

A Study of Consumers' Perception towards Green Marketing Practices in Gurugram

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Abstract

Green promoting has now developed as one of the real zone of enthusiasm for advertisers as it might give upper hands. In any case it requires interest as far as innovation upgrade, process alteration, conveying advantages to clients and so forth. A large number of the organizations in India have now begun promoting themselves as green associations because of certain administration controls and move in the inclination of the shoppers around the world. This paper depicts the consumers' perception towards green marketing practices and source of information about green marketing practices with the help of a structured questionnaire.

Keywords: Green Market, Green Purchase Behaviour, Eco-Friendly Product

Introduction

Businesses need to constantly assess the latest and most attractive marketing trends. Marketing trends can be finding out by continually researching about the changes in consumer behavior in the marketplace. By identifying the changes in the consumer behavior, the businesses can modify their offering to the consumers. Consumers today are more concerned about environmental degradation and negative impact of their uses of product and services on environment. The reason for this concern could be visible climatic changes, global warming and increasing air and water pollution. Thus using green marketing by the organizations not only provides an opportunity to meet consumer expectations and address their environmental concerns, but also to gain a competitive advantage and a strong consumer base.

The concept of green or ecological marketing calls upon businesses to follow ethical and green practices while dealing with customers, suppliers, dealers, and employees. Companies have started marketing themselves as green companies. Even the Public Sector Units and state governments are now paying a lot of attention towards environmental issues such as global warming, pollution, or water contamination and have started taking steps to prevent environmental pollution.

Green marketing is also termed as environmental marketing or ecological marketing. According to American Marketing Association, marketing of products that are presumed to be environmentally safe is called as Green Marketing. Thus wide range of activities are covered under green marketing, which includes modifying the

product, making changes in the production process and packaging, as well as modifying advertising or removing any activity that impacts the environment in negative way. Today, the Earth faces more environmental issues than ever before, hence it is imperative for companies to make and market them as environment friendly. Green marketing is emerging as a popular promotional strategy owing to increased consumer awareness and concerns. 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.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

Everett Rogers, communication scholar and author of “Diffusion of Innovations”, claims that the following five factors can help determine whether a new idea will be adopted or not, including the idealism of the shift towards “green”:

1. **Relative advantage:** is the degree to which the new behavior is believed to accrue more beneficial outcomes than current practice.
2. **Observability:** is how easy it is to witness the outcomes of the new behavior.
3. **Trialability:** is the ease with which the new behavior can be tested by an individual without making a full commitment.
4. **Compatibility:** is the degree to which the new behavior is consistent with current practice.
5. **Complexity:** is how difficult the new behavior is to implement.

6. Review of Literature

Bhuvaneshwari & Srija (2014), studies that while purchasing brands of solar products there was no significant difference between personal factors and consumer awareness. They found safety has been the top priority of respondents for solar products. They concluded that the price of solar products is very high. Poor people cannot purchase it. They recommended that the price of solar can be reduced so that everyone can buy it.

Jain & Kaur (2004), in their study environmentalism have fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Based on the data collected through a field survey, the paper makes an assessment of the extent of environmental awareness, attitudes and behaviour prevalent among consumers in India.

Patil and Shelke (2017), in their study revealed that the consumer purchasing decisions in Marathwada are not influenced by the green marketing practices undertaken by the companies. However, the consumers are willing to pay a premium price for the 'green' products, if the eco-friendly products provide an extra value to them. They suggested that the companies can command a higher price if they can enhance the product's performance and offer products that provide an extra value to the consumers. They also suggested that green marketing is still in its infancy in India and more research needs to be undertaken on different aspects of green marketing to explore its potential to the maximum possible extent.

Rather & Rajendran (2014), founds that there were an average level of awareness in consumers towards green products in Jammu & Kashmir. There was a significant association between green product awareness level of the consumers and green consumer buying behavior. They recommended there was an urgent need to make consumers aware about green products to save the world for future generations.

Singh et al. (2014), studied the behavior of consumers toward green product. Their finding indicates that consumer already buying eco-friendly products. People are willing to pay extra price for green products. They also discovered that there was not always positive relation between men and women in their attitude and purchase instance.

Vernekar & Wadhwa (2011), examined the differences among ecological- concerned & non- economical concerned consumers with respect to their social and personal characteristics & their perception of the marketing of green products. Their study revealed that the green products have substantial awareness among urban Indian customers. They are willing to pay something more on green products.

Yeng & Yazdanifard (2015), discussed the green marketing and its sustainability as well as the tools and marketing mix of green marketing. They also focused on the behavior of consumers and branding to attract more consumers. They recommended marketers should adopt a suitable single green marketing mix and they should adopt that strategy which conduct and target consumers demands as well their personality. Companies those adopted the green marketing may support the company to achieve their competitive advantage.

RESEARCH METHODOLOGY

Objectives of the Study

- To investigate consumers perception about green marketing practices
- To study the source of information regarding green practices to the consumers.

Data Source and Type

The study is mainly based on primary data. The required data has been collected from the response of the consumers of Gurugram City.

Sample size and sampling technique

In this study the target sample size was 80 respondents from Gurugram City. Simple random sampling technique was used for the purpose of selecting the respondents.

Data collection and tools for analysis

A simple Questionnaire consist of few statements is framed for the purpose of collection of data. The collected data were tabulated for the purpose of analysis. Data is analyzed in percentages, mean and standard deviation

Limitations of the study

Research was based on small sample size. The research was limited to Gurugram city only.

Findings of the study

The survey included respondents from different age groups. The table below shows the classification of the age groups, gender and occupation of the respondents.

Analysis of the Study

Table 1.1 – Profile of the Respondents

Paticulars	Category	Frequency	Percentage
Gender	Male	48	60
	Female	32	40
Age Group	Below 30	32	40
	30-39	24	30
	40-49	16	20
	Above 50	8	10
Occupation	Student	24	30
	Pvt. Employee	20	25
	Govt. Employee	12	15
	Business Man	20	25

Above table1.1shows that male respondents are more than female respondents and most of the respondents are of the age group below 30. From the occupation class 30% respondents are students

Table 1.2

Consumer perception about importance of green marketing practices				
Code	Green Marketing Practices	N	Mean	Std. Deviation
S1	Manufacturing eco friendly products	80	4.13	.877
S2	Educating customers to use products in eco friendly manner	80	3.98	.900
S3	Modifying Packaging product to make them eco friendly	80	3.83	.839
S4	Using eco-friendly technique for promoting the products	80	3.56	.992
S5	Branding product association with green marketing practices	80	3.36	1.046

The above table 1.2 shows that consumers were strongly agreed about importance of green marketing practices. It is shown in the table that statement S1 has the highest mean 4.13 and standard deviation 0.877, which mean manufacturing eco friendly products as the most important green marketing practices. The S2 statement has a second highest mean 3.98 and standard deviation .900, which mean to Educating customers to use products in eco friendly manner. Then S3 statement has third highest 3.83 and standard deviation.900 which mean that about modify the packaging product to make them eco friendly. After this S4 statement has a mean of 3.56 and standard deviation .922 which states that to use eco-friendly technique for promoting the products. And Statement S5 has a mean 3.36 and standard deviation 1.046 which state that branding product association with green marketing practices. The majority states that Manufacturing eco friendly products.

Table:1.3 Information about Green Marketing Practices

Mode	Frequency	Percentage
Television	19	23.75
Newspaper	17	21.25
Radio	6	7.5
Magazines	8	10
Outdoor Media	9	11.25
School/College/Universities	11	13.75
Friends/Colleagues	10	12.5

Table 1.3 indicates that majority of people get information through television and newspaper about green marketing practices. Magazines and outdoor media are like to be similar source of information. People get information through radio is least.

Conclusion:

The study has an advantage for marketers as well as consumers for start of an era of green marketing in India. The study focused on limited geographical area. People want to manufacture eco friendly products and modify the products according to environment so that it does not pollute the environment. It can only possible by educating people to use green products and to use products in environment friendly manner. Newspaper and television are the most important source of information from where people get to know about green marketing practices.

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