

CONSUMER AWARENESS AND PERCEPTION TOWARDS GREEN PRODUCTS WITH REFERENCE TO DEHRADUN CITY

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ABSTRACT

Green goods are an environmentally friendly product that substitutes chemical additives, commonly known as eco-sustainable products. These products are less detrimental to human health, and thereby reducing carbon emissions and greenhouse gases and not polluting the atmosphere. Rising customer demand is now primed on environmentally affordable goods. When the amount of choices presented to buyers grows, their shopping habits are slowly shifting because of varied options. This work aims to examine the awareness and willingness of customers to use green products in Dehradun.

INTRODUCTION

The promotion of environmentally sustainable goods and services is green marketing. This is becoming more popular as more people take an interest in environmental issues and want to invest their money in a way that is kinder to the world. Green marketing can include a variety of different items, such as designing an environmentally friendly product, using environmentally friendly packaging, implementing sustainable business practices, or concentrating marketing efforts on messages that reflect the green benefits of a product. This form of marketing can be more costly, but because of the rising demand it can also be profitable. For instance, goods manufactured locally in North America tend to be more costly than goods produced overseas using cheap labour but they have a much lower carbon footprint because they don't have to travel around the globe to get there. The environmental benefit for some consumers and business owners outweighs the difference in price. Green Marketing alludes to the way toward selling items also as administrations hooked in to their natural advantages. Such an item or administration might be naturally well disposed in it or created or potentially bundled in

an earth neighborly way. Green Marketing includes creating and advancing items and administrations that fulfill client's need and requirement for

- Quality,
- Performance,
- Affordable Pricing and
- Convenience without having a hindering contribution on nature.

How Green marketing leads to Green Washing

If major expenditures or organizational improvements do not substantiate a company's green marketing practices, they can be blamed for deceptive or misleading ads. Sometimes this practice is also termed green washing. Many marketers are seeking to capitalize on the rising number of green customers by simply applying a green marketing approach to goods which would otherwise not be considered green. If they really are not, they try to put their goods as a better alternative for the environment. For example, when a company uses a green colour in its packaging, or the word green elsewhere in its marketing, when there is nothing especially environmentally conscious about the product, nor is it more environmentally friendly than similar goods. Greenwashing isn't just misleading, it can also harm the credibility of a company. If customers want to be confident that they are actually purchasing a green product they will look for official certifications specified on the packaging of the product.

REVIEW OF LITERATURE

Environmental disruption is a big problem across the globe and growing momentum has been applied to take steps to improve this condition. A

variety of work has been conducted on green commodities, consumer awareness of green products, and comprehension of green products. In the following section, analysis of a few relevant research papers is undertaken with an significant objective of defining the research gap that currently exists.

Suganya&Kavitha (2017), Revealed most retailers' perception that green goods appeal to customers but were not completely embraced by them because of weak visibility and high prices. As far as consumers are concerned, the degree of awareness is growing and has begun to incorporate them in their daily life, and there is also a need for government intervention to enforce regular green market prices.

Pillai&Junare (2016), Reported that customers are aware of the existence of these goods but do not have a very favorable view of eco-friendly goods since eco-friendly products are priced at high prices, are not properly marketed and are not properly labeled such that customers can not differentiate between conventional products.

Syal& Jindal (2016), Revealed that significant numbers of male respondents are aware of green marketing techniques as opposed to females, with the aid of word of mouth, ads, banners and the like.

Kumar &Byram (2016), It has been reported that companies adopting green practices would retain their profitable business environment and that all businesses in the business world are adapting their business models to reduce their carbonfootprint.

Hundal and Kumar (2015), It should be concluded that companies should encourage people to check labels and to pay extra for green products. When an organization considered as green in all ways but does not meet the requirements for consumer satisfaction, it can also contribute to a green myopia phenomenon in which other businesses benefit from selling less costly goods compared to costly greengoods.

Sharma (2015), Revealed that customers are already now conscious of corporate promotions on the quality and use of the product, and are willing to spend extra to create a greener and safer climate.

Mohammad Azam (2014), This study states "Eco-Friendly Strategy" addresses some of the

main problems in green marketing and numerous barriers to green marketing and the initiatives companies are taking. The report reported that both advertisers and customers are now getting increasingly involved at various rates with the topic of green marketing.

Yadav&Pathak (2013), It has been disclosed that the government has adopted various policies and that different companies are now able to adopt environmentally friendly goods, but the issue is with small businesses because they are worried with short-term income.

Kumar Veluri (2012), His research aimed specifically at examining customer perceptions and behaviors about green goods. The research shows that respondents responded favorably to products that are less environmentally harmful.

Mudhassir, (2010), The study states that 'Green Marketing' is a marketing concept where goods and services are produced, sold, used and disposed of in a manner that is less harmful for the ecosystem. There have been increasing worries regarding the influence of climate change, adverse impacts of pollution, non-biodegradable solid waste, etc., and becoming more open to the needs of both advertisers and customers on the need to transition to green goods and services.

Research Gap

From the literature review, the study found that revenue is one of the main factors. It is concluded that the big respondents, who claimed to be aware of green products, did not necessarily know precisely what constitutes green products. The study also reveals that people have a great deal of interest and a deep desire to do something about the world in general, but they didn't know how to contribute. The key dimensions of service quality were usability, reliability, feedbacks, complaints handling, capacity, usability and customization. In light of the above results, the present study is undertaken to find out about customer expectations, perceptions and also identify the problem involved in green marketing. Environmental disruption is a big problem across the globe and growing momentum has been applied to take steps to improve this condition. A variety of work has been conducted on green commodities, consumer awareness of green products and comprehension of green products.

NEED OF THE STUDY

India's environmental friendly status still isn't a marketing strategy. Green goods, businesses, and businesses are a rare phenomenon in nearly every segment of products and services sold in India. Reality says, marketers have seized the advantage to build a clear base for differentiation for own labels. From the above instances it can be presented, green projects apply to processing plants and backend activities. When we list the top firms in India, fewer than forty percent sites are having a web page atmosphere. Most peoples still believe that, if site informations reflect the aims, it is very unlikely that these businesses will ever be using sustainability programs as a marketing tactic. However, it is a bit astounding if someone dig for universe's worry regarding climatic shift. In view of the global market, environment sustainability is a bigger issue particularly in developing nations, and businesses are compelled to adopt environmentally sustainable business strategies like recycling, more power-intensive, less pollution or biodegradable, recyclable or recycled packaging. Customers inside these countries are socially aware and give weight to the company's environmental certification, environment friendly branding and ecological labels / marks of the business on the items. Under strain from all of these regions, businesses have stepped up their attempts to provide products and services with minimum effects. However, if Indian customers have the same approach, the greener products and service sector is expected to grow. The Market for Green Commodity will expand by favorably aligning macro-environmental variables like legislation, economic incentives, customer awareness and technical breakthroughs. Alternatives to CFC-based refueling provide pollution reduction tools for multi-point fluid flow technologies, vehicles with reduced emissions, and lead-free vehicle gasoline, asphalt, and thermal powerplants. The most important factor in identifying the green product development in India would be consumer interest. Most of the marketers assume green consumerism would have a trickling down influence. The advertisers would need to keep Green Goods sustainable. These apparently incongruous goals may be accomplished by technological advancements. These products have been advertised as eye-

catching product, rather than mainstream commercial item.

SCOPE OF THE STUDY

- Green marketing has now arisen as one of the key fields of interest for advertisers, as it may give strategic advantages.
- Green marketing succeeds only if the marketer becomes conscious of the green customers' behaviour.
- Hence it is important to study the consumer behavior of green consumers.
- A poll was performed to find out what users consider and interpret.

OBJECTIVES OF THE STUDY

- To examine potential customers' perceptions in regards to green goods.
- To propose innovative green marketing strategies for Dehradun's city, industry, and customers.
- To discover benefits and prospects of the strategies of ecological marketing
- To study ecological marketing's complexities.
- To monitor awareness and use of sustainable products for the benefit of the environment.
- To learn the view of consumers on green and environmental marketing terminology.
- To grasp the customers' buying habits for the sustainability ads.
- To see if the Green Plan is successful or not.
- To reflect customer reaction to the Eco-label.
- To investigate the buyer's knowledge about the green marketers and their goods.

RESEARCH METHODOLOGY

Problem Formulation :

This study aims to address enormous opportunities and related challenges in Green Marketing. Green marketing is still in its infancy and more work on green marketing is needed to fully explore its

potential. Green marketing means getting a dream and a strategy and (cautious) taking action. When more businesses try to promote their environmentally friendly activities, it is a good idea to pause for a moment to consider what companies are selling while encouraging green or sustainable organization.

Research Objectives:

Primary Objectives:

- To know the advantages and opportunities that green marketing campaign.
- To research green marketing challenges.

Secondary Objectives:

- To test the people's consciousness and consumption of eco-friendly goods.
- To know whether the green strategy is effective or not.

Research Hypothesis:

In this research Descriptive research design is used. This involves survey and finding evidence of different kinds of inquiries. The main aim of descriptive research is to identify the state of affairs, as it currently exists.

Data Collection : Data was obtained from two sources:

Primary data: The primary data was gathered primarily through organized questionnaires. The questions have been structured in an easily understandable manner so that the respondent can have no trouble in answering.

Secondary data: Secondary data was collected by blogs, books, online magazines and journals.

Sampling Design :

- **Sampling technique** - Convenience Sampling
- **Sample size** – 100 Respondents
- **Sampling area** – Delhi/NCR

Convenience sampling methodology was used to elicit responses from 100 respondents. A well-structured, pre-tested questionnaire has been used for these respondents. From January 2020 to February 2020, the study was carried out. The five-point Likert scale has been used from strongly agreed to disagree to assess the consumer perception of green goods. The test of reliability was carried out and the value of the Cronbach alpha was significant. 0.628 to assess the suitability of the results.

Table 1

Personal Profile of the Respondents

S.no.	Particulars	No of Respondents	Percentage
1	Gender	Male	29
		Female	71
		Total	100
2	Age	25 - 30 years	37
		31 - 35 Years	28
		36 - 40 Years	35
		Total	100
3	Educational Qualification	School Level	6
		UG Level	44
		PG Level	29
		Others	21
		Total	100
4	Occupational Status	Employee	27
		Business	26
		Professional	26
		Others	21
		Total	100

Source: Primary Data

From the above table, it is apparent that out of the sample size of 100 respondents 71 percent are female, 29 percent are male, 37 percent belong to the 25-30-year-old community, 28 percent belong to a 31-35-year-old category and 35 percent to the 36-40-year-old age group. About education credentials 44 % of respondents are students, 29% of respondents are postgraduates, 6% are students and 28% of respondents are subdivided into other categories, 27 % of respondents are employee, 26% are entrepreneurs and 26 % of respondents are professionals And 21% of those interviewed are Others.

Table 2

Level of Awareness of Green Products

S. No	Awareness level	No of respondents	Percentage
1	Highly aware	22	22
2	Aware	52	52
3	Somewhat aware	26	26
Total		100	100

Source: Primary Data

The table above shows that 52 % of respondents are aware of green products, 26 % of respondents are knowledgeable about green products, and 22 % of respondents know very well about green products. The conclusion is that most people (52 percent) know green products.

Table-3

SOURCE OF AWARENESS

S.NO	SOURCE	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	Family	14	14
2	Relatives/Friends	18	18
3	Neighbors	20	20
4	Colleague	8	8
5	Dealers	12	12
6	TV Advertisement	15	15
7	Internet	13	13

Source: Primary Data

The table indicates the sample consumer recognition source. 18% of those polled learn green goods from acquaintances and family members, with 28% from neighbors and employers and 14% from the public, 12% from suppliers of plants, and 15% from TV ads and 13% from Internet Green items. They also care about green products.

Table-4

TYPE OF GREEN PRODUCTS PURCHASES

S.NO	PRODUCT	MEAN SCORE	RANK
1	Grocery items	398	2
2	Electronic goods	226	9
3	House hold products	308	6
4	Vegetables & Fruits	427	1

5	Disposable products	305	7
6	Personal Care products	317	4
7	Pharmaceutical items	376	3
8	Apparel & Clothing	310	5
9	Stationeries	163	10
10	Cosmetics	267	8

Source: Primary Data

The above table shows ways of procurement of green goods. Majority of respondents purchased green Vegetables & Fruits and ranked I, II preference was given for grocery items, pharmaceutical items ranked III, respondents ranked IV for personal care products, clothes and footwear favored V, household products ranked VI, disposable products ranked VII, cosmetics ranked VIII, digital goods ranked IX and Stationeries ranked X.

LIMITATIONS OF THE STUDY

1. As the research topic is broad, so time is the main constraint of the research.
2. Target audience is also another limitation, since people were less conscious of green marketing.
3. Some of the respondents were not interested in answering the question, and seemed to be distracted and bored with the very sound question.
4. The work is limited to just certain sections and does not generally indicate a trend of a country.
5. Analysis on a single day or in one section can change very quickly in a rapidly changing climate. Consideration of the environmental changes is important to assimilate the results.
6. Time and resources are one of the key constraints of any research project and are related to science as well.
7. For the most part, people were unable to talk or fill out questionnaires because of their busy schedule.
8. Some respondents were hesitant to reveal personal data which could impact the validity of all responses.

RECOMMENDATIONS AND CONCLUSIONS

Limited commodities such as gasoline, metal and also the clean water will be depleted and are more costly. It would have an immense influence on the context if businesses cannot utilize such tools more effectively. Investment in green goods therefore ultimately changes from "out of the good" to "smart marketing." So they need to :

- Invest in research, and build products that are safe and environment friendly.
- Renewable energy sources including solar, wind, biofuels and hydraulic power.
- Water harvesting.
- Recycle at all levels.
- Switching to paperless workplace.
- Inform masses on environmental issues, as they would be the bulk buyers.
- Investing socially responsible in environmentally focused projects.
- Plant more trees.

Corporations would have to rethink:

- Their approaches about raw materials and procurement.
- New technologies should be created.
- They will update current products and services.
- They should understand that pollution reduction can be a cost-saving practice.
- To use less content, they should direct their product and packaging designs.

In view of the need for renewable goods, ecological Marketing gives businesses an ability to raise their share of the business through the supply of environmentally sustainable items. More stringent environmental legislation throughout the globe, greater customer demand for

environmentally friendly businesses and the value benefits of waste elimination motivate major and minor firms to clean up. The findings of a poll indicate that people are not really dedicated to changing their atmosphere and would prefer to blame business and policy unnecessarily. While it's company duty to manufacture goods that have minimal environmental impact, it is ultimately the customer who is responsible for using environmentally friendly goods. Consumers are not too worried about the environment, but they need specific details how one product is chosen over the other would help the nature as they have become more sophisticated. Their empowerment helps in customer awareness. Empowered consumers, to select goods which are environmentally friendly if everything is same. From the analysis, it is evident that most respondents are aware of green products but there is a need to spread more awareness about green products. Additionally, the respondents were worried about the deterioration of the ecosystem and how buying green products would contribute to the protection of the climate. The research also shows that citizens are usually very keen on doing more about the climate. In this sense, marketers need to create green goods and tactics and to illustrate this to customers. Since consumers know the green goods and their effect on the climate, the business that offers green products will give value to the consumer at an acceptable price. The traders will recognize the pattern of consumer interest and ensure that green products are available through proper distribution channels. Together with marketers, government, and non-governmental organizations, it is very important to encourage consumers to go green and adopt green buying behavior. To safeguard the climate, policy agencies and environmental organizations ought to improve visibility.

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