

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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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: AN ATTITUDINAL ANALYSIS OF CONSUMER IN RAJKOT CITY**

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**ABSTRACT**

*The increasing extinction of the natural resources and the global warming has raised the major concern for the environment. These growing social and regulatory concerns for the environment have lead to an increase in the number of customers to consider eco-friendly products as major criteria for the purchase of electronic products. As the environment continues to worsen, it has become a constant public concern which has resulted into awakening of green movement in developing countries like India. The purpose of the paper is to study the attitude and intention of people having different demographical background, towards the purchase of eco-friendly products. The aim of this research work is to investigate the consumer behaviour and attitude towards the eco-friendly products and see how they take environmental factors in consideration while making choices on buying such products.*

**KEYWORDS**

Consumer Behavior, Eco-friendly products, Environmental friendliness, Green Products, Green Marketing.

**INTRODUCTION**

The emergence of ecologically-conscious consumers was first noted in the late 1960s and early 1970s, as a response to the appearance of worrying signs concerning the systematic maltreatment of the environment (Fisk, 1973; Kinnear, Taylor, & Ahmed 1974). Throughout the late 1970s and 1980s green issues were not at the forefront of consumer concerns, mainly due to better economic prosperity, spiraling oil prices, and tightening pollution control (Schlegelmilch, Bohlen, & Diamantopoulos, 1996). Since 1970s, a significant amount of research has been conducted on consumer behavior for environmentally friendly or eco-products. There are number of variables which drive the consumer choice with regard to purchasing these environmentally friendly products. These variables can be grouped into values, beliefs & knowledge, needs & motivations, attitudes, and demographics. A number of intervening variables have been identified to affect consumers' intention to pay more for an environmentally friendly product, grouped into eco-labels and consumer backlash.

**GREEN MARKETING**

Environmentally responsible or "green" marketing refers to the satisfaction of consumer needs, wants, and desires in conjunction with the preservation and conservation of the natural environment. Green marketing manipulates the four elements of the marketing mix (product, price, promotion and distribution) to sell products and services offering superior environmental benefits in the form of reduced waste, increased energy efficiency, and/or decreased release of toxic emissions.

Defining green marketing is not a simple task because several meanings intersect and contradict each other. An example of this is the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are *Environmental Marketing* and *Ecological Marketing*. 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 in the production process, packaging changes, as well as modifying advertising.

**GREEN CONSUMER**

A green consumer is one who is very concerned about the environment and, therefore, only purchases products that are environmentally-friendly or eco-friendly. Products with little or no packaging, products made from natural ingredients and products that are made without causing pollution are all examples of eco-friendly products. The green consumer would be the type to drive a hybrid vehicle, buy products made with hemp or those made from recycled materials. Green consumers can be defined as one:-

*"Who is mindful of environment related issues and obligations, and is supportive of environmental causes to the extent of switching allegiance from one product or supplier to another even if it entails higher cost."*

**LITERATURE REVIEW  
ATTITUDE AND BEHAVIOR**

Attitude is a complex mental state involving belief, feeling, values and disposition to act in certain ways. It is a lasting general evaluation of people (including oneself), object, advertisement, or issues. Consumers attitude is a directly influence factor that affects the consumers buying willingness (Soloman, 2009). Ajen and Fishbien (1980) describe attitude towards a behavior as a person's evaluation of a specified behavior involving an object or outcome.

As concern for the environment has become a universal phenomenon, surely the profile of the ecologically conscious consumer has evolved along with this fundamental shift in public attitude said Roberts (1996). He looked at the demographic and attitudinal correlates of ecologically conscious consumer behavior (ECCB). Environmental concern can be driven by biospheric, egoistic or altruistic motives. Few studies, however, have compared these three environmental motive concerns across cultural groups. Duckitt and Linda (2006) investigated differences between European New Zealanders and Asian New Zealanders in environmental motive concerns and their implications for pro environmental behaviors. The literature examining the behaviour of environmentally conscious consumers has focused mainly on the examination of non-product specific environmental knowledge and attitudes or environmental knowledge and attitudes in relation to single product lines, argued Bridget Bridget and Antonis19, who employed the constructs of product-line-specific environmental knowledge and attitudes, that is knowledge of and attitudes towards the green products and their impact on the environment. It was expected that adolescents who demonstrate more pro environmental attitudes were more likely to demonstrate pro environmental behaviours. Meinhold and Malkus106 (2005) hypothesized that perceived self-efficacy would have a moderating effect on the environmental attitude-behaviour relationship in that the relationship between pro environmental attitudes and behaviours would be stronger among adolescents with high levels of self-efficacy.

**ENVIRONMENTAL ATTITUDE**

According to **Balderjahn (1988)** Demographic, socioeconomic, cultural, personality, and attitudinal variables were specified to predict five different patterns of ecologically responsible consumption.

**Antil (1983)** said that accurate measures of attitude are critical if a researcher hopes to obtain high correlations between attitude and behavior. His research suggested the use of response certainty as a valuable method to increase attitude-behavior correlations and assist the researcher in interpreting results from attitude measurement.

**Kilbourne and Pickett (2007)** examine the relationship between materialism, environmental beliefs, environmental concern, and environmental behaviors.

**Florian, Britta and Bogner (2007)** established an expands rational-choice model of environmental attitude that extend into the moral domain by using feelings of personal obligation toward the environment (i.e., feelings of responsibility) as an additional predictor of intentions to behave ecologically.

**Stern144 (2000)** developed a conceptual framework for advancing theories of environmentally significant individual behaviour and reported on the attempts of the author's research group and others to develop such a theory. He discussed definitions of environmentally significant behaviour; classifies the behaviours and their causes; assesses theories of environmentalism, focusing especially on value-belief-norm theory; evaluates the relationship between environmental concern and behaviour; and summarizes evidence on the factors that determine environmentally significant behaviours and that can effectively alter them.

**Mainieri, Barnett, Valdero, Unipan and Oskamp103 (1997)** investigated the variables that predict "green buying" (i.e., buying products that are environmentally beneficial). Predictor variables included awareness about environmental impacts of products, specific environmental beliefs of consumers, several general environmental attitude scales, demographic variables, and several pro environment behaviors other than buying behavior.

**OBJECTIVES OF THE STUDY**

- To analysis the attitude of consumers towards Green Product.
- To identify obstacles that respondents perceive to come in the way of consuming green product.

**NEED OF THE STUDY**

Although the consumer's in India are very much concern about the environment and even the trend is also increasing , but still it is highly questionable, the environmental concern will get translated into increased green product purchasing or conservation of energy. Moreover, all green activities cannot be put into the same basket, as different consumer has different ecological philosophy.

The present study includes the selection of a sample from one of the most growing state Gujarat were the government had recently invested crores of rupees in green development. The present study establishes the relationship between the consumer attitude and behavior and different demographic variables.

**HYPOTHESIS OF THE STUDY**

- Attitude of Green product is independent of Gender
- Attitude of Green product is independent of Level of Income
- Attitude of Green product is independent of Level of Education

**RESEARCH METHODOLOGY**

**DATA COLLECTION**

The respondents were selected from Rajkot City using convenient sampling techniques as it is less time consuming. The questionnaire for this study was administered to 150 randomly selected respondents. Personal interview method was conducted on these 150 respondents. As the respondent were selected randomly so there is no specific age group.

**RESEARCH FINDINGS**

**HYPOTHESIS 1**

H0: Attitude of Green product is independent of Gender.

H1: Attitude of Green product is dependent of Gender.

TABLE NO. 1: ATTITUDE2 * GENDER CROSS TABULATION				
	Gender			Total
	Male	Female	3	
Strongly Disagree	7	8	0	15
Disagree	60	28	1	89
Neutral	7	4	0	11
Agree	15	12	0	27
Strongly Agree	4	4	0	8
	93	56	1	150
Chi-Square Tests				
	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	4.610a	8	0.798	
Likelihood Ratio	4.901	8	0.768	
Linear-by-Linear Association	0.268	1	0.604	
N of Valid Cases	150			

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .05.

From the table no: 1, it is observed that p value of Chi Square statistic is greater than the level of significance i.e. 0.05 therefore H0 is accepted. We can say the attitude of green product is independent of gender. There are many studies in the past which shows the relationships of demographic variable with the attitude. If such variable are significant, than it can offer an easy and efficient ways for any marketers to segment the market and capitalize on green attitude and behavior of consumers. Here we can see the most of the respondent disagrees of choosing green product over conventional product.

**HYPOTHESIS 2**

H0: Attitude of Green product is independent of Level of Income

H1: Attitude of Green product is dependent of Level of Income



	Income							Total
	0	Under Rs.14000	Rs15000-Rs29000	Rs30000-Rs45000	Rs46000-Rs60000	Rs61000-Rs75000	Rs75000 and Above	
Disagree	0	5	1	2	0	0	0	8
Neutral	0	22	9	11	4	3	4	53
Agree	1	39	20	3	6	4	5	78
Strongly Agree	0	7	0	2	0	1	1	11
	1	73	30	18	10	8	10	150
<b>Chi-Square Tests</b>								
	Value	df	Asymp. Sig. (2-sided)					
Pearson Chi-Square	18.307a	18	0.436					
Likelihood Ratio	23.59	18	0.169					
Linear-by-Linear Association	0.071	1	0.79					
N of Valid Cases	150							

a. 19 cells (67.9%) have expected count less than 5. The minimum expected count is .05.

From the table no: 2, it is observed that p value of Chi Square statistic is greater than the level of significance i.e. 0.05 therefore H0 is accepted. We can see in the analysis that most of the respondent agrees in purchasing green product. Most of the respondents are from the income group of below Rs.14000, and Rs.15000 to Rs.29000. With regard to the effects of environmental attitudes, findings suggest that attitudes are the most consistent predictor of pro-environmental purchasing behaviours (Schlegelmilch, Greg, and Diamantopoulos 1996). In order to understand whether attitudes predict actual behaviour, studies have found positive correlations between environmental concern (i.e. attitude) and environmental friendly behaviour (Van Liere and Dunlap 1981; Roberts and Bacon 1997).

**HYPOTHESIS 3**

H0: Attitude of Green product is independent of Level of Education

H1: Attitude of Green product is dependent of Level of Education

	Undergraduate	Graduate	Post Graduate	
Strongly Disagree	0	0	1	1
Disagree	3	1	0	4
Neutral	7	13	9	29
Agree	12	36	39	87
Strongly Agree	10	6	13	29
	32	56	62	150
<b>Chi-Square Tests</b>				
	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	17.468a	8	0.026	
Likelihood Ratio	17.738	8	0.023	
Linear-by-Linear Association	0.792	1	0.374	
N of Valid Cases	150			

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .21.

From the table no: 3, it is observed that p value of Chi Square statistic is lesser than the level of significance i.e. 0.05 therefore H0 is Rejected. From the above table we can see the majority of the respondents are aware about green product and they even believe in purchasing green product. We can also the that there is a positive correlation between education and attitude towards green product.

**CONCLUSION**

One of the objectives of the study was to analyze the attitude of consumers towards green products which was fulfilled by the study. Through the study it was established that, people were having positive attitude towards the ecology and were also behaving in eco friendly manner, but the behaviour was not depicting the same intensity as it was depicted for attitude. Results indicated that many consumers did show an interest in environmental issues, they were often skeptical about the implications of environmental problems in general and were therefore reluctant to change their behaviour. For many consumers, engaging in environmental purchasing behaviour was their way of making environment friendly statements and contributing to the environment positively.

The study of consumer concern about the environment revealed that, consumers were concern about the environment, but not highly, in fact not sufficiently. There exists inconsistency in consumer attitude and behaviour towards environment. The implication was that "if consumer is not highly concerned with environmental issues, they are less likely to behave green". An attitude of indifference or just a feeling towards the environment is not sufficient to drive consumers to behave in a green manner. This shows there is a great need to educate consumers and raise their level of concern about the problems that mankind is facing.

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