



A STUDY ON AWARENESS OF GREEN MARKETING AMONG CONSUMERS

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ABSTRACT

Environmental challenges are becoming increasingly essential in today's business environment. The governments of most countries are concerned about environmental issues. In today's business world, environmental sustainability has become a major concern. As a result, one of the tactics a company might use to achieve this is green marketing. The process of selling items and/or services that are environmentally beneficial is known as "green marketing." "Green marketing" aims to create, advertise, and recycle environmentally sustainable products. Green marketing is a worldwide concern with a bright future ahead of it. Such a product or service should be environmentally friendly in and of itself, or created in an environmentally friendly manner. Using the statistical tool correlation approach, the current article attempts to analyse the importance and awareness among consumers of buying green products.

Keywords: Green, Consumers, Environmental, Products

INTRODUCTION: The term "green marketing" refers to the planning, manufacture, and promotion of products or services that meet consumer expectations for quality, performance, price, and service while minimising adverse environmental impacts such as raw material consumption and energy consumption. -- According to the American Marketing Association, "green marketing" is defined as "promoting items that are thought to be ecologically friendly." with a negative impact on the natural environment. "Green marketing," often known as "environmental marketing," according to Polonsky (1994), "includes all activities targeted at generating and facilitating exchanges aimed at addressing human needs and aspirations." Meet those needs and desires while minimising them. Green marketing includes a wide range of actions such as product changes, manufacturing process improvements, packaging changes, ad adjustments, etc. "Green Marketing" focuses on meeting customer needs and desires with total or minimal damage to the environment. With green marketing, companies are aware of the situation and support people who want to help the environment around the world. can help you change better. Companies want to reduce the environmental impact of waste by developing sustainable products. Being environmentally friendly can earn the trust and loyalty of our customers. It helps in:

- Stand out in an ever-increasingly competitive market
- Lessen the negative environmental impact of production
- Save energy, reduce the use of natural resources and reduce carbon emissions manufacturing recyclable products
- Improve your reputation
- Enter a new audience segment
- Ensure long-term growth
- Implementation of innovations
- Have higher income.

FEATURES OF GREEN PRODUCT:

The following are some of the qualities of a green product:

- 1 Produced without the use of harmful chemicals and under sanitary conditions.
- 2 It's recyclable, reusable, and biodegradable in nature.
- 3 It is packaged in an environmentally friendly manner.
- 4 makes the most efficient use of resources
- 5 Is it environmentally friendly?
- 6 Has a low or non-existent carbon footprint
- 7 Has a low or non-existent plastic footprint

Advantages of implementing green marketing:

1. Helps to improve public health: Green marketing is a phenomena that enhances public health. Consumption of specific green products helps to promote public health, which leads to an increase in life expectancy in society.

2. Raise awareness about the environment: Green marketing is a technique for raising environmental awareness among the general public. The promotion activities of businesses embracing the Green Marketing Orientation are largely responsible for the increased awareness.

3. Improving customer relations: Green marketing is thought to be a good approach to improve customer connections. As a result, consumers are more trusting of green marketing. Customer relations are improving, revenue is increasing, and organisational goals are being met

4. Raising public awareness of important environmental and social issues:

Working with other environmental leaders could be part of a company's green marketing strategy if it supports a cause. This can give a campaign, an exhibition, a training class, and other events more traction.

5. Improve consumers' and the environment's health:

Green marketing is an endeavour to safeguard customers' health and the environment (nature) by producing, using, and discarding ecologically friendly products.

OBJECTIVES OF THE STUDY:

- To study the awareness of consumers towards green marketing services
- To analyse the relationship between green product awareness and its various sources
- To determine the relationship between a consumer's demographic profile and their use of green products

SCOPE FOR THE STUDY:

This study examines consumer knowledge of green marketing and the factors that influence consumer behaviour. The study examines customers' perceptions of green marketing as well as the relationship between environmentally friendly products and the sources used by them. The aim of the study is to improve the use of green marketing by consumers.

LIMITATIONS OF THE STUDY:

The purpose of the study was to determine consumer awareness of green marketing. Due to a time restriction, only 200 respondents' samples of data were collected.

METHODOLOGY OF THE STUDY

The research is descriptive in nature, and relevant data was gathered from both primary and secondary sources. Data was collected from 200 respondents using a random selection procedure. The information was gathered through the use of a questionnaire. Secondary data was gathered from a variety of sources, including journals, publications, and research reports.

REVIEW OF LITERATURE:

Ameet sao “Research paper on Green Marketing”(2014) This study examines how companies have expanded their focus on green consumers, or individuals who are concerned about the environment and let it influence their purchase habits. The report outlines three distinct segments of green consumers and examines the problems and opportunities that green marketing presents for firms. The article also looks at current green marketing trends in India and explains why organisations are adopting it, as well as the future of green marketing, concluding that green marketing is something that will continue to expand in both practise and demand.

Prof. Jaya Tiwari “Green marketing in India: An Overview” (2014) The concept, need, and value of green marketing have been highlighted in this study article. Data was gathered from a variety of sources, including books, journals, websites, and newspapers. It delves into the key issues behind the implementation of green marketing practises. The article examines the current state of the Indian market and the obstacles that green marketing presents.

Dr. Shruti P Maheshwari “Awareness of Green Marketing and Its Influence on Buying Behaviour of Consumers: Special Reference to Madhya Pradesh, India” (2014) Consumer ideas and attitudes about environmental protection, as well as their purchasing behaviour for environmentally friendly items, are investigated in this paper. This report also examines the success of marketers' attempts to raise consumer awareness of green companies. It goes on to look at customer behaviour and the impact of marketing communications to see how people are convinced to buy greener products. It presents the findings of a questionnaire-based consumer product survey. Consumers are not exposed to enough green product marketing communication, according to this report, which advocates a wider use of marketing and brands to promote and sell ecologically friendly and functional items. According to the report, the Indian market for greener products might be better explored by consumer groups that are pro-environment.

Shweta singh, Deepak Singh, K.S. Thakur “Consumer's Attitude and Purchase Intention towards Green Products in the FMCG Sector” (2014) This study focuses on green marketing, focusing on customer behaviour and green product purchase practises. The protection of the environment against pollution generated by people has become a global concern. Companies have recognised the necessity and value of green marketing in business as a result of this crucial knowledge obtained via study conducted by various researchers and experts. This information serves as the foundation for this research study's literature.

ANALYSIS AND INTERPRETATION

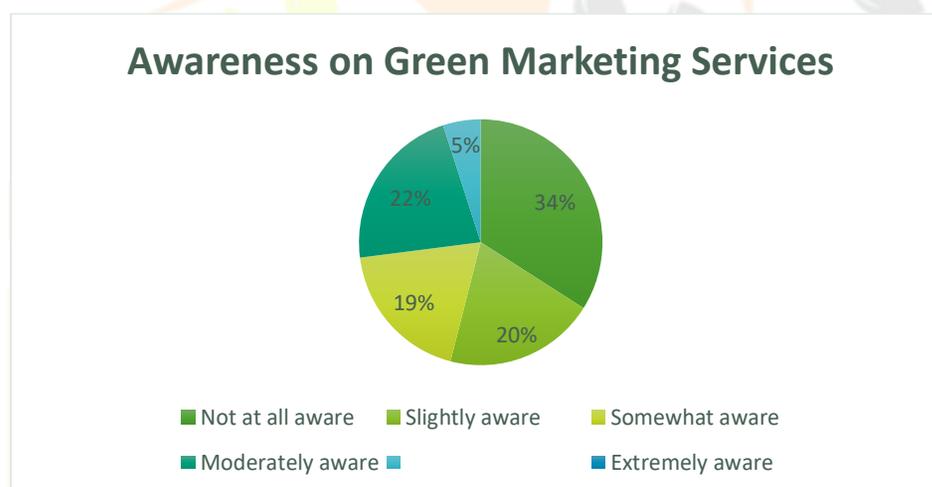
TABLE NO.1 SHOWING THE AWARENESS ON GREEN MARKETING SERVICES

PARTICULARS	FREQUENCY	PERCENT	CUMULATIVE PERCENT
Not at all aware	68	34	34
Slightly aware	40	20.0	54
Somewhat aware	38	19.0	73
Moderately aware	44	22	95
Extremely aware	10	5	100.0
Total	200	100	

Source: Primary Data

CHART – 1

CHART SHOWING THE AWARENESS ON GREEN MARKETING SERVICES



Research Through Innovation

INTERPRETATION

The above frequency table shows that 34% of consumers are not at all aware of green marketing services. 19% are somewhat aware, 22% are moderately aware and 5% are extremely aware

CORRELATION

Table No 2. Showing Relationship Between Awareness and Different Sources:

Correlations Matrix

Different Sources	Awareness of Green Marketing	Advertisement	Shopkeeper /Seller	Website	E – Mail	Other Consumer	Social media
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Awareness of Green Marketing	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	200						
Advertisement	Pearson Correlation	.133*	1					
	Sig. (2-tailed)	.000						
	N	200						
Shopkeeper / Seller	Pearson Correlation	-.015	.307**	1				
	Sig. (2-tailed)	.837	.000					
	N	200	200					
Website	Pearson Correlation	.160*	.425**	.205**	1			
	Sig. (2-tailed)	.024	.000	.004				
	N	200	200	200				
E –Mail	Pearson Correlation	.289**	.339**	.221**	.530**	1		
	Sig. (2-tailed)	.000	.000	.002	.000			
	N	200	200	200	200			
Other Consumer	Pearson Correlation	.096	.174*	.283**	.211**	.234**	1	
	Sig. (2-tailed)	.174	.014	.000	.003	.001		
	N	200	200	200	200	200		
Social media	Pearson Correlation	.031	.240**	.353**	.198**	.219**	.309**	1
	Sig. (2-tailed)	.658	.001	.000	.005	.002	.000	
	N	200	200	200	200	200	200	

*. Correlation is significant at the 0.05 level (2-tailed).

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

INTERPRETATION

The above table reveals the relationship between awareness of green marketing services and different sources of awareness via advertisement, shopkeeper, social media, Website and E –Mail etc., There is a significant relationship between awareness of green marketing services and different sources of awareness such as advertisement, website and e –mail. It can be noted that there is a low correlation between awareness of green marketing services and sources of awareness such as advertisement and website at 5% level. and there is a negative correlation between awareness of green marketing and different sources of creating awareness through E – mail at 1% level.

FINDINGS AND SUGGESTION:

- 34% of consumers are not at all aware of green marketing services.
- There is a significant relationship between awareness of green marketing services and different sources of awareness, such as advertisements, websites, and e-mail.
- It can be noted that there is a low correlation between awareness of green marketing services and sources of awareness such as advertisements and websites at a 5% level. There is a negative correlation between awareness of green marketing and different sources of creating awareness through e-mail at 1% level.

According to research, 34% of consumers are completely unaware of green marketing services. Consumers are being educated about the benefits of green marketing by the Indian government and other organisations. The campaign should be planned in such a way that it raises awareness and educates people about the importance and applications of green products.

CONCLUSION:

Green marketing is a relatively new phenomenon, and it is raising consumer and company understanding of the importance of reducing negative environmental impact. Green marketing is becoming increasingly popular. Marketers and consumers are slowly but steadily catching on. The usage of such materials, which assist in conserving the environment and are environmentally beneficial, is being promoted. Green marketing is gaining popularity around the world, including in India. The goal of this research is to raise consumer awareness of the value of green products. With the trouble of global warming brewing, green marketing must become the rule rather than the exception.

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