

**ECO-CONSCIOUS CONSUMERS: A COMPREHENSIVE STUDY ON GREEN  
MARKETING AND PRODUCTS**

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**ABSTRACT: -**

As a result of the ongoing increase in pollution levels, "green marketing" is increasingly being recognised as a strategy that has the potential to make a contribution towards the accomplishment of sustainable development. This is significant because an increase in pollution level will definitely lead to a permanent and irreversible drop in the amount of human life on Earth. It's possible that "green marketing" refers to more than simply a particular kind of promotional endeavour. It helps individuals become more conscious of the negative consequences that pollution has on the surrounding environment. The role that individuals play in contaminating their environments is brought to people's attention. Green products are often thought of as the best choice for one's health because of the fact that they are less hazardous to both humans and the environment. People will become aware, with the help of green marketing, that environmentally friendly products are preferable to those that are presently available on the market. The phrase "green marketing" refers to a set of corporate practises that are responsible in terms of both the community and the environment in which they are carried out. However, there are a few issues that need to be addressed with it. As a consequence, the findings of this inquiry will be of use in locating issues of this kind. The amount of study that has been conducted in the past on this subject has not been very extensive at all. The findings of this study will make a contribution to the expansion and refinement of the notion of environmentally responsible marketing. It will be to the advantage of the effort to protect the environment in the long term for this to happen.

**Keywords:** Green Marketing, Green Products, Environmental Pollution & Problems, Customers Attitude and Perception.

**INTRODUCTION**

The term green marketing came first in the late 1980s and early 1990s due to increasing environmental concerns. In modern times due to the emergence of large number of problems all over the world, green marketing attained an emerging issue and is essential for promotion and advertising of products with keeping natural environment safe and thus it has become the biggest need of time. Consumers all over the world are aware of environmental issues. Companies are adopting green marketing and are producing green products that have less harmful effects on the environment, than the conventional products. With the acceptance of the idea to conduct business with the motive "to increase profits through service", a new marketing concept known as green marketing has emerged. The green marketing is the buzzword in the business industry to eliminate negative effect of product or services offered to consumers and making the product eco-friendly.

Green marketing involves developing and promoting products and services that satisfy customer's wants and needs for quality, performance, affordable pricing and convenience without having a detrimental impact on the environment. The products like paper plates and cups, eco paper bags and eco-friendly pest eyes, food products etc. are included in the green marketing. Green marketing is the marketing of products that are presumed to be environmentally safe. Thus, green marketing incorporates a broad range of activities include product modification, changes to the production process, packaging changes, as well as modifying advertising. It is the process of selling products and services based on their environmental benefits. Such a product or services which otherwise reduce or minimize detrimental impact on environment. A green marketing approach in productive area promotes the integration of environmental issues on all corporate activities; from strategy formulation, planning reengineering in production process and dealing with consumer. So, to remain competitive within the challenge thrown by environment protectionists, the company will have to find out the answer through their marketing strategies, production or service redesign, customer

handling.

In this endeavor the company go for new technologies for handling waste, sewage and air pollution; it can go for product standardization to ensure environmentally safe product; by providing truly natural product. In this regard company should be concerned with what happens to product during and after its useful life. Company may manifest these concerns through experimentation with ways to reassess the product life stages. Green marketing is the promotional tool that influences the consumer attitude towards changing the brand. Green marketing is the process to promote and advertise a specific product to ensure environmental safety and also attempts to make aware about the consumption and disposal of product and services in the manner which do not influence the environment adversely. Green marketing also imparts awareness about global warming, bio degradable products and harmful effects of pollutants to marketers as well as consumers and enforces them to switch to green products and services. Moreover, man has limited resources on the earth, with which man must attempt to provide for the worlds unlimited wants. There is extensive debate as to whether the earth is a resource at man's disposal. In market societies where there is "freedom of choice", it has generally been accepted that individuals and organizations have the right to attempt to have their wants satisfied. The present study describes the concept of green marketing and its influence with consumers. It is based on the data collected through a field survey of consumers to assess their attitude towards green marketing.

### **STATEMENT OF THE PROBLEM**

As the world's economy is rapidly developing, the global environment is increasingly deteriorating. Environment has become one of the most important concerns of consumers. Green marketing generally aims to promote environment friendly products and a safe environment where people could stay. At present green marketing is widely becoming a phenomenon throughout the world as concerns towards green brand or environment friendly products are increasing. Thus, this study has much relevance in the today's economic scenario.

### **OBJECTIVES OF THE STUDY**

- To study the consumer's attitude towards green marketing.
- To identify the consumers awareness on green marketing and the availability of eco-friendly products.
- To study the effect of green products on consumers.
- To study the challenges in green marketing.
- To know the benefits and opportunities of green marketing strategy.

### **SCOPE OF THE STUDY**

The study mainly focuses on green marketing and green products and the level of awareness and attitudes among the consumers. The aim is to educate the consumers about green marketing and make them aware of the green products. It also helps understand the decisions made by the consumers while purchasing green products and their willingness to pay. It helps to find the problems faced by the consumers towards green marketing and products and tries to solve it.

The data collected during the project include both primary and secondary. The primary data was collected by using questionnaire. The questionnaire was prepared to check consumer awareness and attitude about green marketing and green product. Tumkur District area was selected for data collection for the study using random sampling method.

### **RESEARCH METHODOLOGY**

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic.

#### **Research Design**

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and

set up their studies up for success. The study requires a descriptive style research design. A descriptive study refers to study which wants to portray the characteristics of a group of individual or situation.

### **Methods of data collection**

#### **Primary method**

In this method, the data are collected by the investigator himself for the first time and they are original in character. It includes:

A. **Observation:** Observation is an important method of collecting information's by the investigator directly. Data's are collected by observing customers.

B. **Interview:** Interview may be defined as the communication between people by face to face to evaluate the people's opinion about the questions they ask. Investigator himself collects information from the customers by conducting direct interview.

C. **Questionnaire:** It is a printed list of questions to be filled by the informants. The questionnaire is distributed among the consumers and collects information in this study the primary data will be collected through questionnaire specially designed for this survey.

#### **Secondary method**

In this method, the data's are those which have been collected from some other sources. The secondary data will be gathered from the relevant journals, books, and websites.

**Sampling Plan:** 50 consumers will be randomly chosen for the purpose of the study. The data will be collected through structured questionnaire.

**Tools for Analysis:** In this study data is analyzed using simple percentage method and presented using well-structured tables. Necessary graphical representation like pie chart and bar diagram were also made. Chi square and association of attributes was also conducted for better analysis of the data.

### **LIMITATION OF THE STUDY**

Time constraints was the major problems to this project, because the stipulated time was insufficient to carry out a detailed study.

Due to paucity of fund the size of the sample is restricted to a few.

This study covers youngsters only

The answering of questionnaire could also influenced by the cultural factors. Since it is an attitude towards green products.

The accuracy of the report depends upon how honestly or sincerely the respondents have answered

### **HYPOTHESIS**

**H0:** There is significance difference between education and level of awareness of Green Products.

**H1 :** There is no significance difference between education and level of awareness of Green Products.

### **REVIEW OF LITERATURE**

Green Marketing has been an important academic research topic since the subject evolved in the late 1970s. From then on, there have been numerous research studies undertaken to address the issues of marketing of eco- friendly commodities and behaviour of consumers with respect to such products. This chapter is aimed at providing a conceptual understanding on the research problem, by presenting some of the theoretical and methodological contributions on this area.

Philip Kotler (2018) recognized that the Companies need to make drastic changes in their research- and- development, production, financial, and marketing practices if sustainability has to be achieved. The several environmental challenges to be considered in the sustainability are change in the composition of the atmosphere, depletion of the ozone layer, soil degradation & increased desertification, increased air and water pollution. Dr. Naveen Prasadula (2020) in this article have discussed how businesses have increased their rate of targeting green consumers, those who are concerned about the environment and allow it to affect their purchasing decisions. The paper has identified the three particular segments of green consumers and has explored the challenges and opportunities businesses have with green marketing. The paper has also examined the present trends

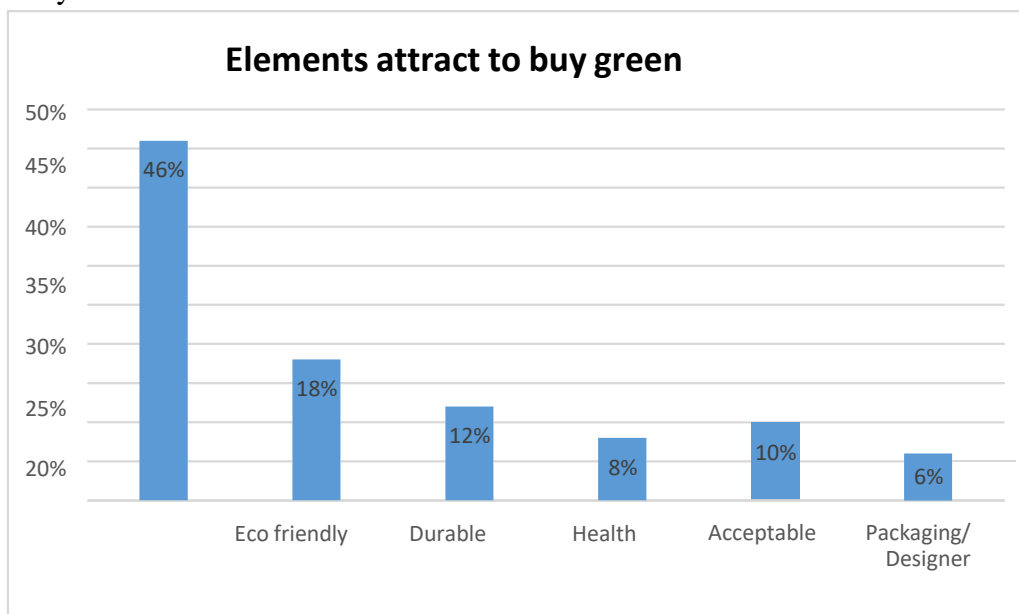
of green marketing in India, described the reason why companies are adopting it, future of green marketing and has concluded that green marketing is something that will continuously grow in both practice and demand. The need for standardisation and authenticity, lack of awareness, lack of patience and perseverance on the part of the marketers who expect immediate results were found to be the major challenges of green marketing.

**DATA ANALYSIS AND INTERPRETATION**

**Table 1:** Table showing elements attract to buy Green products

Elements	No. of respondents	Percentage
Eco friendly	23	46%
Durable	9	18%
Health Conscious	6	12%
Acceptable Price	4	8%
Packaging/ Promotion	5	10%
Designer /Company Image	3	6%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: Primary data



**Figure 1:** Graph shows elements attract to buy Green products

Source: Primary data

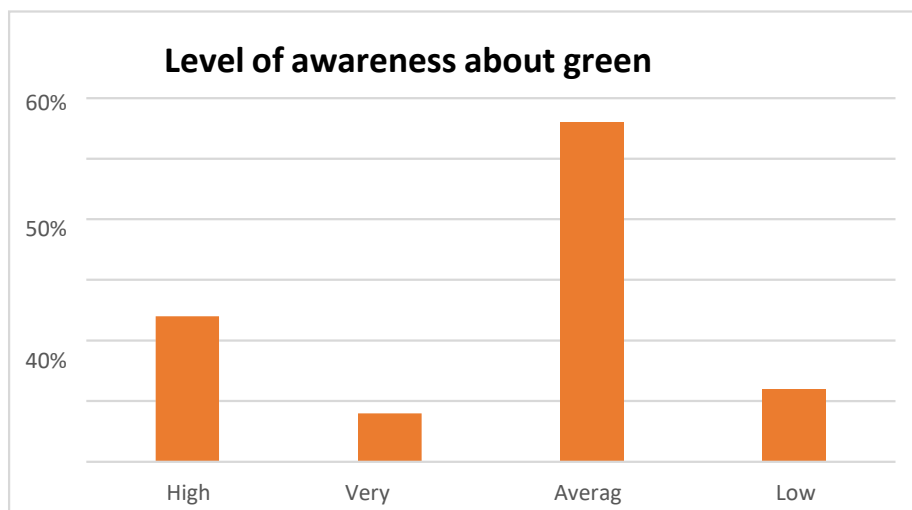
**Interpretation:** From the above table it is understood that, most of the respondents i.e.; 46% were attracted due to the actual eco- friendly nature of the product, 18% were attracted due its durability, 12% were attracted due to their health consciousness, and 10% were attracted due to its packaging/promotion, 8% were attracted due to its acceptable price and only 6% of the respondents were attracted due to the designer/company image.

**Table 2: Table showing level of awareness about green products**

Details	No: Respondents	Percentage(%)
High	12	24%
Very High	4	8%
Average	28	56%
Low	6	12%
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

**Figure 2: Graph showing the level of awareness about green products**



Source: Primary data

**Interpretation:**

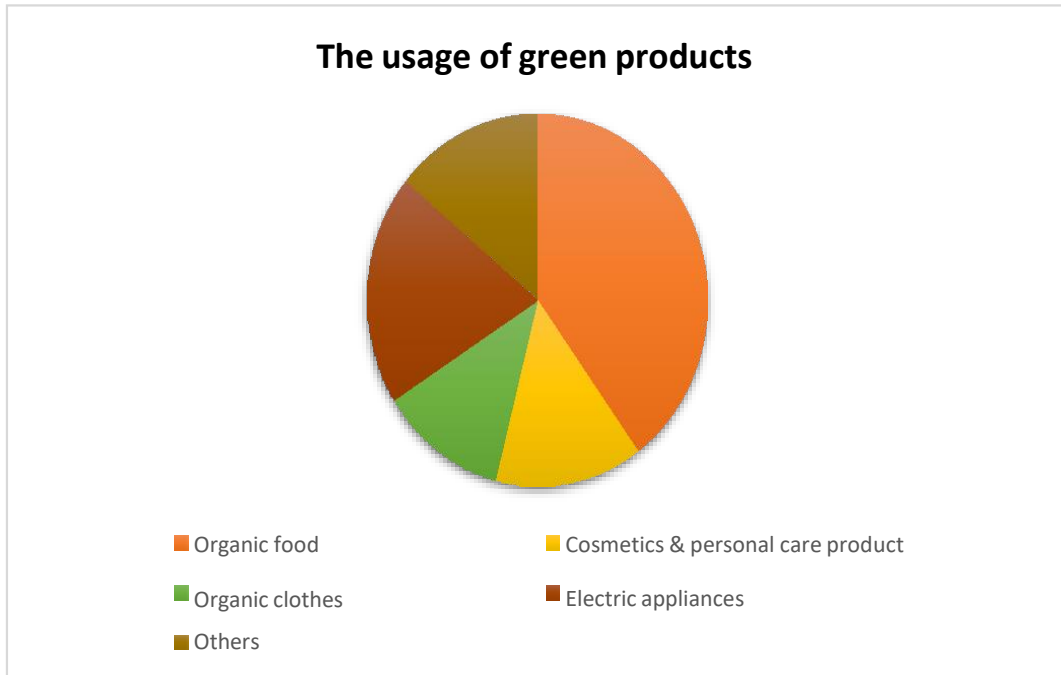
Table 2 and the figure 2 visualizes that, 56% of the respondents have an average level of awareness about the green products, 24% were highly aware about green products, 12% have a low level of awareness about green products and only 8% have a very high level of awareness about green products.

**Table 3: Table showing usage of green products**

Products	No. respondents	Percentage
Organic food	20	40%
Cosmetics & personal care product	7	14%
Organic clothes	6	12%
Electric appliances	10	20%
Others	7	14%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: Primary data

**Figure 3: Graph shows the usage of green products**



Source: Primary data

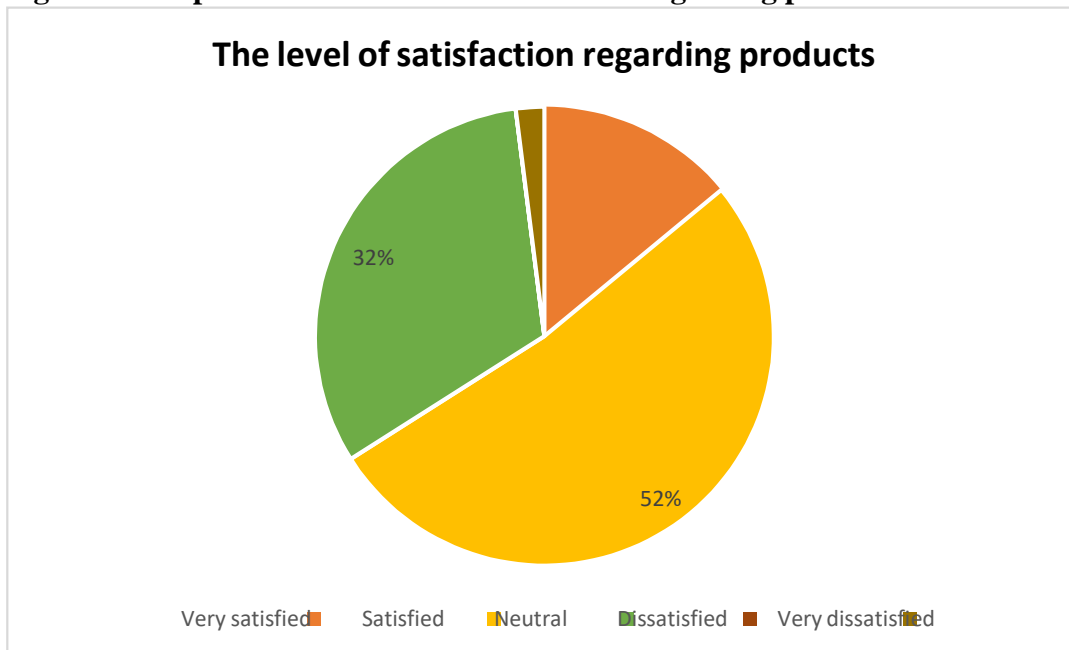
**Interpretation:** The table 3 and figure 3 reveal that, the data collected from the total respondents shows that 40% of the respondents uses organic foods, 20% uses electric appliances, 14% uses cosmetic & personal care products and others and 12% uses organic clothes.

**Table 4: Table shows the level of satisfaction regarding products**

Factors	No. of respondents	Percentage
Very satisfied	7	14%
Satisfied	26	52%
Neutral	16	32%
Dissatisfied	0	0%
Very dissatisfied	1	2%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: Primary data

**Figure 4: Graph shows the level of satisfaction regarding products**



Source: Primary data

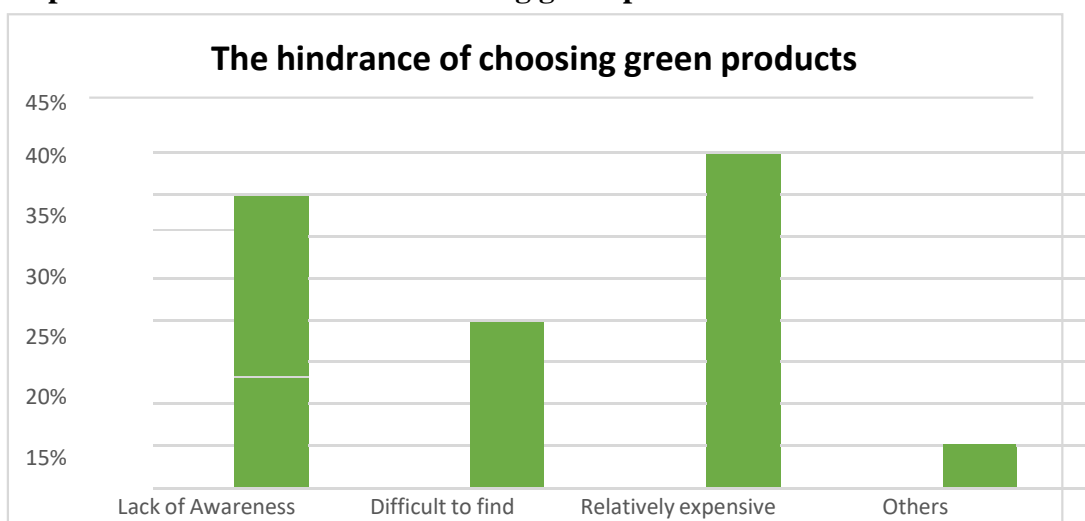
**Interpretation:** From the table and graph 4, it is found that 52% of the respondents were satisfied by using green products, 32% were Neutral opinion about their level of satisfaction, and 14% were very satisfied with the usage of products.

**Table 5: Table shows the hindrance of choosing green products**

Hindrance	No. of respondents	Percentage
Lack of Awareness	17	34%
Difficult to find	10	20%
Relatively expensive	20	40%
Others	3	6%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: Primary data

**Figure 5: Graph shows the hindrance of choosing green products**



Source: Primary data

**Interpretation:** From the table and graph 5, the data provides us the information that 34% of the respondents are facing the hindrance that Lack of awareness about Green Products, 20% were of the opinion of difficulty to find the Green Products and 40% were consider it as relatively expensive and 6% were of other reasons.



**TEST CONDUCTED**

Chi-square test and association of attribute is conducted for better analysis of the data.

1. **CHI-SQUARE TEST:**  $X^2$  test is a statistical test, which test the significance difference between observed frequencies and the corresponding theoretical frequency of a distribution without any assumption about the distribution of the population.

With the help of  $X^2$  test the attributes, Education and level of awareness was found out to know whether these two attributes are associated or not.

□ **TESTING THERE IS SIGNIFICANCE DIFFERENCE BETWEEN EDUCATION AND LEVEL OF AWARENESS OF GREEN PRODUCTS**

The following steps are used to find out whether this two attributes are independent ( i.e. not associated )

LEVEL OF AWARENESS OF GREEN PRODUCT					
EDUCATION	HIGH	VERY HIGH	AVERAGE	LOW	TOTAL
PLUS 2	1	1	5	3	10
UNDER GRADUATE	2	1	5	1	9
POST GRADUATE	3	1	8	1	13
PHD	6	1	10	1	18
TOTAL	12	4	28	6	50

**Step 1**

**H0:** There is significance difference between education and level of awareness of Green Products. (The two attributes are independent)

**H1:** There is no significance difference between education and level of awareness of Green Products (The two attributes are not independent)

**Step 2:** Compute test statistic by formula:

$$X^2 = \sum \frac{(O - E)^2}{E}$$

Where ‘O’ refers to the observed frequencies and ‘E’ refers to the expected frequencies. Observed frequencies: 1,2,3,6,1,1,1,1,5,5,8,10,3,1,1,1

Expected frequencies are obtained by formula:

**E = Row total × Column total ÷ Grand total**

LEVEL OF AWARENESS OF GREEN PRODUCT				
EDUCATION	HIGH	VERY HIGH	AVERAGE	LOW
PLUS 2	2.4	0.8	5.6	1.2
UNDER GRADUATE	2.16	0.72	5.04	1.08
POST GRADUATE	3.12	1.04	7.28	1.56
PH. D	4.32	1.44	10.08	2.16



**Computing test statistic**

O	E	O-E	(O-E) <sup>2</sup>	X <sup>2</sup>
1	2.4	-1.4	1.96	0.816667
2	2.16	-0.16	0.0256	0.011852
3	3.12	-0.12	0.0144	0.004615
6	4.32	1.68	2.8224	0.653333
1	0.8	0.2	0.04	0.05
1	0.72	0.28	0.0784	0.108889
1	1.04	-0.04	0.0016	0.001538
1	1.44	-0.44	0.1936	0.134444
5	5.6	-0.6	0.36	0.064286
5	5.04	-0.04	0.0016	0.000317
8	7.28	0.72	0.5184	0.071209
10	10.08	-0.08	0.0064	0.000635
3	1.2	1.8	3.24	2.7
1	1.08	-0.08	0.0064	0.005926
1	1.56	-0.56	0.3136	0.201026
1	2.16	-1.16	1.3456	0.622963
<b>TOTAL</b>				<b>5.4477</b>

**Interpretation:** As calculated value is less than table value so the null hypothesis (H<sub>0</sub>) is accepted i.e., There is significance difference between education and level of awareness of Green Products. (Two attributes education and level of awareness are independent.)

**SUGGESTIONS**

1. The marketer using a wide range of media and also ads using green themes in combination to communicate eco-friendly approach could be done and finally marketers should deliver what they promise.
2. Consumers must take a lead and make others understand the benefits of green products and minimize the use of scarce material resources, recycle the recyclable waste material, also suggested to use social networking sites to make influence on sustainable consumer behaviour.
3. The government should work closely with its stakeholders to follow the international standards to make trust towards them.
4. By implementing the marketing strategies, such as; the green products should be marketed in environmental friendly manner
5. i.e. no print ads, recycled packaging etc. and also the product labels are good source of information for making awareness to consumers.
6. Some important suggestion as given by respondents are using eco-friendly products, regular vehicular pollution check-ups, avoid using plastics, gather and spread environment information, water harvesting, NGOs should come forward for environment protection and recycling scrap etc. are some green movements to be implemented strictly.

**CONCLUSION**

A Study on Consumer’s attitude towards Green marketing points out to know the perception of people towards green products and its effect on consumers. The study is conducted by selecting “fifty” of sample size and I got those respondents attitude, their opinion and suggestions towards this topic. Green marketing is one important concept which marketers are using these days as a key strategy for sustainable development.As a philosophy, green marketing runs parallel to the societal marketing concept and espouses the view that satisfying customers is not enough and marketer should take into ecological interest of the society as a whole. It is a part of Corporate Social Responsibility (CSR). In fact, government is also taking all possible steps to protect the consumers

and the society by licensing for environmentally safe products and imposing restrictions on harmful products. The green marketing approach to marketing responsibility is to make aware of the need and advantages of green products.

The result shows that consumers see green products as safer than ordinary products. Moreover, the added value of green products is a feeling of having done something good for the environment. Thus, the pressure from others to behave in a certain way can affect consumer to buy green products. This study shows that consumers would prefer if companies start to provide more information about the products by using stamps saying where it is provided and by when. Consumer purchasing green products because of the belief that the products are higher in quality as compared to normal products and the consumers who are not ready to pay higher prices for the green products are generally because, they are more expensive than normal product and also the environment issues are gimmick for commercial only in the view point of consumers. So the green products should be priced according to its quality as green marketing is going to be cleaner and greener environment. There is a great need to educate consumers and raise their level of concern about the problem that mankind is facing. The passive concern needs to be converted into active concern.

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