

**Awareness of people towards Green Marketing and
Its impact on Environment Management**

Ms. Sima Kumari

Assistant Professor,
Delhi School of Professional Studies and Research

Mr. Sameer Yadav

Student – PGDM (2011-13),
Delhi School of Professional Studies and Research

Abstract

Green Marketing- *A new concept and a step to protect the Environment.*

Green marketing is a phenomenon which has developed particular important in the modern market. This concept has enabled for the re-marketing and packaging of existing products which already adhere to such guidelines.

Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. Such marketing techniques will be explained as a direct result of movement in the minds of the consumer market. As a result of this businesses have increased their rate of targeting consumers who are concerned about the environment. These same consumers through their concern are interested in integrating environmental issues into their purchasing decisions through their incorporation into the process and content of the marketing strategy for whatever product may be required.

The main objective of the paper is to know the awareness of people towards green marketing, that they are aware of and are they really believe in this concept.

Second objective is that green marketing really helps to save the environment or not.

The paper also examines future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand.

Key Words: - *Green Marketing, Recyclable, Awareness of people, Environment.*

Introduction

Green marketing involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment.

Evolution of Green Marketing

The green marketing has evolved over a period of time. The term Green Marketing came into prominence in the late 1980s and early 1990s. The evolution of green marketing has three phases.

First phase was termed as "*Ecological*" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems.

Second phase was "*Environmental*" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.

Third phase was "*Sustainable*" green marketing. It came into prominence in the late 1990s and early 2000.

Meaning

Green marketing refers to the process of selling products and/or 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.

The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product - an assumption that, in my opinion, has not been proven conclusively.

Definition

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. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are *Environmental Marketing* and *Ecological Marketing*.

Why Green Marketing?

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable.

There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behaviour. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

Literature Review

Green marketing has been an important academic research topic since it came. Attention was drawn to the subject in the late 1970's when the American Marketing Association organized the first ever workshop on —Ecological marketing in 1975 which resulted in the first book on the subject entitled —Ecological Marketing by Henion and Kinnear in 1976. Peattie and Crane (2005) claims that despite the early development, it was only in the late 1980's that the idea of Green Marketing actually made an appearance because of the consumers growing interest in green products.

Green marketing was given prominence in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975. The green marketing has evolved over a period of time. According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

During 1990s, the concern for environment increased and resulted in to increasing challenges for the companies. Dutta, B. (2009, January) in his article on Green Marketing titled *Sustainable Green Marketing The New Imperative* published in Marketing Mastermind states that Green Marketing involves developing good quality products which can meet consumer needs and wants by focusing on the quality, performance, pricing and convenience in an environment-friendly way.

Unruh, G. And Ettenson, R. (2010) in their research article titled, *Growing Green: Three smart paths to developing sustainable products*. Published in Harvard Business Review, is for executives who believe that

developing green products make sense for their organization and need to determine the best path forward. The authors have introduced and described three broad strategies that companies can use to align their green goals with their capabilities: **Accentuate**: Strategy involves playing up existing or latent green attributes in your current portfolio. **Acquire**: Strategy involves buying someone else's green brand. **Architect**: Strategy involves architecting green offerings – building them from scratch.

Green marketing mainly focuses on four issues. These issues are: *first*, importance of green marketing; *second*, impact of green marketing on firms and environment; *third*, improving effectiveness of green marketing.

In India green Marketing is a relatively new topic introduced by few multinational companies operating in India like Philips India limited, AMUL, Taj Hotels, and Infosys, etc.

Objectives of the study

The study is conducted with a view to achieve the following specific objective:

- The main objective of the paper is to know the awareness of people towards green marketing, that they are aware of and are they really believe in this.
- Second objective is that green marketing really helps to save the environment or not.

Sampling Plan and Data Collection

A convenient sampling method was adopted. In all, 70 individuals randomly selected in Delhi. Out of them 48 were between the age of 18 to 35 years and rest 22 were above the age of 35 years. Primary data was collected through survey using structured questionnaire and secondary data through websites and articles.

Data Analysis

Hypotheses 1:

H₀: People do not believe in the Green Marketing concept.

H₁: People believe in the Green Marketing concept.

X²cal = 35.714

X² tab = 7.88

X² tab < X² cal

The calculated value is greater than the tabular value. So, the null hypotheses is rejected and alternative hypotheses is selected. It means people believe in Green Marketing concept and they are aware about it and about its benefits.

Hypothesis 2

Ho: Green marketing does not help to save the environment.

H1: Green marketing really helps to save the environment.

$X^2 \text{ cal} = 35.714$

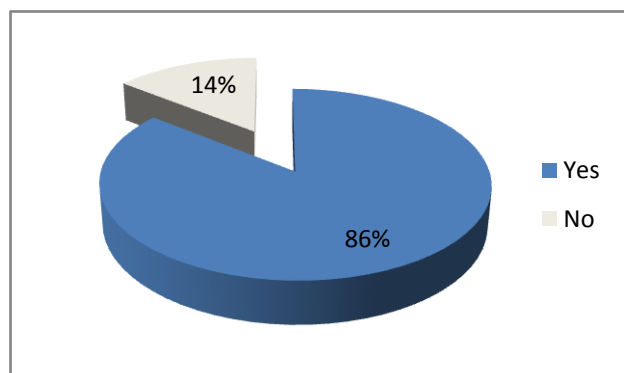
$X^2 \text{ tab} = 7.88$ $X^2 \text{ tab} < X^2 \text{ cal}$

The calculated value is greater than the tabular value. So, the null hypotheses is rejected and alternative hypotheses is selected. It results that green marketing is a very important tool to save the environment. It increases the awareness, motivates people to go green.

Data Interpretation

Q1. Do you believe in the concept of green marketing?

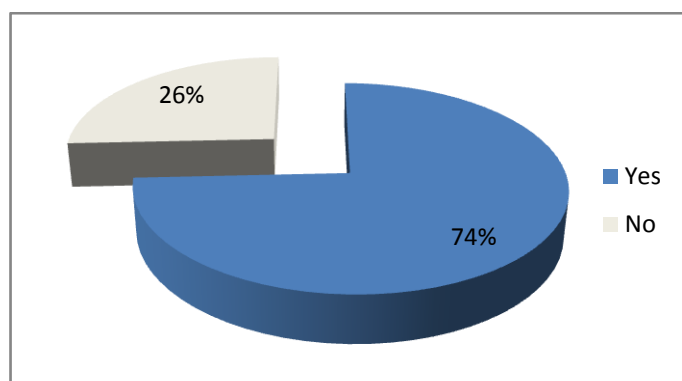
	Observed N	Expected N	Residual
Yes	60	35.0	25.0
No	10	35.0	-25.0
Total	70		



Conclusion: 86% respondents believe in green marketing concept and rest 14% don't believe in it because may be they have not much knowledge about this.

Q2. I agree that Green marketing increase the market value of the product/s.

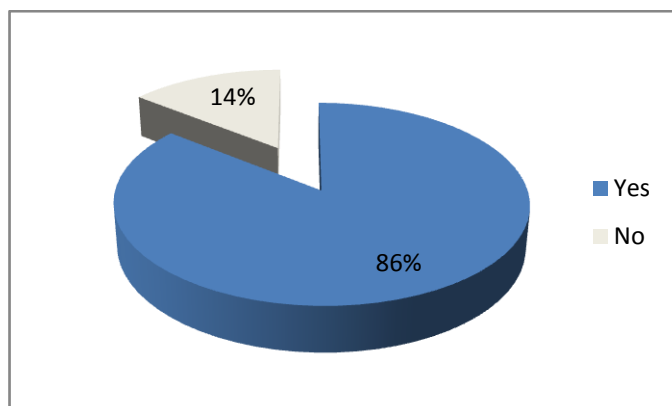
	Observed N	Expected N	Residual
Yes	52	35.0	17.0
No	18	35.0	-17.0
Total	70		



Conclusion: 74% respondents think that a product with green marketing strategies has more market value than others and rest 26% respondents don't think so.

Q3. Do you think that Green Marketing plays an important role to save the Environment?

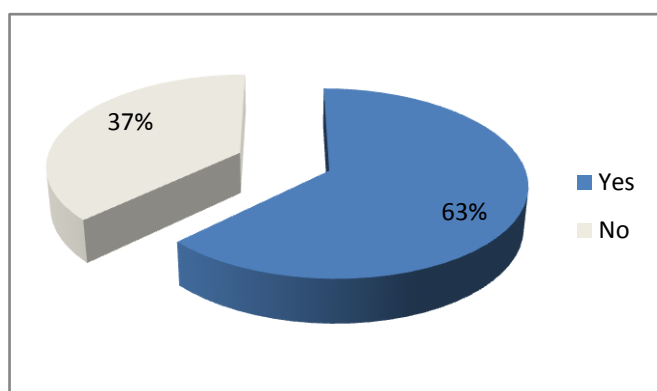
	Observed N	Expected N	Residual
yes	60	35.0	25.0
No	10	35.0	-25.0
Total	70		



Conclusion: 86% respondents say that green marketing plays an important role to save the environment and 14% say other factors like plantation of trees are more important.

Q4. Green Marketing helps to protect the environment, so I am ready to pay a small amount more.

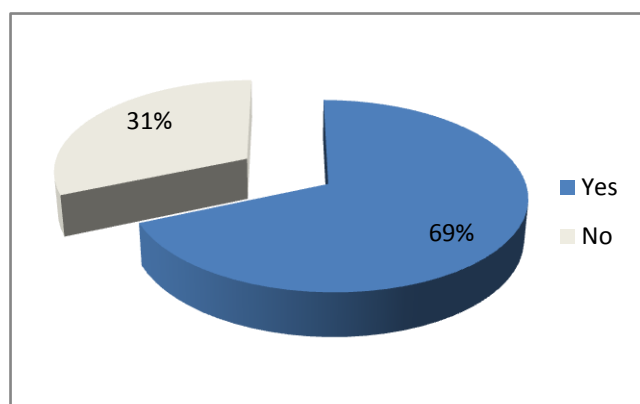
	Observed N	Expected N	Residual
Yes	44	35.0	9.0
No	26	35.0	-9.0
Total	70		



Conclusion: 63% respondents who are educated and earning are ready to pay small amount more for green products and 37% don't have will to pay extra.

Q5. You go Green by your own will not by Govt. pressure.

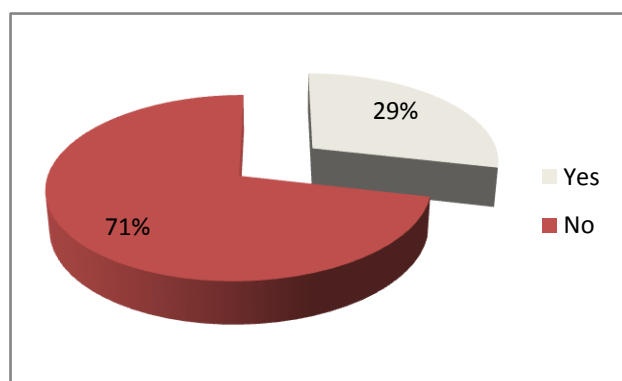
	Observed N	Expected N	Residual
Yes	48	35.0	13.0
No	22	35.0	-13.0
Total	70		



Conclusion: 69% respondents are self-motivated for green products and rest 31% buys a green product due to Govt. pressure.

Q6. Do you think Govt. is promoting green marketing in your city/area?

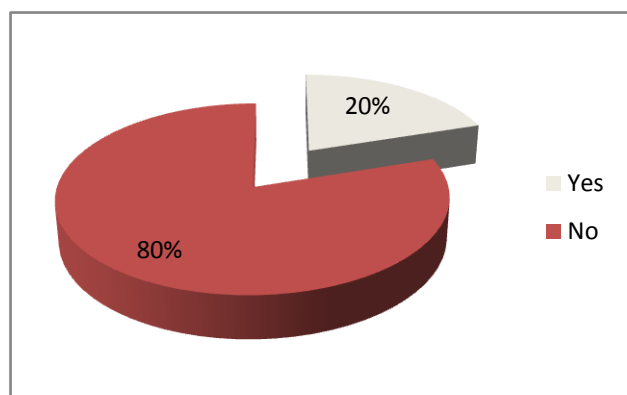
	Observed N	Expected N	Residual
Yes	20	35.0	-15.0
No	50	35.0	15.0
Total	70		



Conclusion: 71% respondents are not satisfy with Govt. efforts towards green marketing and 29% think that Govt. is promoting the green marketing.

Q7. Do you think Green products are becoming status symbol?

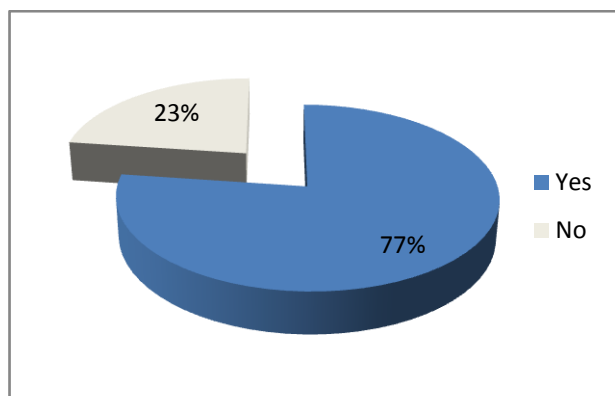
	Observed N	Expected N	Residual
Yes	14	35.0	-21.0
No	56	35.0	21.0
Total	70		



Conclusion: Only 20% respondents think that green products are becoming status symbol and rest 80% don't agree with above statement.

Q8. Scope of Green Marketing in near future is good.

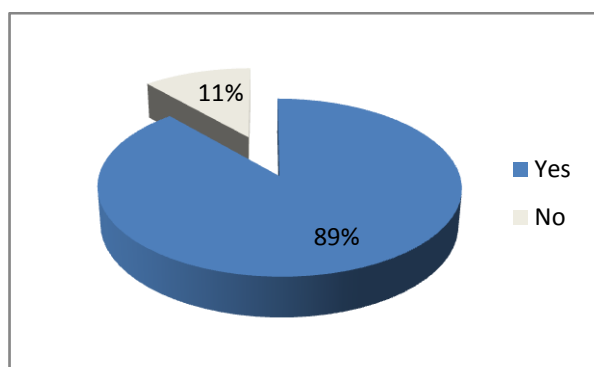
	Observed N	Expected N	Residual
Yes	54	35.0	19.0
No	16	35.0	-19.0
Total	70		



Conclusion: 77% respondents think that scope of Green Marketing in near future is good and 23% think that it may be a short time boom.

Q9. Do you believe in the application of concept of complete green marketing throughout the world?

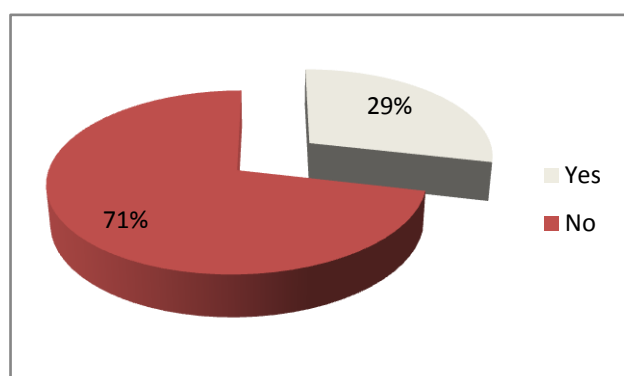
	Observed N	Expected N	Residual
Yes	62	35.0	27.0
No	8	35.0	-27.0
Total	70		



Conclusion: 89% respondents are in the favour of the application of the concept of complete green marketing throughout the world and rest 11% don't think so.

Q10. Green Marketing is only way to protect the environment?

	Observed N	Expected N	Residual
Yes	20	35.0	-15.0
No	50	35.0	15.0
Total	70		



Conclusion: 29% respondents say that only way to protect the environment is green marketing and rest 71% say that there are many other ways to protect the environment like plantation of trees, water harvesting, recycling, use of solar and wind energy, etc.

Findings

- Green Marketing is a very important tool to protect the environment.
- People are aware about environmental problems and they are willing to contribute in environment safety.
- Educated people of the society are even ready to pay more for environment safety as to some extent it has become a status symbol.
- Educated people are self-motivated but common man does not care about environment until they have a pressure from govt.
- At present it is a new concept, but it has good scope in near future.
- People are not satisfied with the govt. efforts towards environment.

- People are aware about environmental issues but still they give preference to price and brand name over environment friendly product.

Suggestions

- For increase the Green Marketing awareness, Govt should take more efforts like- awareness programmes in rural areas through advertisements, seminar and workshops, etc.
- There are some simple ways with which we can save the environment like afforestation, use solar energy, ban on harmful plastic products, recycling of products and water harvesting, etc.

Limitations of the study

- Time Constraint: There was time constraint, so the sample size is short.
- Education: Due to illiteracy and lack of awareness, people are not aware about Green Marketing.
- Limitation in the availability of necessary secondary data.

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