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Go Green or Be in Blues: An Awareness Study on Green Marketing

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Abstract : In the present time people are interested in leading a healthy and quality life. Every person wants to lead a life full of energy, healthy and vigour. Corporate class can also not deny and overlook this keenness in healthy life. Every business focuses on profits and financial gain but not at the cost of clean and green environment, this has become a clear realization amongst the corporate. No corporate can make a mark by overlooking environmentally sensitiveness. This sense is building corporate citizenship in the business class. Green marketing by the business class is still in the selfish anthropological perspective of long term sustainable business and to please the consumer and obtain the sanction license by the governing body. Green marketing covers more than a firm's marketing claims. While firms must bear much of the responsibility for environmental degradation, the responsibility should not be theirs alone. Ultimately green marketing requires that consumers want a cleaner environment and are willing to "pay" for it, possibly through higher priced goods, modified individual lifestyles, or even governmental intervention. Until this occurs it will be difficult for firms alone to lead the green marketing revolution. This paper is a study to reveal the awareness about green marketing and its effectiveness with respect to education, age, occupation and gender. It also highlights on various strategies need to be adopted by companies to implement Green Marketing. This is an attempt emphasize on the various dimensions of issues related with green marketing to sensitize the society at large.

Key words: Green Marketing, An Awareness Study, Go Green or Be in Blues.

Introduction

Issues like Global warming and depletion of ozone umbrella are the main hurdles for the healthy survival. Financial gain and economic profit is the main aim of any corporate business. But harm to environment cost by sustain business across the globe is realized now, though off late. This sense is

building corporate citizenship in the business class. So green marketing by the business class is still in the selfish anthropological perspective of long term sustainable business and to please the consumer and obtain the sanction license by the governing body. Industries in Asian countries are catching the need of green marketing from the developed countries but

still there is a wide gap between their understanding and implementation.

Today's consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumers' aspirations for environmentally less damaging or neutral products. Many companies want to have an early mover advantage as they have to eventually move towards becoming green.

Advantages of Green Marketing

Some of the **advantages** of green marketing are:

- It ensures sustained long term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps the companies market their products and services keeping environment aspects in mind. It helps in accessing the new markets and enjoying the competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

Challenges in Green Marketing

➤ Need for Standardization

It is found that only 5% of the marketing messages from "Green" campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. Control board needs to be in place for such labeling and licensing.

➤ New Concept

Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats.

➤ Patience and Perseverance

The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results.

➤ Avoiding Green Myopia

It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green

products are priced very high then again it will lose its market acceptability

Objectives:

1. To study the awareness about green marketing and its effectiveness with respect to education, age, occupation and gender.
2. Various strategies need to be adopted by companies to implement Green Marketing.

Research Methodology:

100 respondents were chosen from the Bhopal city Research Design was Descriptive Data Collection was Primary Data using questionnaire.

Analysis and interpretation:

On the basis of the data collected following interpretation has been derived:

Table: 1

Sources of awareness as a means of generating effectiveness of green marketing with respect to education.

Sources	Education
T.V.	6.84*
Newspaper	5.35*
Friends/Family	2.34
Magazines	6.5*
Internet	4.5*

Level of significance=5% * =Significance Test=Chi-Square

On the basis of above table it can be concluded that respondents of different educational level have significant difference in showing their awareness towards green marketing concept with respect to T.V ,Newspapers ,magazine and internet leading to the rejection of the hypothesis indicating that these sources are contributing much in generating awareness in respondents. Where as there is no significant difference regarding the awareness of green marketing in respondents with respect to their educational background in case of friend/family indicating that there is lesser involvement of the respondents on this matter with their family and friends leading to the acceptance of the hypothesis?

Table: 2

Environmental consideration as a means of generating effectiveness of green marketing with respect to Age.

Environmental consideration	Age
Eating Green Vegetables	3.3
Plant and protect trees	9.9*
Use of Pollution free products	12.5*
Use of biodegradable products	8.8*

Level of significance=5% * =Significance
Test=Chi-Square

With respect to the above table it can be inferred that eating green vegetable was not that much considered as an important environmental consideration with respect to any age group leading to the acceptance of the hypothesis, however with it was found that significant difference has been found in case of plant and protection of the trees showing that this environmental consideration is more in case of school going children leading to the rejection of the hypothesis. Use of pollution free and biodegradable product were the two important consideration in case of the respondents belonging to the age groups 20-30 and 30-40 again leading to the rejection of the hypothesis showing that as people mature they understand the value and meaning of the green environment and their protection.

Table: 3

Reasons for green marketing implementation as a means generating effectiveness of green marketing with respect to Occupation.

Reasons for green marketing implementation	Occupation
Govt. Pressure	2.56
Competitive pressure	3.0
Immense opportunity	3.3

Level of significance=5% * =Significance
Test=Chi-Square

The above table indicates that none of the reasons for green marketing implementation has significant difference in generating effectiveness of green marketing with respect to various occupational groups. The reason is that despite all the efforts made by the government people are hardly showing attention in giving up the products which are not suitable for the environment thus leading to the rejection of the hypothesis.

Table:4

Products purchasing Behaviour as a means of generating effectiveness of green marketing with respect to Gender.

Products	Gender
Polythenes	2.8
Plastic	3.3
Paper bags	4.3*
Earthen products	5.3*

Level of significance=5% * =Significance
Test=Chi-Square

On the basis of the above table it can be concluded that gender wise males and females both show their inclination purchasing the paper bags and earthen products indicating the rejection of the hypothesis. Whereas with respect to the polythenes and plastics they do not show any significant difference indicating the acceptance of the hypothesis which could be due to the fact that after purchasing they need something to keep or they do not carry bags with them and they need to keep their products so they prefer there things despite knowing the concept of green marketing.

Result and Discussion:

1. Education wise it was seen that with respect to T.V, Newspaper, magazine and internet significant difference was found leading to the rejection of the hypothesis and acceptance of the hypothesis in case of friend/family with respect to the respondents of different educational background.
2. Eating green vegetable was not that much considered as an important environmental consideration with respect to any age group leading to the acceptance of the hypothesis
3. but significant difference has been found in case of plant and protection of the trees, Use of pollution free and biodegradable product were the important consideration in case of the respondents belonging to the age groups 20-30 and 30-40 again leading to the rejection of the hypothesis
4. It was found that none of the reasons for green marketing implementation has significant difference in generating effectiveness of green marketing with respect to various occupational groups.
5. Gender wise males and females both show their inclination in purchasing the paper bags and earthen products indicating the rejection of the hypothesis Whereas with respect to the polythenes and plastics they do not show any

significant difference indicating the acceptance of the hypothesis.

Thus strategies should be Implemented in Green Marketing which includes firstly product differentiation which means delivering the consumer desired value of environmental products and target relevant consumer market segments that can help the organization to differentiate. Secondly by designing Bio-Degradable Packaging as a marketing strategy the companies should modify the product packaging by using only the recycle as well as handmade paper in packaging. Thirdly by making appropriate product strategy marketers

- Educate masses of the environment issues because they are going to be the bulk consumers.
- Socially responsible investing in environment driven projects.
- Plant more trees.

The corporations must rethink:

- Their raw material and procurement strategies.
- They should develop new products
- They should redesign existing products and service.
- They should realize that pollution prevention can be a cost saving activity.
- They should steer their product and packaging designs to use less material

Conclusion:

Green marketing does not strengthen company's image in the mind of respondents that is very much clear from trustworthiness of green claims and certainly it does not have positive image of the organization in the minds of the respondents. It was observed that the respondents who were more

can identify customer's environmental needs and develop products to address this issue, produce more environmentally responsible packages and insure that products meet or exceed the quality expectation of customers

The study includes certain limitations like demographic constraints, data reliability, along with the time constraint.

The study includes certain suggestions like

- Invest in research and create clean and environment friendly products.
- Recycle at every level.

proactive with the environmental behavior have positive attitude towards green advertisements. It means green advertisements have positive impact on only those who are already practicing it. Rest of the respondents who were passive had very less impact on their buying behavior. This is the crucial aspect that needs to be changed so that they can have positive impact on all the target market which will have an effect on their buying behavior. The result of the study indicate that the advertisements not reflected the companies level of greenness and the proposition that green advertising reflects environmentally sound strategic and structural level decisions.

Thus an environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally "responsible" fashion. Final consumers and industrial buyers also have the ability to pressure organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities.

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