsible
- Governmental bodies are forcing firms to become more socially
- Cost factors associated with waste disposal or reductions in material usage forces firms to modify their behaviour.

INTEGRATING ENVIRONMENTAL ISSUES IN CORPORATE CULTURE

The environmental responsible behaviour (Davis 1992) originates from the realization that they organizations belong to the world community. As a result of this, organizations achieve their profit objectives along with environmental objectives. Thus, environmental issues are also integrated into the firm's corporate culture.

ROLE OF THE GOVERNMENT

The governments have a key role in protecting the customer (Kangun et al 1994, Polonsky 1994 and Eugene and Eurl 2005). It becomes significant due to regulations enacted for protection of consumers in the following ways:

- Discouraging production of harmful goods or by-products
- Modify consumer and industry's use and/or consumption of harmful goods
- Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

COMPETITION

The firms, in order to maintain their competitive position, also practice environmental marketing. In many cases, firms observe competitors promoting their environment behaviours and attempt to emulate this behaviour. In some instance (Lawrence 1991) this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behaviour.

COST OF PROFIT ISSUES

Firms may also use green marketing in an attempt to address cost or profit related issues, like disposing of environmentally harmful by-products. Reduction of harmful waste may incur substantial cost savings. When attempting to minimize waste, the production processes should be re-examined. This approach can become useful to develop more effective production processes that not only reduce waste, but also reduce the need for some raw materials. This serves as a double cost saving, since both waste and raw material are reduced (Yurman 1994).

PROBLEMS IN GOING GREEN

One of the main problems is that firms using green marketing must ensure that their activities are not misleading the consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing. Green marketing claims must:

- Clearly state environmental benefits
- Explain environmental characteristics
- Explain how benefits are achieved
- Ensure comparative differences are justified

East Godavari district, as its name indicates, is a part of the Godavari delta

PROFILE OF EAST GODAVARI DISTRICT

East Godavari District is a district situated on the north east of the state of Andhra Pradesh, India. In Madras Presidency, The district of Rajahmundry was created in 1823. The Rajahmundry district was reorganized in 1859 into two - the Godavari and Krishna districts. Godavari district was further bifurcated into East and West Godavari districts in 1925. Its district headquarters is in Kakinada. It is the most populous district of Andhra Pradesh (out of 23). It was formed in 1925 when the old Godavari district was divided into west and east. In 1959 the Bhadrachalam Revenue Division, consisting of Bhadrachalam and Nuguru Venkatapuram Taluks of East Godavari district were merged into the Khammam district for geographical contiguity and administrative viability. The district is bounded on the north by Visakhapatnam District, on the northwest by Khammam District, on the east and south by the Bay of Bengal and on the west by West Godavari District. The small enclave (12 sq mi (30 km²)) of the Yanam district of Puducherry state lies within this district. Rajahmundry and Kakinada are the two large cities in the Godavari districts. East Godavari district is also known as the rice bowl of Andhra Pradesh with lush paddy fields and coconut groves.

OBJECTIVES OF THE STUDY

- To study the habitual behaviour of households in Kakinada, E.G. District, A.P.
- To study the impact of demographic variable, Viz., Age, Income, Education etc of the households in influencing the behaviour towards green products.
- To analyze the awareness of Green products among households.

METHODOLOGY OF THE STUDY

Location of study	Kakinada-East Godavari District
Sampling Unit	Households (females)
Sampling size	99
Sampling method	Simple random sampling
Instrument for information	Structured questionnaire

ANALYSIS AND INTREPRETATION OF THE STUDY

CHART NO. 1: DO YOU HAVE THE PRACTICE OF COVERING THE PANS WITH LIDS WHILE COOKING?

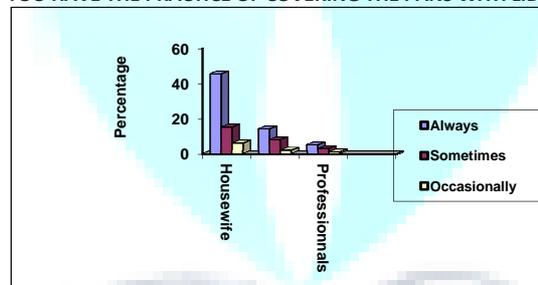


Chart 1 depicts the practice of covering the pans with lids while cooking out of 99 per cent respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals.

Out of 99 respondents 64.64 per cent are said that always practice of covering the pans with lids while cooking, 26.26 per cent responded some times and remaining 9.09 per cent responded occasionally.

CHART NO. 2: ARE YOU A CONSUMER OF SOLAR WATER HEATER?

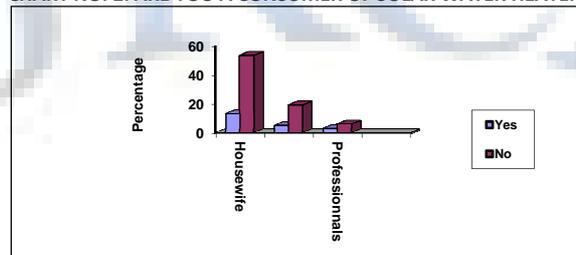


Chart 2 explains that consumers of solar water heater. Out of 99 respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals.

Out of 99 respondents 21.21 per cent are said that using the solar water heater and 78.78 per cent are said that not using solar water heater.

CHART NO. 3: IS YOUR WASHING MACHINE FULL LOADED WHILE USING?

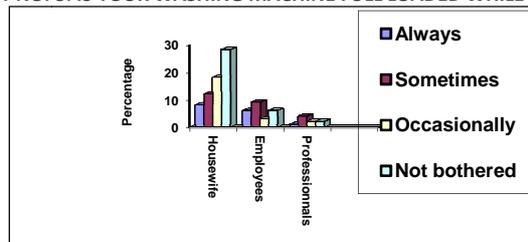


Chart 3 discloses washing machine fully loaded while using. Out of 99 per cent respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals. Out of 99 respondents 15.15 per cent respondents are said that always washing full loaded while using, 25.25 per cent responded some times, 36.36 per cent responded occasionally and remaining 36.36 per cent said that not bothered.

CHART NO. 4: DO YOU GO FREQUENTLY TO SHOPS?

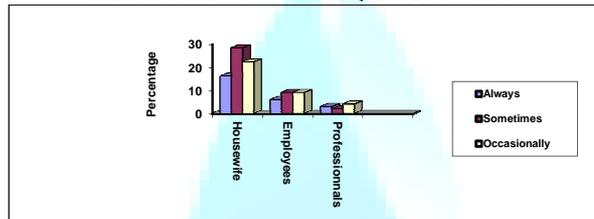


Chart 4 shows that go frequently to shops out of 99 per cent respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals. Out of 99 respondents 25.25 per cent respondents are said that always go frequently to shops, 39.39 per cent responded some times, 35.35 per cent responded rarely.

CHART NO. 5: DO YOU PREFER TO NON – PLASTIC BAGS WITH YOU WHILE SHOPPING?

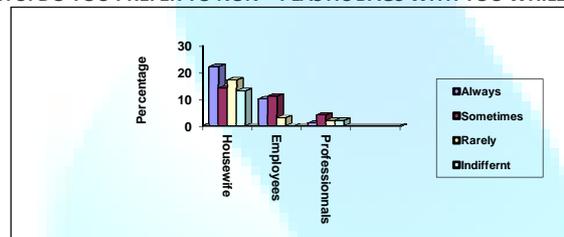


Chart 5 discloses usages of non – plastic bags while shopping, out of 99 per cent respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals. Out of 99 respondents 33.33 per cent are said that always prefer to non – plastic bags while using, 29.29 per cent responded some times, 22.22 per cent responded rarely and remaining 15.15 per cent said that indifferent.

CHART NO. 6: DO YOU LIST BEFORE SHOPPING?

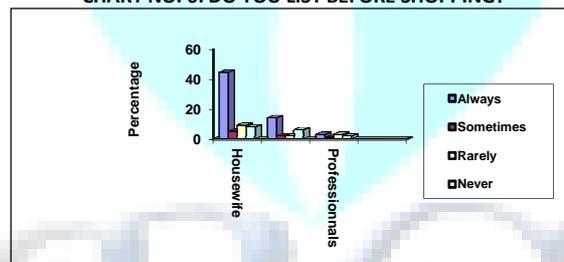


Chart 6 depicts list before shopping out of 99 per cent respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals. Out of 99 respondents 61.61 per cent are said that always list before shopping, 8.08 per cent responded some times, 14.14 per cent responded rarely and remaining 16.16 per cent said that Never.

CHART NO. 7: HOW DO YOU USE WATER WHILE BRUSHING YOUR TEETH?

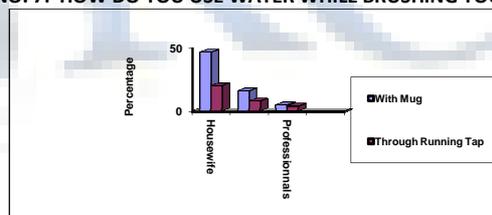


Chart 7 explains that usage of water while brushing our teeth, out of 99 respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals. Out of 99 respondents 67.67 per cent are said that using water while brushing our teeth with mug and 32.32 per cent are said that Through Running Tap.

CHART NO. 8: DO YOU BUY RECHARGEABLE BATTERIES FOR TOYS AND HOUSEHOLD ITEMS?

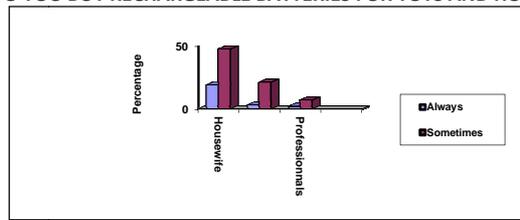


Chart 8 discloses, buy rechargeable batteries for toys and household items out of 99 per cent respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals.

Out of 99 respondents 24.24 per cent are said that always buy rechargeable batteries, 75.75 per cent responded some times.

CHART NO. 9: DO YOU CONSUMER ELECTRICAL APPLIANCES THAT ARE ENERGY EFFICIENT?

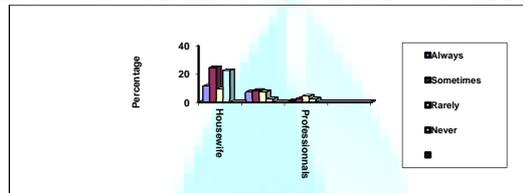


Chart 9 shows that the consumer electrical appliances that are energy efficient. Out of 99 per cent respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals.

Out of 99 respondents 19.19 per cent are said that always electrical appliances that are energy efficient, 34.34 per cent responded sometimes, 20.20 per cent responded rarely and remaining 26.26 per cent said that Never.

CHART NO. 10: ARE YOU SEPARATE YOUR WASTE AS BIO-DEGRADABLE AND NON BIO- DEGRADABLE?

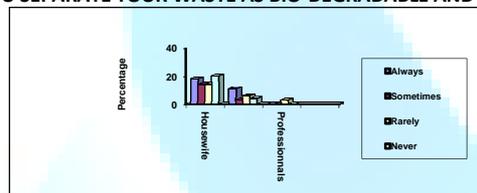


Chart 10 explains that wastage is separate as bio-degradable and non bio- degradable. Out of 99 per cent respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals.

Out of 99 respondents 35.35 per cent are said that always wastage is separate as bio-degradable and non bio- degradable, 17.17 per cent responded sometimes, 23.23 per cent responded rarely and remaining 24.24 per cent said that Never.

CHART NO 11: HOW DO YOU WASH YOUR CAR/BIKE?

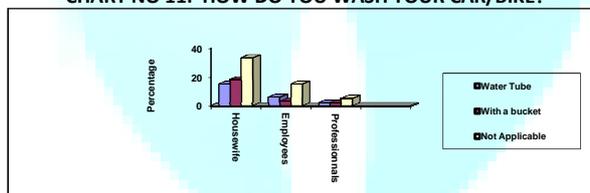


Chart 11 discloses how to wash their Car/Bike. Out of 99 per cent respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals.

Out of 99 respondents 23.23 per cent are said that wash your Car/Bike with Water tube, 23.23 per cent responded with a bucket of water, 53.53 per cent responded not applicable.

CHART NO 12: DO YOU CRUSH YOUR PET BOTTLES AFTER USE?

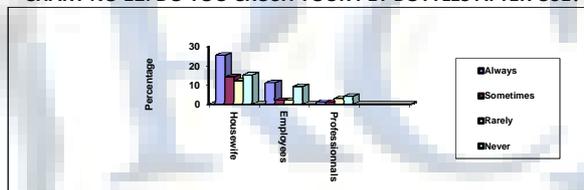


Chart 12 Depicts crush pet bottles after use. Out of 99 per cent respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals.

Out of 99 respondents 37.37per cent are said that always crush pet bottles after use, 17.17 per cent responded sometimes, 17.17 per cent responded rarely and remaining 28.28per cent said that Never.

CHART NO 13: WHAT DO YOU PREFER FOR YOUR SECOND TIME OR MORE TIME PURCHASES?

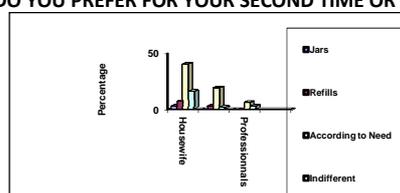


Chart 13 discloses prefer for second time or more time purchases. Out of 99 per cent respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals.

Out of 99 respondents 3.03 per cent are said that jars prefer for second time or more time purchases, 10.10 per cent responded refills, 65.65 per cent responded according to need and remaining 21.21 per cent said that Indifferent.

CHART NO 14: HAVE YOU EVER ENCOURAGED YOUR CHILD TO PLANT TREES?

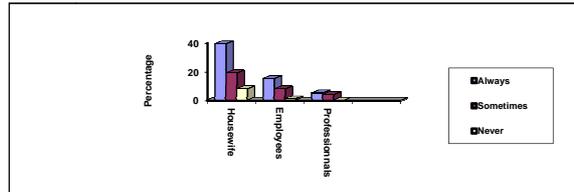


Chart 14 shows that encouraged child to plant trees. Out of 99 per cent respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals.

Out of 99 respondents 59.59 per cent are said that always encouraged child to plant trees, 31.31 per cent responded sometimes, and remaining 9.09 per cent said that Never.

TABLE NO 15: HOW DO YOU PACK LUNCH?

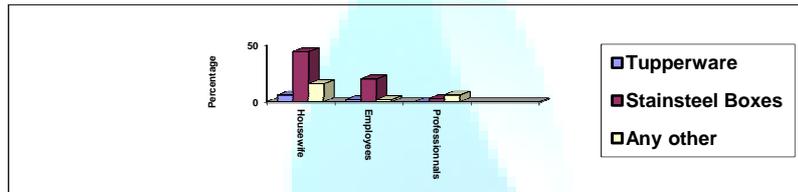


Table 15 explains that way of packing lunch. Out of 99 per cent respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals.

Out of 99 respondents 8.08 per cent are said that using Tupperware, 67.67 per cent responded using stainless steel boxes and remaining 24.24 per cent said that use any other.

CHART NO 16: WHAT DOES YOUR CHILD CARRY WITH THEM?

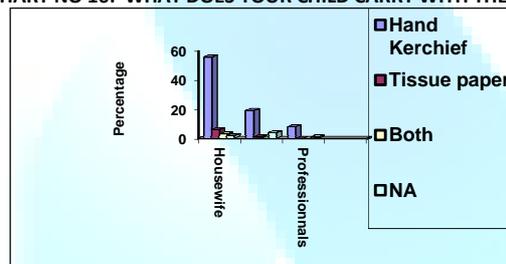


Chart 16 discloses child carry with them. Out of 99 per cent respondents 66 are housewives, 24 belong to employees and remaining 9 respondents are professionals.

Out of 99 respondents 82.82 per cent carry with them handkerchief, 7.07 per cent responded carry with them Tissue Paper , 3.03 per cent responded carry with them both and remaining 7.07 per cent carry with them NA.

MAJOR FINDINGS OF THE STUDY

- It is finding that many of the respondents used to use covering the pans with lids while cooking.
- Many of the respondents were not using solar water heater.
- Many of the respondents not bothered about their washing machines whether they are fully loaded or not while using.
- Many of the respondents frequently go to shops.
- Many of the respondents always prefer to non – plastic bags when shopping.
- Many of the respondents always prepared list before shopping
- Many of the respondents use water with mug while brushing teeth.
- Many of the respondents prefer to buy rechargeable batteries for toys and household items at sometimes only.
- Many of the respondents preferred to have electrical appliances that are energy efficient at sometimes only.
- Many of the respondents always wastage is separating as bio-degradable and non bio- degradable.
- Many of the respondents not applicable water tube and with a bucket of water when wash their Car/Bike.
- Many of the respondents always crush pet bottles after use.
- Many of the respondents said that according to need prefer for second time or more time purchases.
- Many of the respondents said that always encouraged their child to plant trees.
- Many of the respondents said that using stainless steel boxes for packing of lunch.
- Many of the respondents carry with them handkerchief.
- Many of the respondents have to some extent about aware of eco- friendly products available in the markets.
- Many of the respondents sometimes willing to pay more for green products.
- Many of the respondents always using paper cups and glass in family functions.
- Many of the respondents said that sometimes plants grow properly in public places.
- Many of the respondents said that always to send waste water to plants in house.

SUGGESTIONS OF THE STUDY

- It is suggested that government create awareness among the public the usefulness of solar power.
- To save power, public verify their washing machines whether fully loaded or not while washing.
- Public may carry jute bags while going to shopping.
- To minimize wastage of water, better to use mug while brush rather than open tap.

- Better to purchase rechargeable batteries rather than use and throughout batteries.
- Crush pet bottles after use.
- To minimize scrap encourage purchase of seconds.
- Encourage to use stainless steel boxes for packing of lunch.
- Better to separate bio-degradable and non bio- degradable things.

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