



# Green Marketing: A Study of Consumer Attitude towards Eco-Friendly Products

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**Abstract:** *Green marketing is in the spotlight of current marketing strategy as a result of the pressure that comes from inclined environmental awareness in the global climate change. As a result, the marketers need to comprise a green approach in framing the marketing programmes. The term Green marketing refers to the planning, development and promotion of products or services that satisfy the requirements of consumers for quality, output, accessible prices and service, without having an adverse affect on the environment, pertaining to the use of raw material, the consumption of energy etc. As now a day's society have becomes more concerned with the natural environment, thus, a company implementing green marketing strategy should not forget attitude of consumers towards green marketing. The present paper is an attempt to measure the awareness and attitude of consumer's towards green marketing which is measured by a structured questionnaire, with exploring the concept of green marketing.*

**Keywords:** *Green marketing, Consumer attitude, Awareness, Environment*

## I. INTRODUCTION

Businesses need to continuously assess the recent and most attractive marketing trends. Marketing trends can be found out by frequently researching about the transforms in consumer activities in the marketplace. By identifying the changes in the consumer activities, the businesses can amend their offering to the consumers. Consumers today are more anxious about environmental dreadful conditions and harmful impact of their uses of product and services on surroundings. The rationale for this concern could be evident climatic changes, global warming and escalating air and water pollution. Thus by means of green marketing the organizations not only provides an opportunity to meet up consumer expectations and address their environmental concerns, but also to achieve a competitive advantage and a strong consumer base.

Environmentally accountable or "green" marketing refers to the satisfaction of consumer requirements, wants and desires in combination with the safeguarding and maintenance of the natural environment. Green marketing manipulates the four elements of the marketing mix (product, price, promotion and distribution) to sell products and services contributing superior environmental reimbursement in the form of reduced waste, amplified energy efficiency, and/or decreased discharge of toxic emissions. Today, the Earth faces more environmental problems than ever before, hence it is essential for companies to make and market themselves as environment friendly. Green marketing is budding as a popular promotional strategy owing to increased consumer awareness and concerns. The present paper is an attempt to measure the awareness and attitude of consumer's towards green marketing which is measured by a structured questionnaire, with exploring the concept of green marketing.

## II. REVIEW OF LITERATURE

Prakash A(2002)<sup>1</sup> examined the issues such as what needs to be greened (products, systems or processes), why consumers purchase/do not purchase green products and how firms should think about information disclosure strategies on environmental claims. He identified key ideas in relation to promoting green products that may be most relevant to both scholars and practitioners of green marketing. Dhar P. and Das S. (2012)<sup>2</sup> briefly gives the ideas given by McDonalds, ITC, NTPC, Philips light's CFL etc to save environment. They concluded that green product development is more than just creating products that are environmentally friendly, it is about systematic change in society that includes consumers, producers and the general commercial structure within which they negotiate (1) by widening and depending on the meaning of green, relevant actors will have an economic incentive to pursue green products development.(2) Harshening the market forces that favour green products development will lead to mainstream green. Yazdanifard R. and Mercy I.(2011)<sup>3</sup>explains that because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. For companies to survive in this market, they need to go green in all aspect of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. Sharma P. (2013)<sup>4</sup>Education is the main factor to make consumer aware for green products as well as educated consumers are more responsible toward environmental aspects and ready to pay high price for the green products. It is responsibility of government, manufactures, employers and institutes to make consumers, employees and students aware for the green products and service to save future of the earth. If the level of education will increases in India awareness for the green products and service will increase. It is also the responsibility of individual "Think Green and Use Green Products and Service".



### III. RESEARCH METHODOLOGY

In order to understand the awareness and attitude of consumer towards green marketing a survey was conducted in Jaipur. The attitude of consumers towards green marketing, their behavior towards environment issues and the influence of green marketing on their purchase behavior was measured by a questionnaire.

#### Study Sample:

For the consumer, (100) Questionnaires were distributed and retrieved to different consumers of within Jaipur, that were selected randomly.

**Table-1**  
**Demographic Characteristics of Respondents**

General Information		Total Number
Age in Years	<25	15
	25-35	36
	35-45	31
	>45	18
Gender	Male	68
	Female	32
Annual Income	<2.5 lacs	13
	2.5 – 4.0 lacs	39
	4.0 – 6.0 lacs	36
	>6.0 lacs	12
Qualification	Undergraduate	18
	Graduate	41
	Post Graduate	25
	Professional Qualification	16

#### Study Hypothesis:

Consumer awareness and attitude towards green marketing related hypothesis covers the consumer viewpoint about attitude of consumer towards environment, importance of being environmentally friendly, their behavior towards environment, awareness in consumer towards green marketing, and the effect on purchase behavior.

### IV. RESULTS AND ANALYSIS

The 5-Likert scale has been used in the questionnaire. The mean and the standard deviation of the different questions were calculated. It was considered that the customer or the employee agree on a given statement when the mean is (3) or more. A mean below this value, indicate a negative response. For the purpose of testing hypotheses, the joint mean for all statements was calculated to be considered as the factor of analysis (reference), while the standard deviation representing for the same hypothesis was calculated to be compared with the reference using Z test.

**Table-2**  
**Result for the consumer questionnaire statements with their respective means**

	S.No.	Questions	Mean	Overall Mean
Consumers Attitude towards environmental problems <sup>a</sup>		<b>Severity of environmental problems</b>		4.4767
	1	We have an adequate amount of of electricity that we don't have to worry about consumption.	4.69	
	2	We live in a large country, so the pollution we create is easily spread out.	4.87	
	3	We have ample of water thus we should not be worried about leaky faucets and flushing toilets.	4.95	
	4	Our country has countless trees that recycling paper is not required.	4.82	
		<b>Importance of being environmentally friendly</b>		
Consider environmental issues while making a purchase <sup>b</sup>	5	Recycling will trim down pollution.	3.92	2.6533
	6	Recycling is vital to save natural resources.	3.61	
	7	Using the blue or green box for recycling.	3.15	
Awareness in consumers towards green marketing <sup>c</sup>	8	When buying something wrapped, make sure that it is wrapped in paper or cardboard made of recycled material.	1.45	3.6767
	9	Say no to buy products from companies accused of being polluters.	3.36	
	10	Aware of the concept of green marketing	3.49	
Effect of green marketing on purchasing behavior <sup>d</sup>	11	Aware of the companies going green	3.79	3.6967
	12	Knows the advantages of green products	3.75	
	13	The environmental information on the products affects the purchase decision.	3.85	
	14	The consumer preference has shifted from non green (grey) products to green products.	3.69	



	15	Willing to pay more for a green product.	3.55	
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**Notes:**

<sup>a</sup>Items were measured on a 5 point Likert Scale (Strongly disagree-5, Disagree-4, Undecided -3, Agree-2, Strongly Agree-1 )

<sup>b</sup> Items were measured on a 5 point Likert Scale (Always-5, Frequently-4, Occasionally -3, Rarely-2, Never-1 )

<sup>c</sup> Items were measured on a 5 point Likert Scale (Extremely Aware-5, Moderately Aware-4, Somewhat Aware -3, Slightly Aware-2, Not at all Aware-1 )

<sup>d</sup> Items were measured on a 5 point Likert Scale (Definitely-5, Probably-4, Possibly -3, Probably Not-2, Definitely Not-1 )

**Table-3**  
**Questionnaire hypothesis test**

Hypotheses			Calculated  Z  test value	Critical Value @ $\alpha=5$	Result
1.	H <sub>0</sub>	The consumers do not have a concerned attitude towards the environmental problems	6.466315	1.96	Accepted H <sub>1</sub>
	H <sub>1</sub>	The consumers have a concerned attitude towards the environmental problems			
2.	H <sub>0</sub>	The consumers are not concerned towards environmental issues.	0.20989	1.96	Accepted H <sub>0</sub>
	H <sub>1</sub>	The consumers are concerned towards environmental issues.			
3.	H <sub>0</sub>	The consumers are not aware about green marketing	2.381188	1.96	Accepted H <sub>1</sub>
	H <sub>1</sub>	The consumers are aware about green marketing			
4.	H <sub>0</sub>	Green marketing does not influence the purchase behavior of a consumer	2.484254	1.96	Accepted H <sub>1</sub>
	H <sub>1</sub>	Green marketing influence the purchase behavior of a consumer			

**V. ANALYSIS AND RESULTS**

From the Table 2 it is noticed that the consumers

- Are aware of the severity of the environmental problems. They also recognize the magnitude of being environmentally friendly.
- Deems to be less considering towards environmental issues while making a purchase.
- Are awake of the concept of going green and are also aware of the companies and the significance of going green.
- Are affected by the environmental information on the product. And believes it is worth to pay more for a green product.

The hypotheses were analyzed statistically using Z test at 95% confidence level. The result of the analysis can be seen in Table 3. The results indicate that the consumers have a positive outlook towards the ecological problems. But as far as their behavior is concerned they are less painstaking about the ecological issues while making a purchase. They are aware of the concept of green marketing and eco friendly products, which also influences their purchase behavior.

**VI. CONCLUSION**

By identifying the changes in the consumer activities, the businesses can amend their offering to the consumers. Consumers today are more anxious about environmental dreadful conditions and harmful impact of their uses of product and services on surroundings. In the study the consumers have shown positive attitude towards green products. Due to increased awareness and concern consumer may prefer green products at a higher rate. This implies that Marketers should make the green products available to the consumers for their consumption as customers have shown willingness to buy green products if it is available.

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