

**A STUDY ON ANALYSIS OF CONSUMER BEHAVIOR TOWARDS GREEN MARKETING**

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**ABSTRACT**

*Increasing awareness on the various environmental issues has led a shift in the way consumer's perception about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread but still in an initial stage. Organizations and business however have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. This study mainly focuses on companies and the organization who are practices green marketing and looks into the various ways in which the consumers perception towards green marketing. Usage of green product will help them to change their life style into a green one. But the awareness level on the usage of green products among the people is very limited. There is a need to educate the people on the usage of green products. This would help to protect the environment for the future generation.*

**Keywords:** *Green Marketing, Environmental issues, Consumer's Perception, Green Products and Organizations and Business.*

**INTRODUCTON**

Due to increase in global warming and climate change the public concern for environmental issues is gradually increased over the past decades. The customers are started demanding eco-friendly products and they pay more attention to the environment, wealth and health. The companies are started adopting green marketing practices in their activities as a part of social

responsibility and they were trying to reach the customers with their green messages. ( Dr. B. Nagaraju and Thejaswini H., 2014)

Green marketing refers to the process of selling products and services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and or packaged in an environmentally friendly way.

According to **American marketing association**- “Green Marketing is the marketing of products that are presumed to be environmentally safe”.

Green marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs and wants, such that the satisfaction of these needs and wants with minimal detrimental impact on the natural environment.

### **Evolution of Green Marketing**

The green marketing has evolved over a period of time. As per Peattie (2001), the evolution of green marketing has three phases:

- Phase I: "Ecological" Green Marketing: focus on reducing Environmental Problems & providing Remedies.
- Phase II: "Environmental" Green Marketing: focus on innovations through Clean Technology.
- Phase III "Sustainable" Green Marketing: focus on preservation of Environment through Sustainable Development.

### **Importance of Green Marketing:**

- Green Marketing helps to promote environment friendly products.
- Nowadays, people are insisting pure products – edible items, fruits, and vegetables based on organic farming.
- Reducing use of plastics and plastic-based products.
- Increased consumption of herbal products instead of processed products.
- Recommending use of leaves instead of plastic pieces; jute and cloth bags instead of plastic carrying bags.
- Increasing use of bio-fertilizers instead of chemical fertilizers, and minimum use of pesticides.

**Benefits of green marketing**

- It encourages marketers to develop energy-efficient products and gives competitive advantages and favorable image among consumers.
- Companies that develop new and improved products and services with environment inputs in mind give themselves access to new markets
- Green marketing can help companies reduce operating and production costs, specifically by lowering energy usage
- It generates positive public relations in its community and industry and with customers
- It promotes corporate social responsibility.

**OBJECTIVES OF THE STUDY**

- To access the companies/ brands associated with Green Marketing practices
- To identify the consumer perception towards Green Marketing

**GREEN INITIATIVES TAKEN BY SOME COMPANIES IN INDIA**

Many companies in India are adopting green for capturing market opportunity of green marketing. Listed below are examples of some Indian companies which have taken a green initiative. This shows a commitment of companies, either as part of their corporate social responsibility or otherwise, to do something worthwhile in this direction.

➤ **HCL's Environment Management Policy under HCL Eco Safe**

The key objective under HCL Eco Safe is targeted at integrating environmental management procedures into its business processes thereby protecting the environment, health, and safety of all its stakeholders. HCL commits to manufacture products that are environment friendly in all respects and are free from hazardous chemicals.

➤ **Honda India** introduced its Civic Hybrid car. However, initially it was unable to sell the same due to the high price. The price was reduced to Rs. 8 lakh, and within a day, 98 Civic Hybrids were sold, which was more than what Honda had been able to sell during the previous five months since its launch.

➤ **IBM** is selling green solutions to corporate data centers where energy constraints and costs are limiting their ability to grow, with the promise that the energy costs would be reduced by half.

- **Idea Cellular** implemented its national campaign 'Use Mobile, Save Paper'. The company organized Green Pledge campaigns to save paper and trees. Idea decorated bus shelters with potted plants and tendril climbers to communicate the green message.
- **IndusInd Bank** installed the country's first solar-powered ATM and thus brought about an eco-savvy change in the Indian banking sector.
- **ITC** has introduced Paper Kraft, a premium range of eco-friendly business paper. The company's social and farm forestry initiative has greened over 80,000 hectares of arid land
  - ITC has been 'Carbon Positive' three years in a row (sequestering/storing twice the amount of CO<sub>2</sub> than the Company emits).
  - ITC's globally recognized e-Choupal initiative is the world's largest rural digital infrastructure benefiting over 4 million farming families
  - ITC's Sustainable Community Development initiatives include women empowerment, supplementary education, integrated animal husbandry programmes.
- **Maruti: Greening of Supply Chain**

The company has remained ahead of regulatory requirements in pursuit of environment protection and energy conservation at its manufacturing facilities, and in development of products that use fewer natural resources and are environment friendly. The company credited the 'Just-in-Time' philosophy adopted and internalized by the employees as the prime reason that helped to excel in this direction. The company has been promoting 3R since its inception. As a result the company has not only been able to recycle 100% of treated waste water but also reduced fresh water consumption.
- **Nokia policy** is to reduce the environmental impact of its products. It has taken the initiative to take back, recover useful materials and dispose of waste in a manner that causes least harm to the environment.
- **Oil and Natural Gas Corporation Ltd (ONGC)** India's largest oil company has introduced energy-efficient Mokshada Green Crematorium, which saves 60 to 70% of wood and a fourth of the burning time per cremation.

- **Reva** India's very-own Bangalore-based company was the first in the world to commercially release an electric car. Reva is being sold in countries like UK, Ireland, Belgium, Spain, Cyprus, Greece and Norway.
- **Samsung** offers a host of eco-friendly products. It was the first to launch eco-friendly mobile handsets (made of renewable materials) – W510 and F268- in India.
- **Suzlon Energy** manufactures and markets wind turbines, which provide an alternative source of energy based on wind power. This green initiative taken by the company is extremely important for reducing the carbon footprint.
- **Tamilnadu Newsprint and Papers Limited (TNPL)** was awarded the Green Business Leadership Award in the pulp and paper sector for the year 2009-10, based on the EVI Green Business Survey conducted by Financial Express and Emergent Ventures India. This was given in recognition of two clean development mechanism projects implemented by the company generating biogas from bagasse wash water, and using the same as a substitute for furnace oil.
- **Wipro InfoTech (Green It)**  
Wipro was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Green ware. These products are ROHS (Restriction of Hazardous\ Substances) compliant thus reducing e-waste in the environment.

#### **FIVE INDIAN COMPANIES IN GLOBAL A LIST OF GREEN FIRMS**

At the time when the government is exploring various options to move on to a low-carbon growth path, five Indian companies have made it to the global list of firms that have shown leadership in adopting measures to cut their climate-damaging emissions.

Most of the companies performing better in terms of their efforts to combat climate change are located in Europe, followed by the US and Japan.

The Indian companies that made it to the list CDP Climate Performance Leadership Index 2014 are:

- Essar Oil
- Larsen & Toubro
- Tech Mahindra

- Tata Consultancy Services and

- Wipro.

The India 2014 report titled "Indian companies decouple business growth from carbon emissions" reveals that energy efficiency is the key means by which companies are acting on climate change. Over 60% of surveyed companies are introducing process energy efficiency initiatives, consequently, 24% have reduced their absolute emissions and an additional 26% have reduced their emissions intensity while driving business growth and profitability, said the report.

According to the report, the Indian companies expressed their eagerness to engage with the government to keep abreast with regulatory changes. This will ensure that they can take necessary precautions and proactively maintain their competitive advantage and brand image.

## **RESEARCH METHODOLOGY**

- Type of research:

A descriptive research has been undertaken to meet the objectives of this study.

- Data collection:

- Primary data : primary data was collected from respondents through questionnaire
- Secondary data: secondary data was collected from the journals and web search.

- Sampling size – 50 respondents.

- Sampling technique: convenient sampling.

## **DATA ANALYSIS AND INTERPRETATION**

### **▪ TABLE-1**

#### **Gender of the Consumers**

Serial no	Particulars	No of respondents	Percentage
1.	Male	11	22%
2.	Female	39	78%
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents 22% of respondents are Male and 78% of respondents are Female.

▪ **TABLE-2**

**Age of the Consumer**

Serial no	Particulars	No of respondents	Percentage
1.	18-25	43	86%
2.	26-40	3	6%
3.	41-55	4	8%
4.	56 and above	0	-
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents 86% of respondents are 18-25, 6% of respondents are 26-40, and Remaining 8% of respondents are 41-55.

▪ **TABLE-3**

**1. Level of Awareness**

Serial no	Particulars	No of respondents	Percentage
1.	Very low	1	2%
2.	Low	2	4%
3.	Average	33	66%
4.	High	11	22%
5.	Very high	3	6%
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents 2% of respondents has Very low level of awareness, 4% of respondents has low level of awareness, 66% of respondents has Average level of awareness, 22% of respondents has

high level of awareness and remaining 6% of respondents has Very high level of awareness.

▪ **TABLE-4**

**Usage of Green Products**

Serial no	Particulars	No of respondents		Total	Percentage		
		Use	Don't use		Use	Don't use	Total
1.	Organic food	34	16	50	68%	32%	100%
2.	Organic clothes	7	43	50	14%	86%	100%
3.	Cosmetics and personal computers	28	22	50	56%	44%	100%
4.	Electrical appliances	18	32	50	36%	64%	100%

**Interpretation:** The above table shows that among the 50 respondents 68% of respondents have used Organic food, 14% of respondents have used Organic clothes, 56% of respondents have used Cosmetics and personal computers, 36% of respondents have used Electrical appliances.

▪ **TABLE-5**

**Purchase of Green Products**

Serial no	Particulars	No of respondents	Percentage
1.	Yes	8	16%
2.	No	42	84%
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents 16% of respondents are already purchased green products and 84% of respondents have not purchased green products.

**TABLE-6****Kinds of Products Purchased by the Consumers**

Serial no	Products
1.	LED Bulbs
2.	Bags
3.	Water bottle
4.	Ayush
5.	LED bulbs
6	Eco friendly Ganesha
7.	Led lights

**Interpretation:** The above table shows that among the 50 respondents, 14% of the respondents have purchased these kinds of products.

**TABLE-7****What makes you to buy a Green Products**

Serial no	Particulars	No of respondents	Percentage
1.	Product features	15	30%
2.	Packing	1	2%
3.	Environmental issues	34	68%
4.	Promotion campaigns	-	-
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents 30% of respondents has purchased because of Product features, 2% of respondents has purchased because of Packing, 68% of respondents has purchased because of Environmental issues.

**TABLE-8****Mode of Information**

Serial no	Particulars	No of respondents	Percentage
1.	Newspapers	13	26%
2.	Magazines	1	2%
3.	Advertisement	12	24%
4.	Interest	24	48%
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents 26% of respondents had got the information from Newspapers, 2% of respondents had got the information from Magazines, 24% of respondents had got the information from Advertisement, and remaining 48% of respondents had got the information from internet.

**TABLE-9****From where do you prefer to buy Green Products**

Serial no	Particulars	No of respondents	Percentage
1.	Retail malls	14	28%
2.	Local shops	12	24%
3.	Internet	7	14%
4.	Specialized shops	17	34%
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents 28% of respondents had preferred to buy from Retail malls, 24% of respondents had preferred to buy from Local shops, 14% of respondents had preferred to buy from Internet and remaining 34% of respondents had preferred to buy from specialized shops.

**TABLE-10****Is Green Products are overpriced**

Serial no	Particulars	No of respondents	Percentage
1.	Yes	11	22%
2.	No	13	26%
3.	Maybe	26	52%
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents 22% of respondents had agreed that green products are overpriced, 26% of respondents said that it is not overpriced, and the remaining 52% of respondents had a neutral.

**TABLE-11****Reasons that make customers to pay more for Green Products**

Serial no	Particulars	No of respondents	Percentage
1.	Enhance the quality of life	13	26%
2.	Environmental issues	22	44%
3.	Increase product value	4	8%
4.	High level of satisfaction	11	22%
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents 22% of respondents would like to pay more for Enhance the quality of life, 44% of respondents would like to pay more for Environmental issues, 8% of respondents would like to pay more for Increase product value, and remaining 22% of respondents would like to pay more for High level of satisfaction.

▪ **TABLE-12****Is Green Products are Helping to Save Resources and Manage Waste**

Serial no	Particulars	No of respondents	Percentage
1.	Yes	43	86%
2.	No	7	14%
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents 86% of respondents have agreed and 14% of respondents has disagreed that green products are helping to save resources and manage waste.

▪ **TABLE-13****Is customers are willing to pay more for Green Products**

Serial no	Particulars	No of respondents	Percentage
1.	Yes	15	30%
2.	No	8	16%
3.	Maybe	27	54%
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents 30% of respondents are ready to pay more for green products and 16% of respondents are not ready to pay more for green products.

- ❖ **Please indicate your level of agreement and disagreement with each of the statement on a five point scale as given below:**

- **TABLE-14**

**I intend to buy environmentally friendly products because they are less polluting**

Serial no	Particulars	No of respondents	Percentage
1.	Strongly agree	17	34%
2.	Agree	28	56%
3.	Neutral	3	6%
4.	Disagree	2	4%
5.	Strongly disagree	0	-
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents among which 34% of respondents are strongly agreed with the statement, 56% of respondents are agreed with the statement, 6% of respondents are neutral with the statement and 4% of respondents are disagreed with the statement.

- **TABLE-15**

**I prefer green products over non green products**

Serial no	Particulars	No of respondents	Percentage
1.	Strongly agree	11	22%
2.	Agree	19	38%
3.	Neutral	17	34%
4.	Disagree	3	6%
5.	Strongly disagree	0	-
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents among which 22% of respondents are strongly agreed with the statement, 38% of respondents are

agreed with the statement, 34% of respondents are neutral with the statement and 6% of respondents are disagreed with the statement.

▪ **TABLE-16**

**I have avoided buying a product because of it has potentially harmful**

Serial no	Particulars	No of respondents	Percentage
1.	Strongly agree	12	24%
2.	Agree	21	42%
3.	Neutral	9	18%
4.	Disagree	6	12%
5.	Strongly disagree	2	4%
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents among which 24% of respondents are strongly agreed with the statement, 42% of respondents are agreed with the statement, 18% of respondents are neutral with the statement, 12% of respondents are disagreed with the statement and 4% of respondents are strongly disagreed with the statement.

▪ **TABLE-17**

**I make every effort to reduce the use of plastic bags**

Serial no	Particulars	No of respondents	Percentage
1.	Strongly agree	18	36%
2.	Agree	26	52%
3.	Neutral	6	12%
4.	Disagree	0	-
5.	Strongly disagree	0	-
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents among which 36% of respondents are strongly agreed with the statement, 52% of respondents are agreed with the statement, and 12% of respondents are neutral with the statement.

▪ **TABLE-18**

**I have purchased light bulbs that were more expensive but saved energy**

Serial no	Particulars	No of respondents	Percentage
1.	Strongly agree	23	46%
2.	Agree	17	34%
3.	Neutral	7	14%
4.	Disagree	2	4%
5.	Strongly disagree	1	2%
Total		50	100%

**Interpretation:** The above table shows that among the 50 respondents among which 46% of respondents are strongly agreed with the statement, 34% of respondents are agreed with the statement, 14% of respondents are neutral with the statement, 4% of respondents are disagreed with the statement and 2% of respondents are strongly disagreed with the statement.

**CONCLUSION**

Considering the importance of the environment for human beings, the concept of green marketing is getting attention in India with time, but it is still at an initial stage. People have the responsibility to protect nature and environment. Usage of green product will help them to change their life style into a green one. But the awareness level on the usage of green products among the people is very limited. There is a need to educate the people on the usage of green products and on identifying the green attributes of products they use. This would help to protect the environment for the future generation.

Consumers are not aware about green initiatives undertaken by various government and non-government agencies signifying need for more efforts from organizations in this regard. Internet remains leading source of information for most of the respondents and should be utilized more for reaching out to the consumers regarding green products and practices. It can be suggested that prices of the green products should kept at an affordable level so that even an average income earner can also avail the green products and use them. The biggest barrier in the purchase of green products is high prices. There is also a need to spread awareness about the companies and brands of green products. Companies and brands nod green productised to increase their advertising in more attractive way by using strategies to introduce consumers' minds about the concept of green products.

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