



An Investigative Study On The Role Of Green Marketing And Its Effects On Consumers

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Abstract:

In the present business scenario environmental issues are playing an important role in business. In most of the countries government is concerned about the environmental problems. In today's business environmentally sustainable development has become a key issue. Thus Green marketing is one of the strategies a firm can adopt to achieve this, Green Marketing refers to the process of selling products and /or services based on their environmental benefits. Such a product or service should be eco-friendly in itself or produced in an eco-friendly way. In today's environmentally conscious world the word "Green" has become a buzz word. Green causes are increasingly popular with public making green marketing good for public relations and sales. Green Marketing has been defined by AMA as "The study of the positive and negative aspects of marketing activities on pollution, energy depletion and non-energy resource depletion". However one of the basic assumptions of green marketing is that potential consumers would be willing to pay more for a "green" product. The present paper makes an attempt to analyse the awareness and willingness of the consumer to buy green products.

Key words: Green Marketing, Environmental Awareness, Green Product Features, Green Promotion, Green Price, Green Purchasing Behavior.

Introduction:

Green marketing is the practice of promoting products or services that are sustainable and eco-friendly. Companies do invest in green marketing so that it can benefit in increasing customer loyalty and a positive brand reputation, and also helping protect the planet and contributing to a more sustainable future. Green marketing ensures companies adopt more sustainable business practices as it helps to promote the environmental benefits of their products and services. Furthermore, green marketing helps to raise awareness among consumers about the importance of sustainability and the environmental impact of their purchasing decisions. It tries to encourage consumers to make more eco-friendly choices that could help reduce waste, pollution, and other negative impacts on the planet. But this is just the tip of the iceberg. Let's dive deeper and understand the importance of green marketing and its impact on the world.

The Importance of Green Marketing

1. Green marketing tries to raise awareness on environmental issues and encourages the consumers to make more sustainable choices.
2. By executing eco-friendly products and practices, companies can differentiate themselves from their competitors and appeal to consumers who are increasingly seeking out environmentally responsible products and services.
3. It helps companies reduce their environmental impact by promoting products and practices with a lower carbon footprint or recycled materials.
4. Companies that are recognized as environmentally responsible can benefit from increased customer loyalty and a positive brand reputation.
5. By embracing sustainable practices and promoting them through marketing campaigns, companies can seek help to drive positive change and contribute to a more sustainable future.

Green aspects in services

Educational institutions

- Use of electronic media to avoid paper and other stationary
- Discourage the use of personal vehicles and maintain greenery in the campus, etc.

Transportation service

- Heavy investment to avoid use of diesel
- Using public transport and electric vehicles for rent, etc.

Financial services

- Use of air conditioners with high star-rating and CFL lighting to reduce power consumption
- Use of electronic printing media, etc.

Retail services

- Discourage plastics bags and wax paper printing
- Help raise funds for needy and promote green products, etc.

Why Green Marketing?

- Opportunities or competitive advantages
- Corporate social responsibilities(CSR)
- Government pressure
- Competitive pressure
- Cost or profit issues
- Satisfy human needs
- Opportunity for growth
- Social responsibility
- Cost reduction

Objectives:

- To study the role of green marketing in the society
- To find the willingness of the consumer to pay more for green products
- To analyze relationship between education and income with awareness of green products
- To find out awareness about eco-friendly or green products

Methodology of the study

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

1. Primary Data

This includes questionnaire survey of the people from the study area

2. Secondary Data

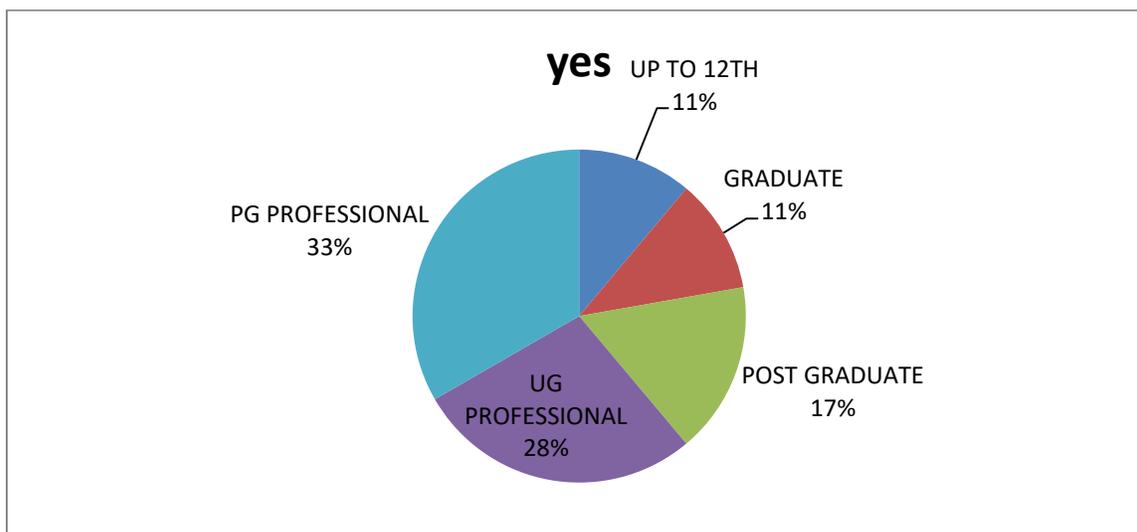
Various published articles from books, journals, and internet websites.

Sample design

The study was conducted in Bangalore. The total population of the city is approximately 14,008,262. Which would roughly 11,999,000 households. However the research was considered for 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 80 respondents were considered for the analysis.

Analysis and Interpretation**1.) Table showing educational qualification and awareness about marketing**

Educational Qualification	Yes	No	Total
UP TO 12TH			
GRADUATE			
POST GRADUATE			
UG PROFESSIONAL			
PG PROFESSIONAL			
TOTAL			100%

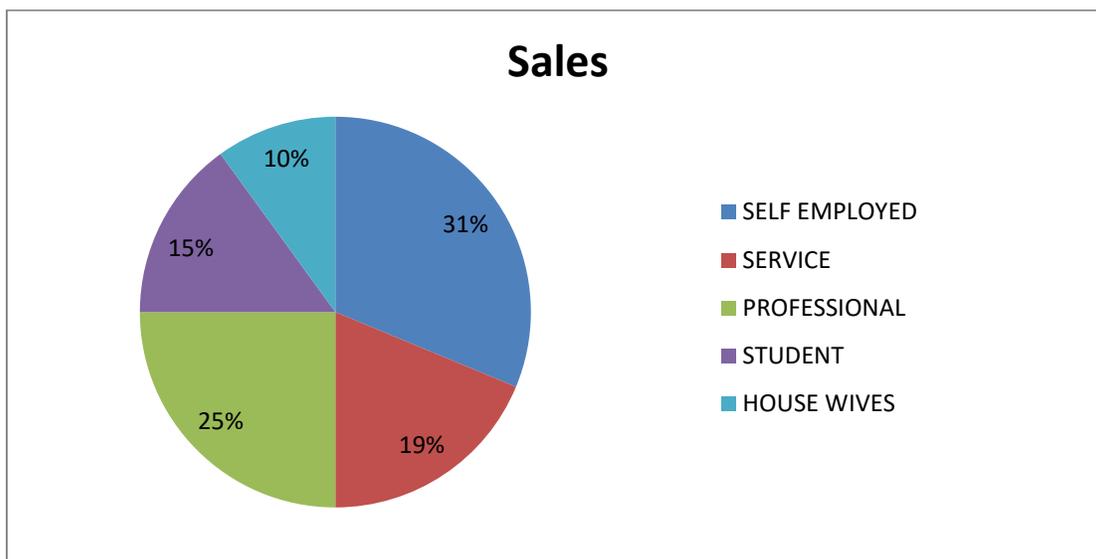


2.) Table showing customer became aware of 'green products' or Eco-friendly products

Basis	No: of Respondents	Total
Television		
Magazines		
Class Lecture		
Newspapers		
Others		
TOTAL	80	100%

3.) Table showing Occupation and awareness about Green Marketing

Occupation	No: of Respondents	Total
SELF EMPLOYED	25	31%
SERVICE	15	19%
PROFESSIONAL	20	25%
STUDENT	12	15%
HOUSE WIVES	8	10%
TOTAL	80	100%



4.) Relation between Occupation and willingness to buy Expensive Eco-Friendly Products

Occupation	No: of Respondents	Total
SELF EMPLOYED	25	
SERVICE	15	
PROFESSIONAL	20	
STUDENT	12	
HOUSE WIVES	8	
TOTAL	80	100%

5.) Table showing marketing element strongly influences your buying behavior of green products

Basis	No: of Respondents	Total
Product	25	
Package	15	
Place	20	
Promotion	12	
All of the above	8	
TOTAL	80	100%

Conclusion

- ✓ Green marketing should not neglect the economic aspect of marketing
- ✓ Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential
- ✓ The focus should be on giving back whatever we have taken away from this planet
- ✓ It is time for manufacturers and marketers to become more responsible and accountable for their actions and devise ways to ensure sustainable growth.
- ✓ Green products require renewable & recycle products that are more expensive
- ✓ Adoption of green marketing may not be profitable sometimes in short-run, but those who first movers, will have competitive edge over the other in long-run.

