



IMPACT OF GREEN MARKETING ON CONSUMER DURABLE PRODUCTS

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Abstract – Green marketing is a new concept which has developed particular importance in the modern market. There have been radical changes in the consumer behavior and lifestyle in the last few decades. The changing attitude of consumers, stiffer government policy, increasing pressure from competitors and cost associated with following green marketing practices led to more and more green marketing practices by firms producing consumer durable products in

India. The literature has confirmed that green business practices helps organization to fulfill its profit objectives at the same time fulfilling consumers requirements and minimizing the detrimental impact on environment. Still, all organizations in consumer durable goods do not follow the same green business practices, but at smaller or larger extents, due to lack of effectiveness of green business practices. The basic objective of this paper is to develop the essentials that lead to effectiveness of green marketing practices by firms operating in consumer durable products in India. This study is based on primary data collected from 218 respondents, selected on the basis of simple random sampling with the help of a well-structured questionnaire consisting of close ended questions. The data were analyzed with percentage, mean and piecharts. The finding of the paper reveals the concept, importance, challenges and the efficacy of green marketing on consumer durables products. It also includes possible improvements that can be practiced by the companies dealing in green products in India.

Keywords: Green Marketing, Green Business, Consumer Durable Products, Green Products.

INTRODUCTION-

"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 4 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.

The emergence of green marketing can be classified into three stages:

1. The 1st stage was classed as "Ecological" green marketing. In this time period, all marketing activities were stressed to solve environment problems and gave suggestions for treating such problems.
2. The 2nd stage was "Environmental" green marketing and the concentration moved towards clean technology that consists the composing of designing of new products, which considers pollution and waste issues.
3. The 3rd stage was "Sustainable" green marketing. It came into eminence in the late 1990s and early 2000,

Green Marketing Strategies: -

Various strategies of green marketing adopted by business concerns are as follows:

Green Products: There is no widespread agreement on what exactly makes a product green. Some general guidelines include that a green product:

- does not present a health hazard to people or animals
- is relatively efficient in its use of resources during manufacture, use and disposal
- does not incorporate materials derived from endangered species or threatened environments
- recyclable Products/Renewable Products/Reused Products.

Greener Pricing:

A central concern of many environmentalists is that product prices do not reflect total environmental costs. A number of companies have undertaken audits of their production processes to identify hidden environmental costs and to provide better information for pricing decisions. Emissions charges, carbon taxes, and increased fines are possible methods governments might use to implement better environmental costing.

Green Promotion:

Maybe no element of green marketing has received as much as recognition as promotion. In fact, green advertising claims grew so briskly during the late 1980s that the Federal Trade Commission (FTC) issued guidelines for reducing consumer's puzzlement and prevent the false or deceitful use of terms such as "recyclable," "degradable," and "environmental friendly" (terms directing) green washing in environmental advertising.

Greener Distribution:

Logistics and transportation costs are coming under greater scrutiny due to rising fuel prices, congested highways, and global-warming concerns. Package redesign for lighter weight and/or greater recyclability reduces waste while simultaneously reducing costs. In some countries, marketers must also consider two-way flows, as governments pass legislature requiring manufacturers to take back products at the end of their useful life ("reverse logistics").

Green Design

In most cases, companies end up greenwashing because their products and services cannot be classified as 'green' to start with. One of the most important green marketing strategies is to design green products and services from the beginning. This means implementing green strategies during the planning and designing stages of your products, so they become more eco-friendly. Green designing is the creation of products that are energy-efficient, comfortable, flexible in use, and designed for a long life or to reuse (Foster & Partners). Green Designing is usually associated with construction, it offers a powerful alternative to the conventional building, by using fewer precious natural resources and it increases the health and safety of occupants.

Green Positioning

Green positioning intends to build brand associations by delivering information on environmentally sound product attributes. Eco-friendly products will not be commercially successful if green branding attributes are not effectively communicated. Just like brand positioning, there are two types of green positioning (functional and emotional) related to the impact on consumer perceptions of a brand.

Green Packaging

Another effective strategy for green marketing is “Green packaging”. Companies can leverage ecofriendly packaging to help draw in new eco-conscious customers. Green packaging is the use of materials and manufacturing methods for the packaging of goods that has a low impact on both energy consumption and the environment. Biodegradable packaging provides customers with a visible symbol of the company’s commitment to going green. Unsustainable packaging has the potential to stop clients from buying sustainable products.

Green Disposal

Green Disposal takes into consideration every aspect of a product’s life cycle – from production to disposal, everything must be sustainable. Green Disposal is the recycling of old products or used materials as unsustainable disposal practices can be hazardous to the environment and human health. Green disposal has influenced the creation of food recycling programs and machines that break food waste down.

Green Consumer:

A green consumer refers to the person who is very sensitive about the environment and, therefore, purchases only the products that are environmentally friendly or eco-friendly with little or no unpleasant packaging, products made from natural ingredients and products that are pollution free are the exemplar of eco-friendly products. A green consumer tries to maintain a healthy and safe lifestyle without endangering the sustainability of the planet and the future of mankind.

Green Consumer Purchasing Behavior:

Green Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. This means understanding the consumer's behavior as a process in purchasing goods and services. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased green consumption.

REVIEW OF LITERATURE

- As per **Brundtland Commission (1987)** "Green Marketing denotes to progression that considers the requisite of the present without adjusting the ability of future generations to meet their own needs (Rowell, 1996)", He concluded that,

today marketing influence the environment so to protect our environment, green marketing should be practiced in order to save our natural resources and protect the forthcoming needs.

- **Soonthonsmal (2007)** defined green marketing as the process and activities taken by firms by delivering environmentally sound goods or services to create consumers' satisfaction. He concluded those goods and services should be used which is beneficial for both consumers and environment.
- **Agyeman (2014)** investigated the relationship between the variables that have an impact on consumer green buying behavior. With the help of a convenience sampling technique, 218 respondents were selected for the study. The first hand data was collected from the respondents by developing pre-tested structured questionnaires. Regression and chi-square were used to test the hypotheses. He observed that the main three factors, namely quality, price and environmental concerns have a significant role when actual green purchases take place. he recommended that marketers should understand, identify and design marketing mix strategies on demand for green products .
- According to **Peattle (2001)**, the emergence of green marketing has three stages. 1st stage was named as "Ecological" green marketing, and at this time period all marketing activities were focused to help environment problems and supplies remedies for environmental problems. 2nd stage was "Environmental" green marketing and the concentration transferred on clean technology that consists composing of innovative new products, which seriously considers pollution and waste issues. 3rd stage was "Sustainable" green marketing. It came into fame in the late 1990s and early 2000.

RESEARCH OBJECTIVES

- To study the awareness of green marketing and green products among the respondents of study area.
- To study about the behavior and preferences of consumers in respect to green consumer durable products.
- To suggest measures by which green marketing strategies could be made more effective and efficient.

RESEARCH METHODOLOGY

The paper recruits descriptive research in order to fulfill the objectives of the study. The study is based on the primary source of data that is obtained through the means of well structured questionnaire and secondary sources of information is obtained through research publications, newspapers, magazines, online articles and journals.

DATA COLLECTION

Primary data were collected through means of questionnaire. Questionnaire contained 12 questions regarding the awareness that group of people were having about the green consumer durables products. A total of 218 respondents were the part of this research study.

DATA ANALYSIS

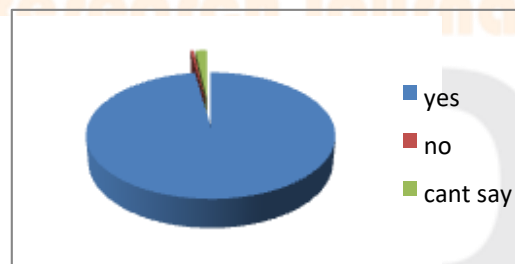
The data gathered was analyzed using different statistical tools for verification and interpretations in terms of percentage and pie charts.

1. Are you aware about the concept of Green Marketing?

Yes - 213 (97.70%)

No - 01 (0.45%)

Can't Say- 04 (1.83%)

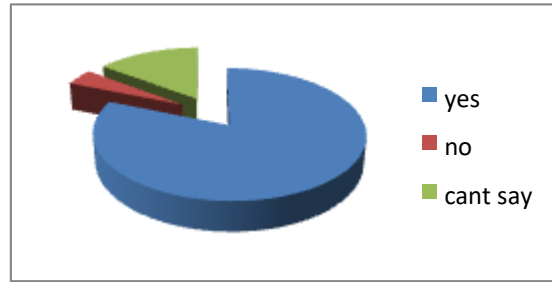


5. Do you think Quality of Green Consumer Durable Products is better than Non-Green Consumer Durable Products?

Yes- 177 (88.19%)

No- 09 (4.12%)

Can't Say- 32 (14.67%)

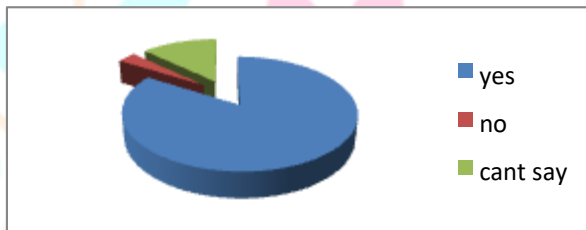


6. Are you satisfied with the purchase of Green Consumer Durable Products?

Yes- 188 (86.23%)

No- 08 (3.66%)

Can't Say- 23 (10.09%)

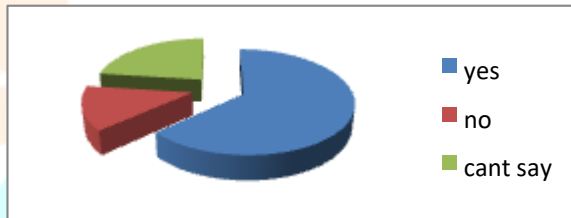


7. Do you think Green Marketing of Consumer Durables has a positive impact on the consumer buying behavior?

Yes- 183 (83.94%)

No- 07 (3.21%)

Can't Say- 28 (12.84%)

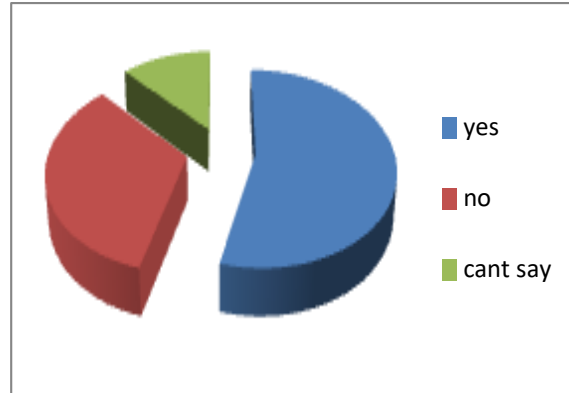


8. Have you purchased or will you go for purchase Green Consumer Durable Products ignoring their Higher Prices?

Yes- 138 (68.30%)

No- 30 (13.76%)

Can't Say- 50 (22.93%)

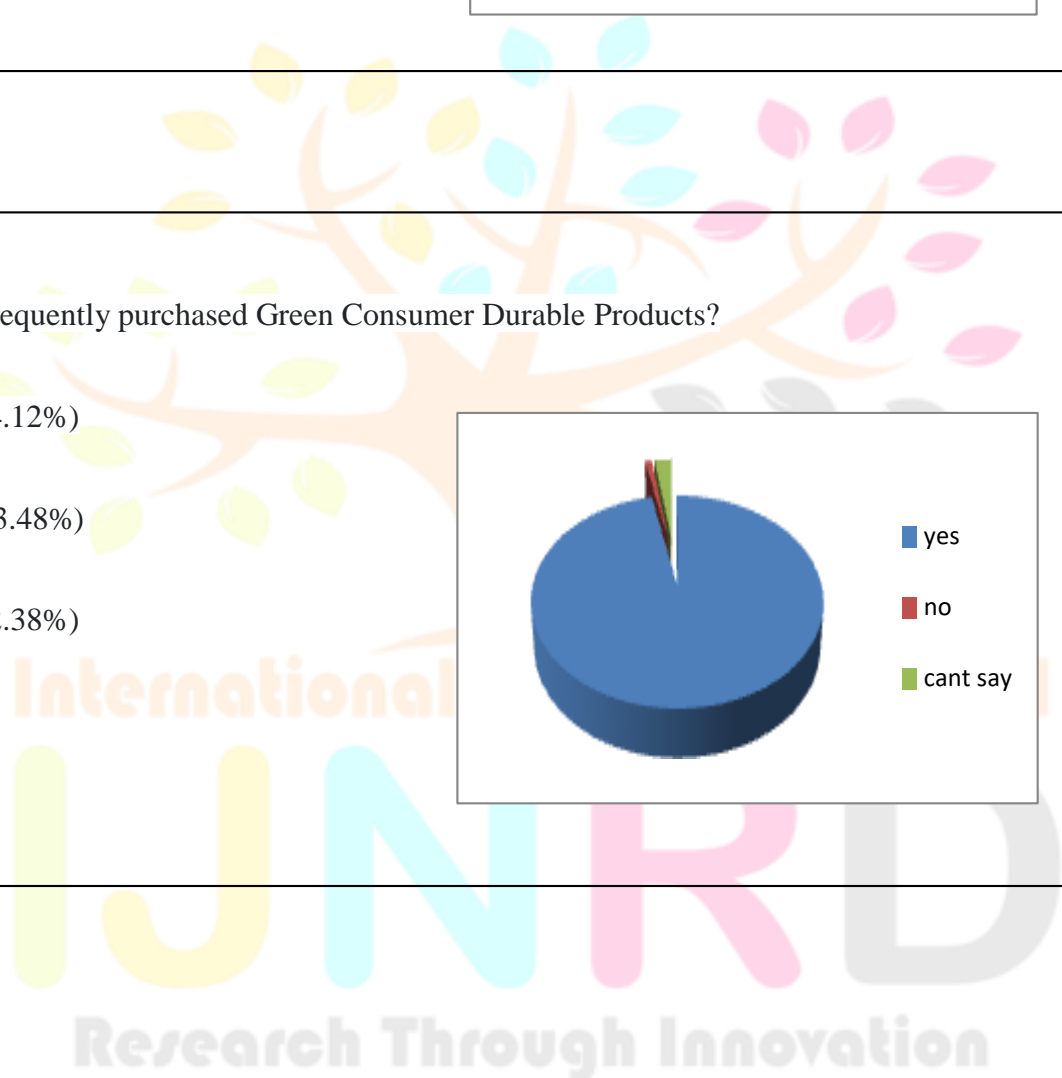


9. Do you frequently purchased Green Consumer Durable Products?

Yes- 118 (54.12%)

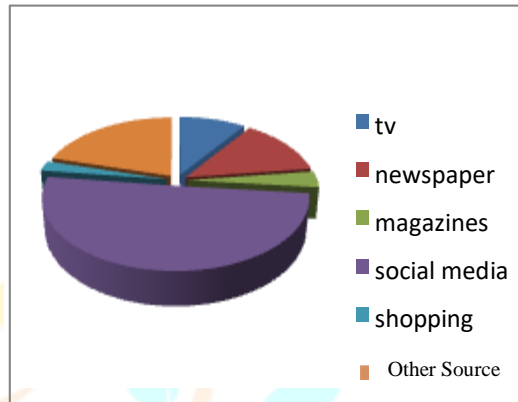
No- 73 (33.48%)

Can't Say- 27 (12.38%)



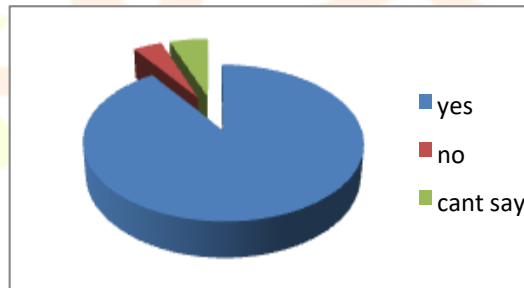
10. From where do you get information about the Green Consumer Durable Products?

Television - 21 (9.63%)
 Newspaper - 29 (13.30%)
 Magazines - 08 (3.66%)
 Social Networks - 110 (50.45%)
 Shopping malls/Super Markets - 05 (2.29%)
 Other Sources - 45 (20.64%)



11. Do you think purchasing Green Consumer Durable Products will improve the quality of environment?

Yes - 211 (96.78%)
 No - 02 (0.91%)
 Can't Say - 05 (2.29%)



12. Are you aware about eco-labels and symbols attached on the packaging of Green Consumer Durable Products?

Yes - 197 (90.36%)
 No - 09 (0.91%)
 Can't Say - 12 (5.50%)



FINDINGS OF THE STUDY

- After the analysis, it was found that majority of the respondents were about the concept of green marketing.
- After the analysis, it was also found that majority of the respondents were aware about the concept of green durable products.
- Except some, most of the people were aware about the companies which were implementing green marketing in their durable products.
- Most of the respondents preferred green consumer durable products over non green consumer durable products.
- Most of the people except few were satisfied after buying green consumer durable products.
- Most of the people but not all are satisfied with the green product quality.
- Most of the respondent were in dissonance for the frequent purchase of green durable products.
- It was found that green marketing of consumer durable product had a positive on consumer buying behavior.
- Companies following green marketing still have to work on their pricing strategies.
- Social networking site had played a crucial role in spreading awareness about green consumer durable products.
- Almost all of the respondents have agreed upon that the green consumer durable products had improved the quality of environment.
- Most of the respondents were aware about the eco-labels & symbols attached on the packaging green consumer durable products.

CONCLUSION

After analyzing the primary and secondary data, it was concluded that consumer dissonance was high regarding the quality, pricing & durability. Social networking site played a major role in promoting green consumer durable products. It was found in the study that most of the consumers were in the favor of green consumer durable products and are environment conscious.

RECOMMENDATION

Companies following green marketing still have to work on green pricing, green promotion (needs to expand advertising media), product quality and green consumer retention. Also the government should provide subsidies for green efforts so that marketer can avail at reasonable prices.

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