



# A Study On Awareness Of Eco-Friendly Products And Consumer Buying Behaviour In Gorakhpur City

<sup>1</sup>Vagish Raj Pandey, <sup>2</sup>Prianshu Verma

<sup>1</sup>Head, Department of Business Administration, <sup>2</sup>Head, Department of Commerce

<sup>1,2</sup>Marwar Business School, Gorakhpur, India

**Abstract:** In recent times, the Earth's environment is being increasingly affected and these environmental problems are having a negative impact on people's daily lives. People are striving to solve these problems with the highest possible priority. Environmental issues play an important role in society and therefore also in the economy. Both customers and manufacturers are looking for environmentally friendly products. Eco-friendly products are organic food and recyclable products that are less harmful to the environment. Eco-friendly products are also known as green products, which are studied under green marketing. Green marketing is getting more attention from both manufacturers and customers. The government should pay more attention to the environmental problems of sustainable development which can be solved by green marketing. Green marketing is one of the strategies that a company can use to reduce these harmful effects. Green marketing refers to the process of developing, promoting, selling and distributing products and/or services that have less harmful effects on the environment. Such a product or service should be inherently environmentally friendly or produced in an environmentally friendly manner. The AMA defines green marketing as "the study of the positive and negative aspects of marketing activities on pollution, energy consumption and the use of non-energy resources". A sample of 200 respondents was selected in Gorakhpur city and a questionnaire was used to collect the primary data. Descriptive statistics (mean, standard deviation and percentile) were used in this study to analyze the primary data. The results of the study show that the customer's purchasing decision has no influence on the green labelling strategy pursued by the companies. However, one of the basic assumptions of green marketing is that potential consumers would be willing to pay more for a "green" product if these green products offer additional benefits. This paper attempts to analyze consumer awareness and willingness to buy green products.

**Index Terms - Green Marketing, Green products, Eco-friendly products.**

## I. INTRODUCTION

We notice that high temperatures of 45 to 50 degrees are common these days. Global warming, depletion of the ozone layer, the use of polluting substances and environmental impact assessment have become common terms in the current century and are a sign of environmentally conscious people. People are more concerned about the natural environment when they feel the negative effects of environmental degradation. One of the reasons for this degradation is problems arising from mass production, mass consumption and mass marketing of environmentally harmful products. As a result, companies have started to change their behavior to respond to these kinds of 'new' concerns of society. Traditional marketing is about selling products and services that meet consumers' needs at affordable prices. In green marketing, the additional challenge is to define what is 'green' and to develop and sell products that appeal to consumers.

Green marketing, also known as environmental marketing, involves a range of activities, such as product changes, changes in the production process, packaging changes and adjustments, and changes in advertising. According to Tapan K. Panda's definition, "green or environmental marketing consists of all activities aimed at facilitating an exchange to satisfy human needs or wants in such a way that the satisfaction of these needs and wants occurs with minimal harmful effects on the natural environment".

When we talk and think about green products, to be truly "green" they should claim to be "less harmful to the environment" and not environmentally friendly. Therefore, environmental marketing should aim to minimize the impact on the environment. Eco-friendly products offer a balance between environmental impact, performance, affordability and convenience. They tend to be durable, recyclable, non-toxic and should be made from materials that are either degradable or recyclable. These products should require a minimum of packaging and have a low environmental energy consumption.

We all know that resources on this earth are limited and human needs are unlimited. Therefore, it is important for marketers to use resources efficiently and without waste to achieve the company's goals. Consumers around the world are becoming increasingly interested in protecting the environment. There are signs around the world that people are concerned about the environment and are changing their behavior accordingly. This has led to the emergence of green marketing. It speaks to a growing market for sustainable and socially responsible products and services.

While debates on how to manage the impact of human activity on the environment continue with full force, such as the discussions on global warming that dominate political circles, businesses have entered the 'green market'. Companies typically offer eco-products or adopt eco-friendly practices to consumers, and some companies simultaneously offer eco- or green products and commit to green production and/or green philanthropy. Green business strategies have emerged in a variety of industries and address a wide range of environmental issues. Some examples of green products include hybrid cars, eco-friendly paints, organic food, recycled copy paper and eco-friendly cleaning products. Companies also promote their recycling, use of wind energy or other practices aimed at minimizing the environmental impact of their actions.

Businesses in market economies make their production and marketing decisions based on many factors, including government regulations and consumers, which significantly shape the consumer goods industry. Consumer preferences for environmentally friendly products and government regulation encourage the incorporation of environmental and other green objectives into companies' profit-maximizing decisions. Some companies take a proactive approach to greening their products, while for others, green practices are a byproduct of a strategy to minimize costs.

An important aspect of green marketing is the willingness and ability of consumers to buy green products and pay more for them. For example, in the US market, there are 3.5 million confirmed green consumers and the European market also has a consumer base for green products.

India has a huge potential for production of all types of organic food due to its diverse climatic conditions. India produces about 2.9 million (2022-23) certified organic food products. This includes all types of food products like oilseeds, fiber, sugarcane, cereals and millets, pulses, tea, coffee, fruits and vegetables, spices, dry fruits and processed foods etc.

The National Program for Organic Production (NPOP) is implemented by APEDA, Ministry of Commerce and Industry, Government of India. It includes accreditation of certification bodies, benchmarks for organic production, promotion and marketing of organic farming, etc.

However, there is very little data on the consumer base in India or the willingness and ability of consumers to pay more for organic products. The present work is an attempt to study the consumer awareness of people in Gorakhpur city.

## II. OBJECTIVE

1. To study the awareness of consumers with respect to green or ecofriendly product i.e. green marketing.
2. To find people's perception green or eco-friendly product enhance quality of life.
3. To find no advertisements are need for green product
4. To find people's interest on Governments intervention on price reduction by giving subsidies.
5. To find the willingness of the consumers to pay more for green products.

### III. HYPOTHESIS

1. Consumers are aware about green marketing.
2. Consumers are willing to pay more for eco-friendly products.

### IV. METHODOLOGY OF STUDY

Both primary data and secondary data has been used for the research paper.

#### 1. Primary Data

This includes questionnaire survey of people from the study area.

#### 2. Secondary Data

Various published articles from news articles, journals, books, internet websites.

### V. Population and Sample

The present study has been conducted for the city of Gorakhpur. The total population of the city is approximately 8,00,000 which would roughly amount to 3,00,000 households. However, the researchers have only considered the middle class and higher middle class as our respondents. Due to limitations of time and cost the questionnaires were collected through convenient sampling method. A total of 200 cases were considered for the analysis.

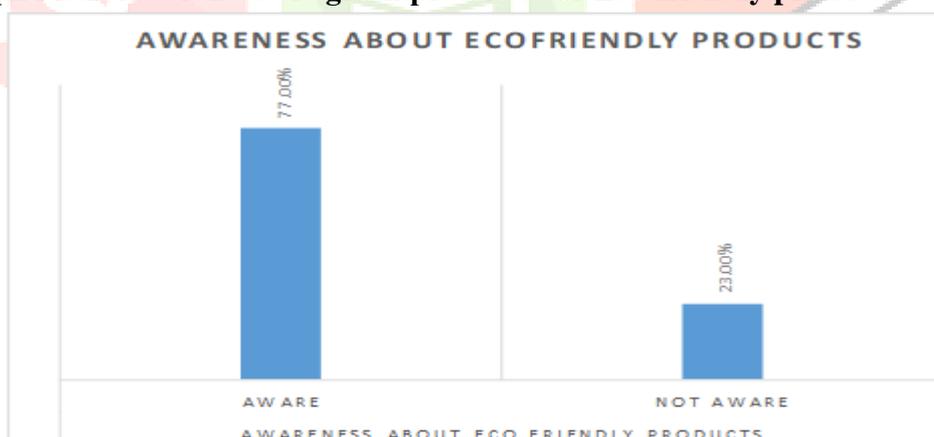
### VI. ANALYSIS AND INTERPRETATION

The variable of green marketing was done with the variables- awareness to buy expensive eco-friendly products, and preference for eco-friendly in Gorakhpur and nearby area. The results and interpretation is as follows;

#### 6.1.1 Table No. 1 -Awareness of “green products” or Eco-friendly products

YES	NO
155(77%)	45(23%)

#### 6.1.2 Graph No.1- Awareness of “green products” or Eco-friendly products

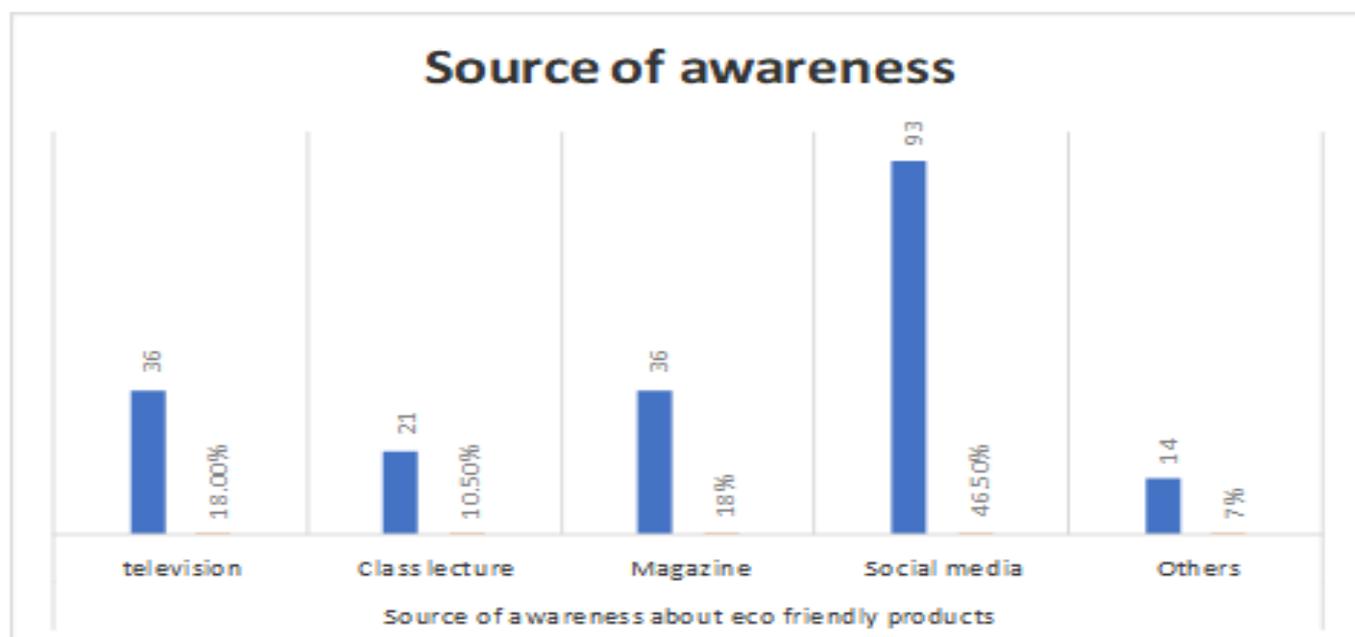


It is clear from the above table that more consumers are aware about green marketing. This trend is visible across all categories of educational level. Over all 77% of the respondents were aware of the concept of green marketing or green product or eco-friendly product. Only those consumers who have very low level of education are unaware about the concept of green marketing.

### 6.2.1 Table No. 2-How to become aware about green product or ecofriendly product i.e. the green marketing

TELEVISION	MAGAZINE	CLASS LECTURE	SOCIAL MEDIA	OTHER
36	36	21	93	14
18%	18%	10.5%	46.5%	7%

### 6.2.2 Graph No 2-How to become aware about green product or ecofriendly product i.e. the green



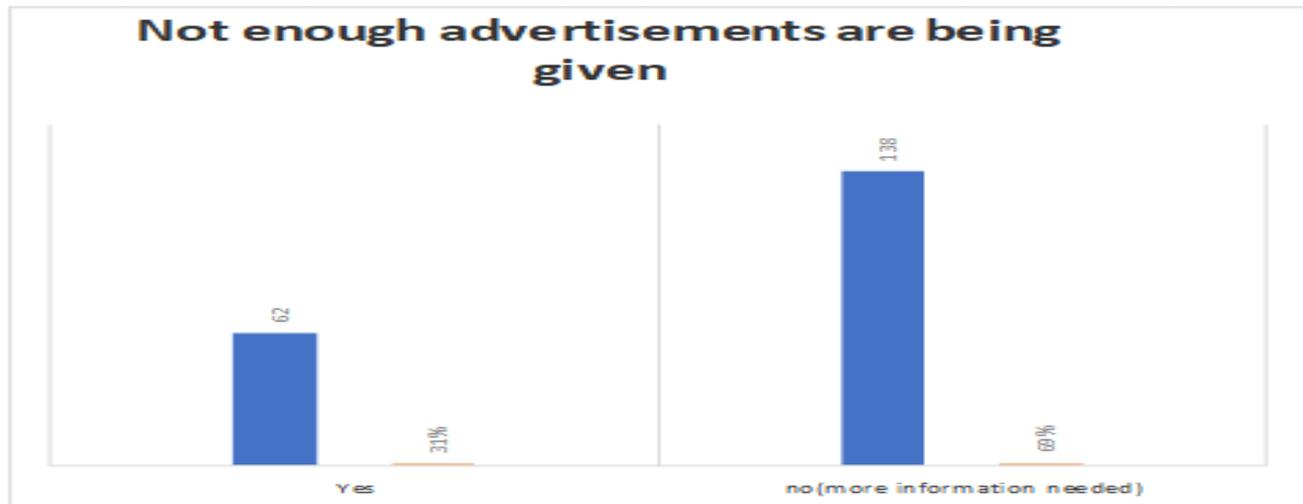
### marketing

It is evident from the above table that respondents belonging social media platform is highest awareness i.e., 46.50% regarding awareness about green marketing and if we aggregate it with television viewers it becomes 64.50%.

### 6.3.1 Table No. 3- Peoples interest about green product or ecofriendly product i.e. the green marketing

ENOUGH ADVERTISEMENTS ARE BEING GIVEN ABOUT GREEN ECOFRIENDLY PRODUCTS?	
YES	NO (MORE ADVERTISEMENTS NEEDED)
62	138
31%	69%

### 6.3.2 Graph No. 3- Peoples interest about green product or ecofriendly product i.e. the green marketing

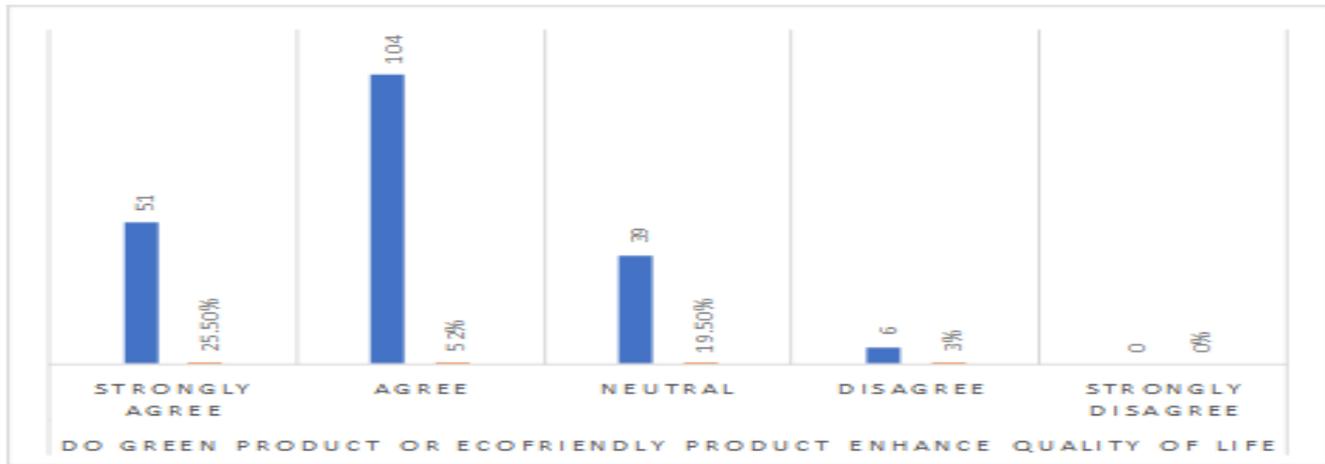


It is evident from the above table that respondents have their interest about the ecofriendly products they feel that they have comparatively less information and need of much advertisements are there to increase the awareness i.e., 69% people feeling need of advertisements regarding awareness about green.

### 6.4.1 Table No. 4- People's perception about quality of life and green product or ecofriendly product i.e. the green marketing

DO GREEN PRODUCT OR ECOFRIENDLY PRODUCT ENHANCE QUALITY OF LIFE?				
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
51	104	39	6	0
25.5%	52%	19.5%	3%	0%

**6.4.2 Graph No. 4- - People’s perception about quality of life and green product or ecofriendly product i.e. the green marketing**

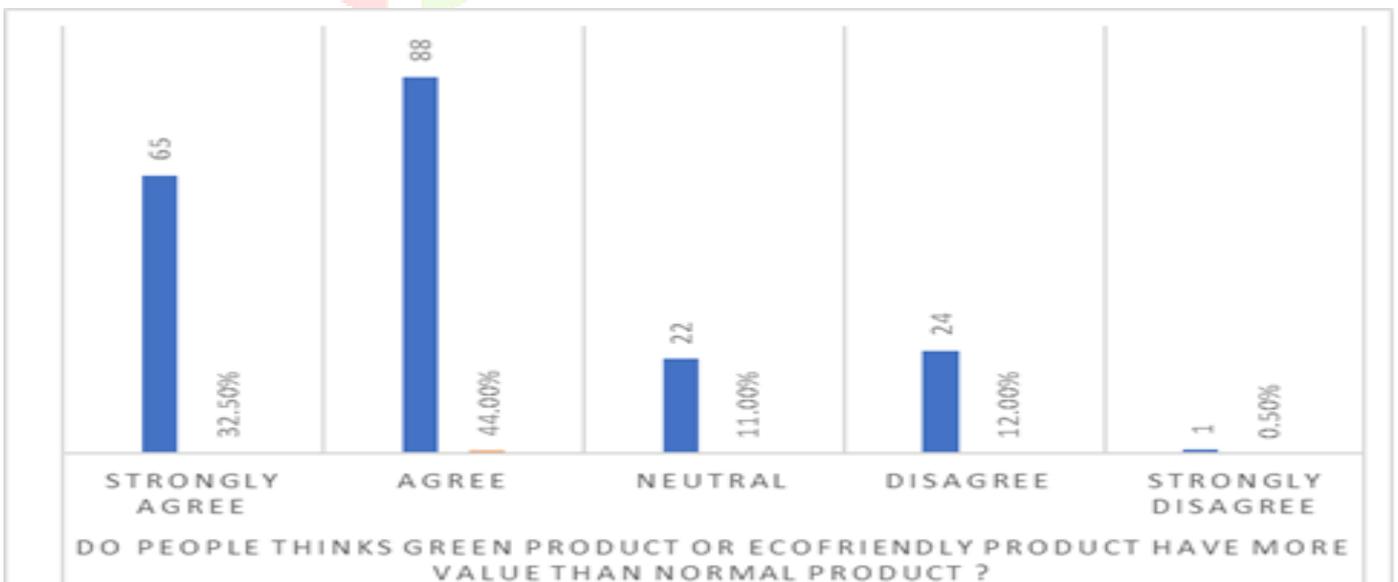


Again, it is evident that in various income categories the trend shows overall perception of people about the green products enhance the quality of life 52% are agree and 25.5% are strongly agree and if we aggregate, it becomes **75.50%** are in favor.

**6.5.1 Table No. 5- Green product or ecofriendly product have more value than normal product.**

DO PEOPLE THINKS GREEN PRODUCT OR ECOFRIENDLY PRODUCT HAVE MORE VALUE THAN NORMAL PRODUCT?				
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
65	88	22	24	1
32.5%	44%	11.1%	12%	0.5%

**6.5.2 Graph No. 5- Green product or ecofriendly product have more value than normal product?**

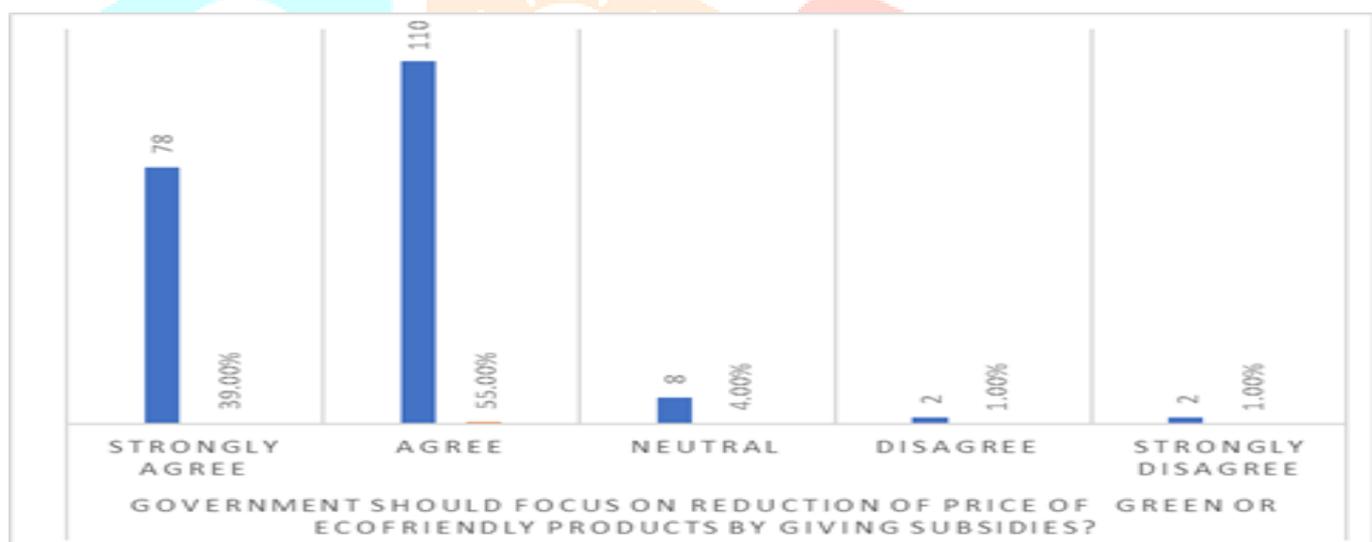


Again, it is evident that the trend shows overall perception of people about the green products give the to the product compare to the normal product (which have no green value) 44% are agree and 32.50% are strongly agree and if we aggregate, it becomes **76.50%** are in favor

**6.6.1 Table No. 6- Governments intervention on price reduction by giving subsidies.**

GOVERNMENT SHOULD FOCUS ON REDUCTION OF PRICE OF GREEN OR ECOFRIENDLY PRODUCTS BY GIVING SUBSIDIES?				
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
78	110	8	2	2
39%	55%	4.0%	1.0%	1.0%

**6.6.2 Graph No. 6 Governments intervention on price reduction by giving subsidies.**

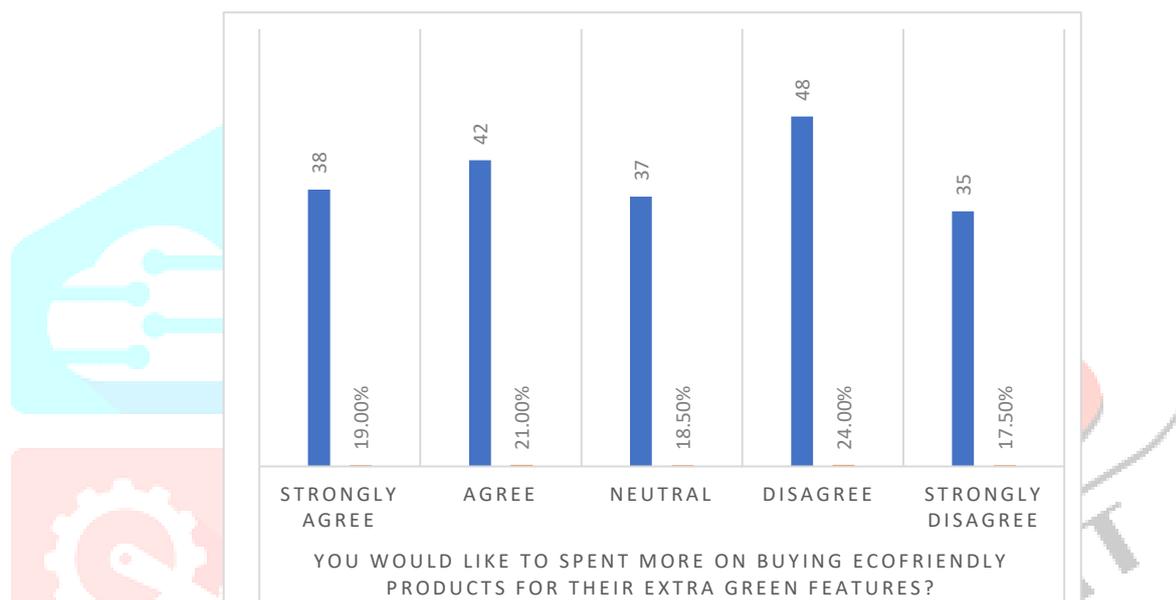


Again, it is evident that the trend shows overall perception of people about the Government whether it is central local or provincial must provide subsidies to overcome extra cost burden caused by green production 55% are agree and 39% are strongly agree and if we aggregate, it becomes **94%** are in favor

### 6.7.1 Table No. 7- People's willingness to buy expensive eco-friendly products

YOU WOULD LIKE TO SPENT MORE ON BUYING ECOFRIENDLY PRODUCTS FOR THEIR EXTRA GREEN FEATURES?				
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
38	42	37	48	35
19%	21%	18.50%	24%	17.50%

### 6.7.2 Graph No. 7- People's willingness to buy expensive eco-friendly products



The above graph shows only few people would like to spent more on buying ecofriendly products for their extra green features People's willingness to buy expensive eco-friendly products 19% are agree and 21% are strongly agree and if we aggregate, it becomes **40%** are in favor only and rest **60%** are against there.

## VII. RESULTS AND DISCUSSION

- Overall, **77%** of the people are aware of 'Green or ecofriendly product'. Therefore, the hypothesis stated is **proved**.
- Overall, **75%** of the People's perception about quality of life and green product or ecofriendly. Therefore.
- Only **31%** people says that no advertisements are needed
- It seems that people have their interest in Governments intervention on price reduction by giving subsidies eco-friendly products.
- Consumers who are aware of eco-friendly products and have a preference for eco-friendly products are **not willing to buy the expensive** eco-friendly products only **40%** are in favor. Hence the second hypothesis is **rejected**.

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