

AWARENESS AND PERCEPTION OF CUSTOMER'S TOWARDS GREEN MARKETING PRODUCTS

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Abstract: Green Marketing is a phenomenon which has developed importance in the modern market. The development of Green Marketing has opened the door for opportunities for companies. In today's, business environmentally sustainable development has become a key issue. It is one of the strategies a firm can adopt to achieve customer satisfaction and business sustainability. The study is about green marketing awareness and perception of the customers towards green marketing products. The FMCG sector is one of the fast-growing sectors is concerned about the eco-friendly products. It has created lots of awareness in the mind of customers and make them to have positive attitude towards green products.

The study is to investigate the customers awareness and perception toward eco-friendly product and their willingness to pay for green products. It is also important to know the impact of green marketing practices and purchasing behaviour among the customers.

Keywords: Green products, environmentally sustainability, eco-friendly, and consumer attitudes.

1. INTRODUCTION

In the recent time people have become more concerned about natural environment due to pollution, lack of waste management, scarcity of water and many more critical environmental issues. As a results of these the customers are becoming health conscious towards the purchasing and consumption of green products, which are environmentally friendly. It involves a number of different activities, such as creating an eco-friendly product, recyclable packaging, adopting sustainable business practices as well as modifying advertising, so the customers can decide to use the goods that are environmentally safe and good for health.

1.1 Meaning of Green Marketing

Green marketing is all about developing and promoting products and services that fulfil customer's requirement in terms of quality performance, affordability, availability and safety but without causing any damage to the environment. The firms adopted and manufacturing green products as a part of social responsibility.

Polonsky defines the green marketing as: "All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with the minimal detrimental impact on the natural environment."

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 to the production process, packaging changes, as well as modifying advertising.

1.2 Evolution of green marketing

Phases	Decade	History
Phases I (Ecological)	1980s	Green marketing focus on reducing environmental problems and providing remedies
Phase II (Environmental)	1990s	Green marketing focus on innovation through technology
Phase III (Sustainable)	2000s	Green marketing focus on preservation of environment through sustainable development

1.3 Background of the study

Fast moving consumer goods covers everyday stuffs that are sold quickly and relatively at low cost, FMCG companies are identified by the capability to give the consumer the products that are highly demanded, while also emerging relationship with that contains trust and loyalty. Green marketing practices are as follows:

- Using recycled and renewable materials for production.
- Use of green energy to produce products, such as solar energy.
- Reduce plastic product packaging and use eco-friendly packaging.
- Not using toxic materials, which are harmful to the environment.
- Making products which are reusable as well as recyclable.

Objectives of the study

- To know the customer's awareness towards green marketing products.
- To know the customer's preference towards Green Marketing.
- To know challenges and prospects of Green Marketing.
- To identify the importance and needs of Green Marketing.
- Factors affecting green purchasing behaviour among customers.

2. METHODOLOGY

The following research methodology is adopted in the study. The study is based on both primary and secondary data. Primary data includes a well-structured questionnaire. Secondary data includes Books, Journals, Website, Official website.

Awareness of green marketing product

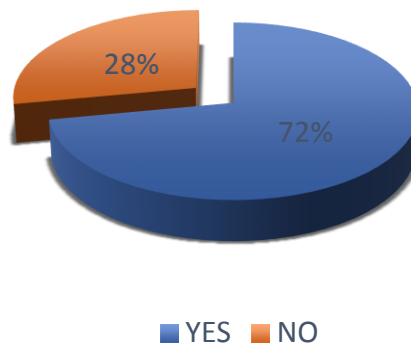


Figure - 1

Interpretation: Out of total sample size of 50 respondents, 72% i.e., 36 of the respondents are aware of green marketing product, where as 28% i.e., 14 of the respondents are unaware about green marketing products. This indicates that majority of the population are aware about the green products.

Preference of Eco-Friendly Product



Figure - 2

Interpretation: with regards to preference towards eco-friendly products, 98% of the respondents prefer eco-friendly products, whereas only 2% of respondents are not preferring eco-friendly products. This validates that most of the respondents prefer eco-friendly product.

Usage of green product

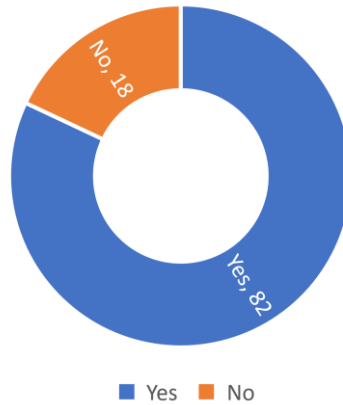


Figure – 3

Interpretation: 82% of the respondents agreed that they are using green products in their daily life. Whereas, only 18% of the respondents are not using the green products. It concludes that consumption of green product is increasing day by day.

Reason for using Eco-friendly Products

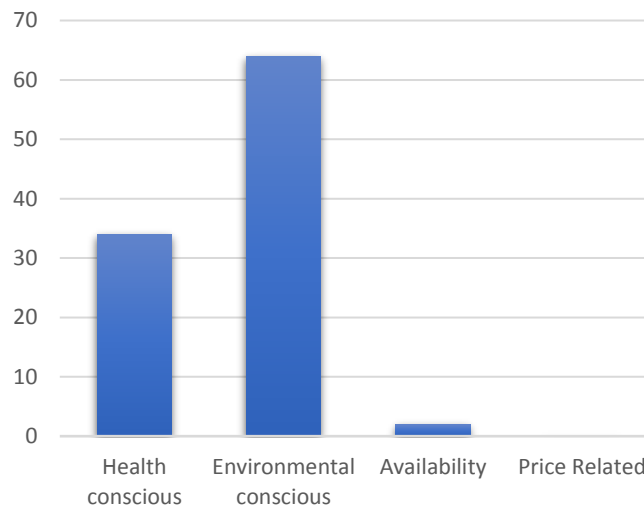


Figure – 4

Interpretation: 64% of the people are preferring eco-friendly products because of environmental consciousness, 34% of the respondents prefer eco-friendly products because of health-related issue, 2% of people prefer it for its availability, respondents are not considering price factor as reason for usage of eco-friendly product. This show that people are more concerned towards nature.

Cost of Green Products are Reasonable (Table.1.)

Cost	No of Respondents	Percentage (%)
Yes	19	38
No	31	62
Total	50	100

Interpretation: People feel that cost of green products is reasonable, so 62% of respondents are preferring eco-friendly products, whereas, 38% of the respondents are not comfortable with the cost. So, there is a scope for growth of green product in the market

Need for preferring green product

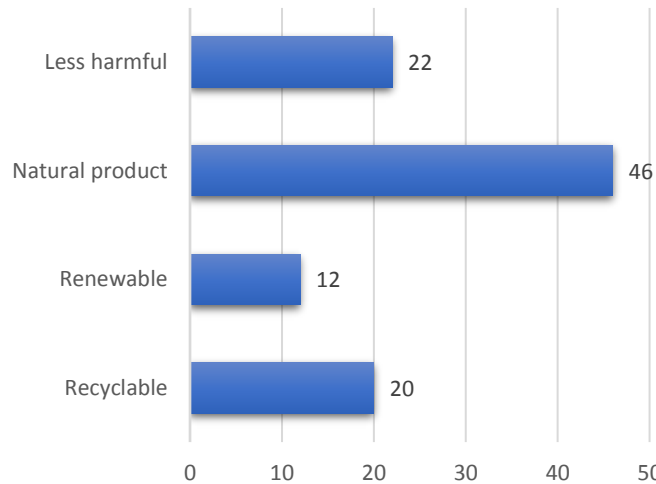


Figure – 5

Interpretation: With regard to the need to prefer green products, 46% of the respondents preferred green products because it has naturality, 22% of the respondents prefer because it is less harmful.20% of the respondents prefer because it can be recyclable and remaining 12% of the respondents prefer green products due to its renewability. This concludes that majority of the respondents requires green product because it is naturally available.

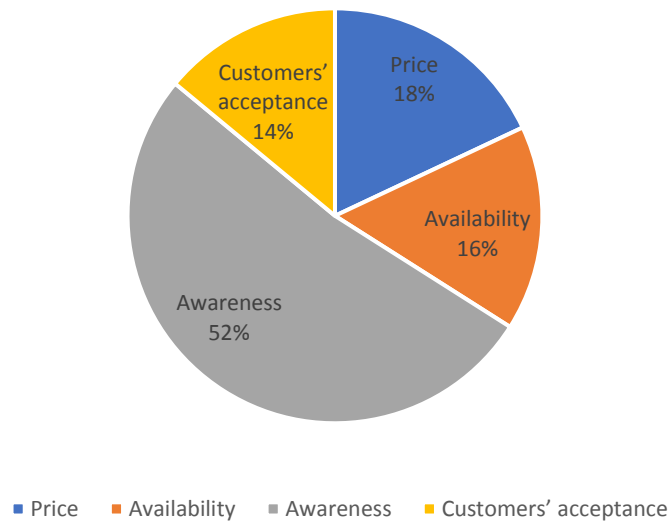
Green product owns any true claims towards the Advertisement (Table.2.)

True claims of advertisement	No of Respondents	Percentage (%)
Agree	33	66
Disagree	17	34
Total	50	100

Interpretation: 66% of the respondents agreed that green products own true claims towards the advertisement, remaining 34% of the respondents disagree. So, still there is a need for promotional undertaking of the green products.

Challenges faced by the customers to purchase eco-friendly product

Interpretation: 52% of the respondents accepted that they are facing challenges related towards awareness, while purchasing eco-friendly product, 18% of the respondents felt that there is a challenge in price,16% of the respondents accepted that there is a lack of availability of the green products and rest of the respondents feel that there are not ready to accept green products. This concludes that respondents are facing more challenges towards awareness.

**Figure – 6**

3. FINDINGS

- Majority of the respondents are aware of green marketing products.
- People prefer to buy eco-friendly products in comparison to other products.
- Most of the people are using green products which are environmentally friendly when compared to other products.
- Now a days, people are preferring green products which have more environmental concern, when compared to other factors such as recyclable, renewable and less harmful.
- Most of the respondents assume that green product's cost is high.
- People prefer eco-friendly products because it is naturally available.
- Challenges faced by the customers while purchasing eco- friendly product is due to lack of awareness.

4. SUGGESTION

- More awareness should be created among the public.
- To attract more customers green products cost should be reasonable.
- To ensure green products are available in all the stores and outlets.
- Mindset of the customer's should be changed by the way of creating awareness about the benefit of using green products.

5. CONCLUSION

This paper is focused on “Awareness and perception of customers towards green marketing”, it has been revealed in the analysis that eco-friendly products are good for a healthy environment and to consumers. Consumers have shown positive attitude towards green products at the same time they are concerned with the availability and affordability of such products. Therefore, eco-friendly products marketers need to know about customers' needs and requirements. They have to encourage people to go green by creating greater awareness and motivate them to buy green products that meets their satisfaction.

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