

# A STUDY ON GREEN MARKETING IN PRIVATE ORGANISATIONS

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## CHAPTER - 1

### INTRODUCTION

Although environmental issues affect all human activities, few academic disciplines have integrated green issues into their literature. This is especially true in marketing. As society has become more concerned about the natural environment, companies have begun to change their behavior to address society's "new" concerns. Some companies have quickly accepted concepts such as environmental management systems and waste reduction, and have integrated environmental issues into all organizational activities. Evidence of this is development. Past research has shown that consumers are aware and willing to 'go green.' Green products refer to products that incorporate recycling strategies or are made from recycled or recyclable materials and/or use less toxic materials to reduce environmental impact. Globally, awareness of unnatural weather change and unfriendly atmospheric conditions has grown, and as a result, there is an enthusiasm for natural safety and practical measures. This issue is changing the buying behavior of the customers, and this adjustment in the buying behavior of the customers will determine the enduring patterns in the Indian and universal advertising field. A true advertiser needs to understand these changing patterns in the public and responds vigorously to this adjustment to survive in the serious market. In India, there are few companies like Video-con International and ITC that are responding to this changing behavior by including green themes in their correspondence with customers. Green theme does not have to be limited in advertising, but the idea will be veiled by the organization and its workers trying to become zero nursery emanation or contribute to the reduction of these gasses. One type of environmentally conscious behavior is natural marketing (green purchasing), which means buying and consuming products that are good for the earth. The increasing number

of customers who like to buy environmentally friendly products opens the door for companies that use "environmentally friendly "" or "ecologically compatible" as a segment of their offering.

A global temperature change and the emission of ozone-depleting substances is the main problem everyone is facing today. Both governments and companies are concerned about this problem. Everyone is investing a lot of energy and progress to curb this pollution. This prompted advertisers to label and re-label their products according to their interests in this global problem. As a result, enthusiasm for green insurance and addressing climate change is skyrocketing. Numerous Indian companies have changed their brand logos to reflect their zeal and responsibility in fighting this problem. One type of environmentally conscious behavior is natural industrialism (green shopping)- - buying and spending on products that are friendly to the earth. The increasing number of customers, who willingly and with great zeal

## **CHAPTER - 2**

### **CONCEPTUAL BACKGROUND AND LITERATURE REVIEW**

#### **Theoretical background of the study:**

Although environmental issues influence every human movement, hardly any scholastic assignments have coordinated green issues in their writings. This is especially true in advertising. As society has become more pressured, associations have begun to adjust their leadership and attempt to address society's "new" concerns.

Some organizations have rushed to acknowledge ideas like environmental management frameworks and waste minimization, and have integrated natural issues into every single authoritative act. Proof of this is the improvement of journals like "Business Strategy and nature" and "Greener administration International," which are expressly designed to encourage research into corporate environmental behavior.

The Indian government has also done its bit to promote green marketing and environmental friendliness by banning plastic bags from daily use and helping the automotive industry develop greener vehicles by promoting hybrid and electric vehicles. The administration has pushed for the development of green structures and the use of energy sources by businesses. Administrations are forcing companies to be more responsible. In many cases, the administration forces companies to develop a strategy that protects the interests of customers by reducing the production of unsafe goods or products, changing customer and customer loyalty

### **The importance of Green Marketing:**

Green marketing offers motivating forces and development prospects to the most important companies. While changing business or production processes may involve start-up costs, it saves money in the long run. For example, the cost of installing solar energy is an investment in future energy cost savings. Companies that develop their products and services with environmental impacts in mind as much as possible gain access to new markets, generously increase their benefits, and have the upper hand over those that fail to identify other opportunities. In reviewing the text, there are several suggested reasons for the expanded use of green marketing by companies. Five possible reasons are as follows:

- Companies see environmental marketing as an opportunity they can use to achieve their goals.
- Businesses recognize that they have an ethical obligation to be more socially responsible.
- Government agencies are forcing companies to behave more responsibly.
- Competitors' environmental activities force companies to change their environmental marketing activities.

importance of reuse for protecting the earth and combating ecological pollution (Araceous and Tetillid, 2009: 435-461).

### **Green marketing challenges:**

Although countless companies practice green marketing, it is far from an easy occupation as there are several issues that should be considered when implementing green advertising. The main difficulties to overcome in green showcasing are:

#### **1. New concept**

The Indian, educated and urban purchaser is getting to be more mindful of the advantages of green products. Be that as it may, it is another idea for the general population. The purchaser should be educated and made aware of the natural dangers. The new green developments have to reach the majority and this will take a lot of time and effort.

#### **2. Cost factor**

Green marketing includes the promotion of green products/administrations, green innovations, green influence/vitality, for which a lot of money has to be spent on R&D programs to make them catch on, and resulting time-limited programs that may eventually lead to increased costs.

### 3. Convincing customers

Customers may not trust the company's green marketing technique, so the company should ensure that it takes all possible measures to convince the customer of its green product. The most ideal alternative is to carry out eco-labeling plans. Eco-naming plans offer their approval to ecologically less harmless products. The first eco-naming program was launched in Germany in 1978. Sometimes, customers may also not be willing to pay the extra price for the products.

#### Literature review:

1. **J. Joseph Cronin, Jr. Jeffery S. Smith. Mark R. Gleim. Edward Ramirez Jennifer Dawn Martinez** published an article titled "**Green marketing strategies; an examination of stakeholders and the opportunities they present,**" in which they noted that there is growing interest among top managers, stakeholders, and academics in green marketing strategies and the potential impact on the triple bottom line. Another green strategy being implemented by companies is a focus on environmental issues within the company itself.

2. **Hemantha Y.** published an article titled "**Green marketing An Exploratory Research on consumers in Bangalore city**" in which he stated that for a company to be successful in implementing a green marketing strategy, it must not forget about the consumers' attitude towards green marketing. Marketers should think about adopting appropriate strategies that will enable them to overcome the main problems associated with traditional marketing techniques and make a shift to green marketing.

3. **Norazah Mohd. Suki** published an article titled "**Green Awareness effects on consumers purchasing decision; Some insights from Malaysia**" in which she stated that consumer interest in green issues is a global issue that is continuously changing their lifestyle towards environmental awareness. Green marketing is also the effort of a company or organization to produce in a sensitive way and to address ecological concerns, i.e., to be environmentally friendly. Consumers are less likely to buy green products if they are not familiar with the brand.

**R. Srikanth, D. Surya Narayana Raju** published an article titled "**Contemporary green marketing - Brief Reference to Indian scenario**" in which they stated that "green marketing" encompasses all activities aimed at generating and facilitating exchanges to satisfy human needs or wants in a manner that

satisfies those needs and wants with minimal harmful impact on the natural environment. The adoption of green marketing may not be easy in the short term.

### **S. CHAPTER – 3**

#### **RESEARCH DESIGN**

The research design is created by the researcher using research techniques and research methods to find accurate solutions to assess the problems. The research design chosen for the studies is descriptive design. Descriptive design is used to capture the present situation and to know the behavior of the customers.

##### **Description of the problem:**

Over the past few decades, ecological problems have led buyers to become concerned with conservation. Currently, customers support companies that operate in an environmentally friendly way. Green marketing should be considered as a remarkable way to deal with today's marketing and needs to be rehearsed with significantly more life as it has an environmental and social component. It is extremely important that green marketing becomes a habit and not just an exception or a fad. The requirement for safe and environmentally friendly reuse of paper, metals, plastics and other materials should become much more normal and all-encompassing. It must become the general standard to use environmentally safe items and to protect human culture from potential threats. Since resources are limited and human needs are unlimited, resources must be used economically and in an environmentally friendly manner.

##### **Need for the study:**

To analyze and evaluate the awareness and factors that influence customers to purchase green products. It helps to understand the effect of green products and customers' perception towards green products and to evaluate the environmental concerns about green products.

### **Objectives:**

1. To determine the level of awareness of customers regarding green products.
2. Analyse the factors that influence customers to purchase green products.
3. Evaluation of environmental awareness in relation to the purchase of green products.

### **Scope of the study:**

- The study helps marketers understand customer perceptions toward green products.
- It helps marketers develop strategies to promote green products and leverage factors that influence green product purchases.

### **3.5 Research Methodology:**

Data is collected through a structured questionnaire given to the respondents who are retail customers. The survey was conducted in Bangalore.

### **Research Design:**

For the research we have used descriptive research type and the study basically uses primary and secondary data namely textbooks, journals, newspapers, magazines and internet.

## CHAPTER – 4 ANALYSIS AND INTERPRETATION

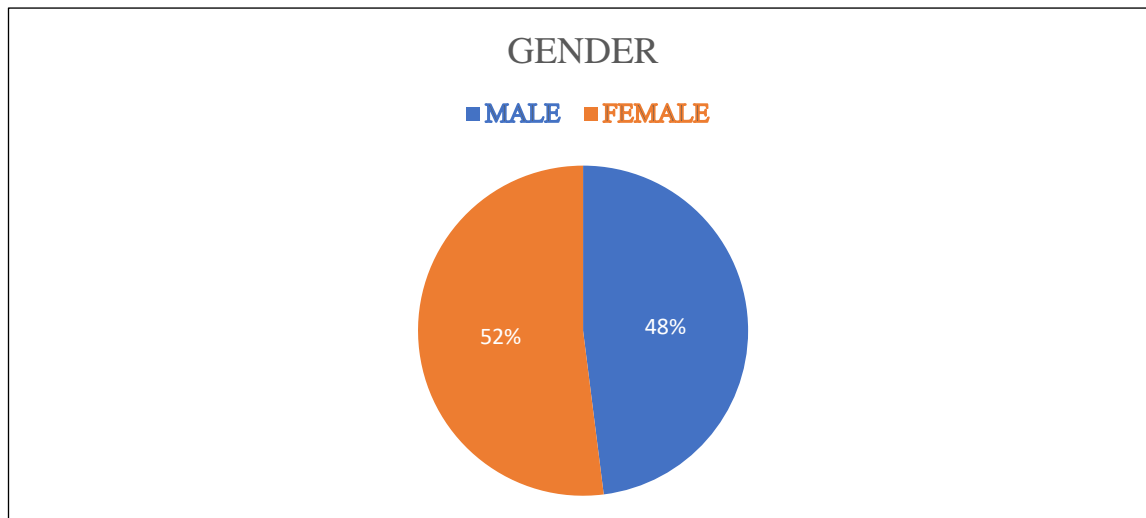
Data analysis is a process of compiling, reviewing, reshaping, and modelling data with the specific goal of finding useful information to support the study and aid in decision making. Data are compiled from different sources, analyzed and reviewed to find some results and conclusions for a specific study.

**Table 4.1 showing the gender of the respondents**

Particulars	Frequency	Percent
Male	96	48.0
Female	104	52.0
Total	200	100.0

**Analysis:** From the survey, 104 of the 200 respondents were female and 96 were male.

**Chart 4.1 Representing the gender mix of respondents**



### **Interpretation:**

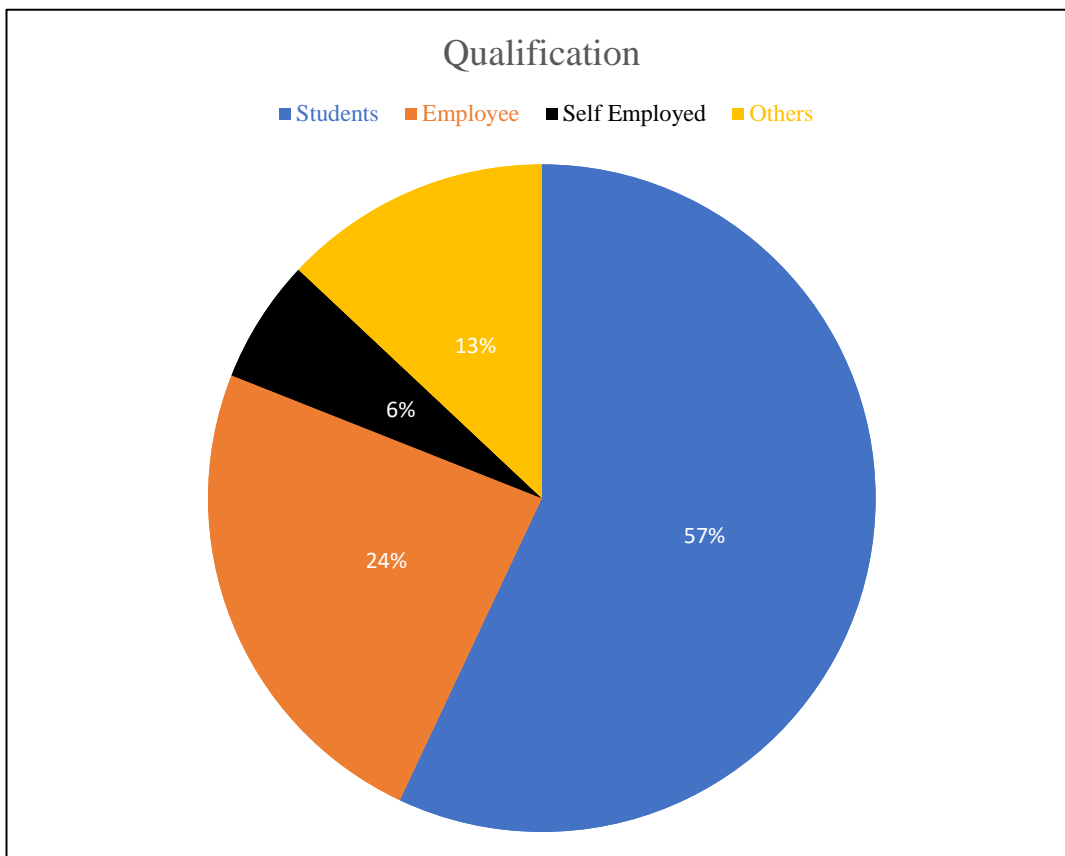
From the above chart, more females have awareness of green products.

**Table 4.3 showing the qualification of the respondents.**

Particulars	Frequency	Percent
Students	114	57.0
Employee	48	24.0
Self Employed	12	6.0
Others	26	13.0
Total	200	100.0

**Analysis:** From the survey, 57% of the respondents are students, 24% of the respondents are employees, 6% of the respondents are self-employed, and 13% of the respondents are other.

**Chart 4.3 Representing the qualification mix of respondents**



**Interpretation:** Research data shows that the majority of respondents are students.

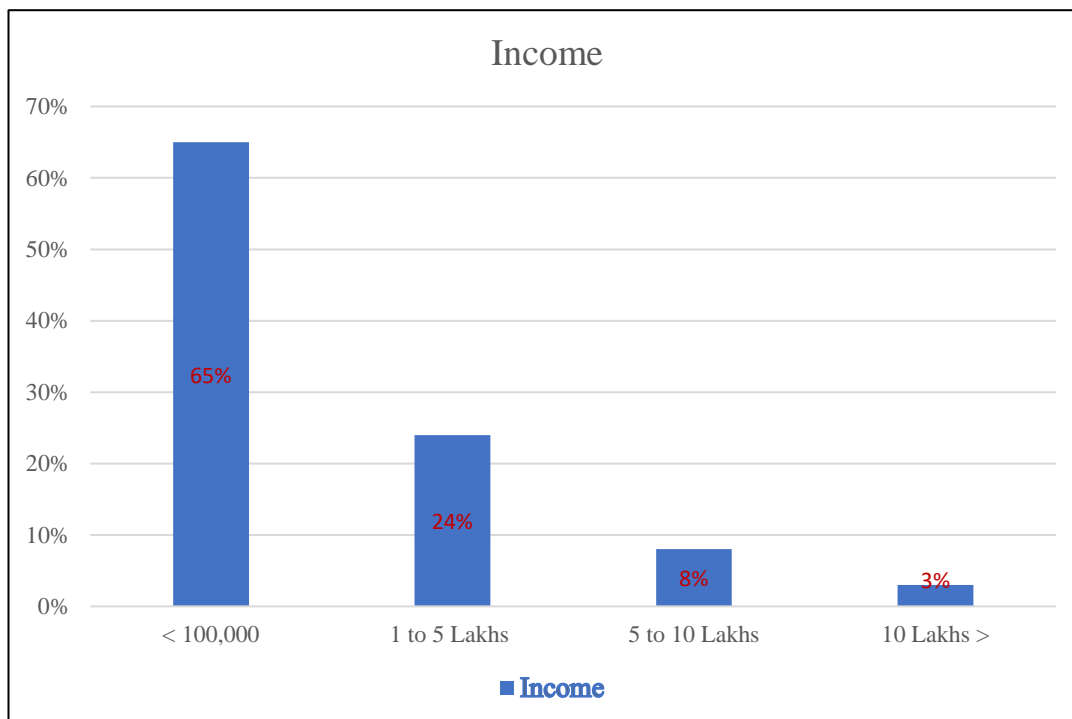


**Table 4.4 showing the income of the respondents.**

Particulars	Frequency	Percent
Less than 100,000	130	65.0
100,000 to 500,000	48	24.0
500,000 to 10,00,000	16	8.0
10,00,000>	6	3.0
Total	200	100.0

**Analysis:** The survey shows that of the 200 respondents, 65% have an income of less than 100,000, 24% have an income between 100,000 and 500,000, 8% have an income between 500,000 and 10,00,000, and 3% have an income of over 10,00,000.

**Graph 4.4 representing the respondent's income level.**



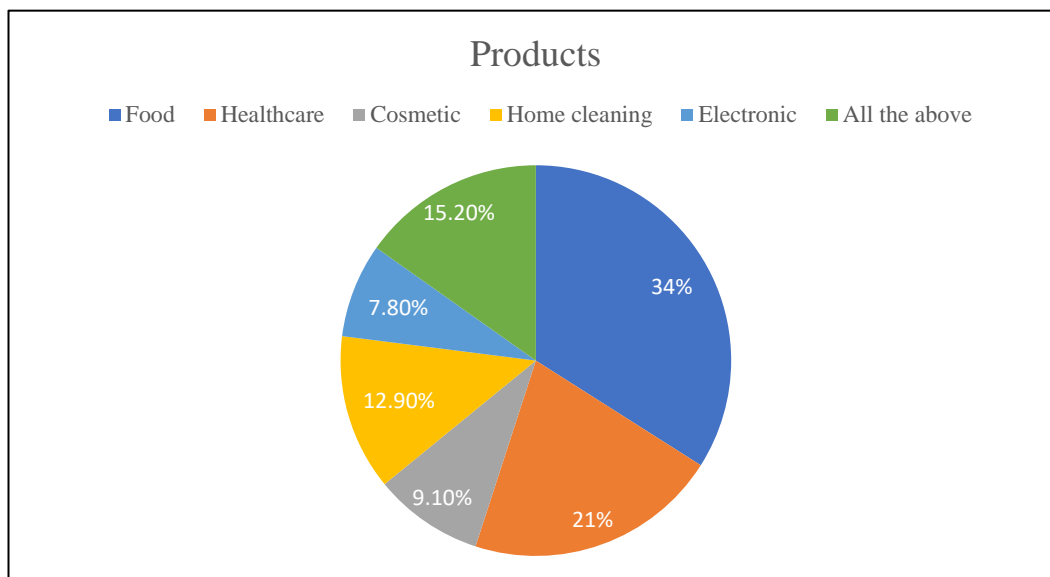
**Interpretation:** The research data suggest that the majority of respondents have an income of less than 100,000 euros.

**Table 4.6 showing type of eco-friendly products that respondents purchased in the last 3 months**

Particulars	Responses	
	N	Percent
Food	105	34.0%
Healthcare	65	21.0%
Cosmetic	28	9.1%
Home cleaning	40	12.9%
Electronic	24	7.8%
All the above	47	15.2%
Total	309	100.0%

**Analysis:** From the survey, it was found that in the last 3 months, respondents purchased environmentally friendly products: 34% food, 21% health products, 9.1% cosmetics, 12.9% household cleaners, 7.8% electronic products, and 15.2% all these products.

**Chart 4.7 representing respondent's eco-friendly product purchase in last 3 months**



**Interpretation:** The survey concludes that most of the respondents buy environmentally friendly food.

## DATA ANALYSIS USING STATISTICAL TOOLS:

**Table 4.15 showing customer opinion on green products:**

SUMMARY				
Groups	Count	Sum	Average	Variance
Good for the environment	200	947	4.35	0.246
Benefits our health	200	902	4.5100	0.402
Good quality/performance	200	864	4.3200	0.420
Have good taste and/or Good smell	200	833	4.1900	0.577
Reasonable price	200	781	3.9050	0.850
Easily accessible/available in the supermarket	200	777	3.8850	0.766
Essential for future	200	901	4.5050	0.482
Over priced	200	786	3.9300	0.859
Lack of awareness about their benefits	200	826	4.1300	0.757
Beneficial investment in long run	200	817	4.0850	0.581
Made of purely eco-friendly materials	200	833	4.1650	0.862
Good for health	200	857	4.2850	0.526
Non availability in market	200	753	3.7650	0.934
Easy to dispose	200	869	4.3450	0.498

## HYPOTHESIS:

**Null hypothesis (H0):** There is no significant relationship between opinions about green products and consumer purchasing behavior.

**Alternative hypothesis (H1):** There is a significant relationship between green product opinion and consumer purchasing behavior.

## **CHAPTER – 5**

### **FINDING, CONCLUSION AND SUGGESTION**

#### **FINDINGS:**

From the research conducted, the following can be concluded.

- Of the 200 respondents, 96 were male and 104 were female.
- The age of the respondents was 92% between 20 and 30 years, 5% between 31 and 40 years and 3% between 41 and 50 years.
- 114 respondents are students, 48 respondents are employees, 12 respondents are self-employed, and 26 are other.
- 65% of the respondents have an income of less than 100,000, 24% have an income between 100,000 and 500,000, 8% have an income between 500,000 and 10,00,000 and 3% have an income of more than 10,00,000.
- The purchase frequency of the respondents indicated that 24% purchase once a week, 6.5% purchase fortnightly, 43.5% purchase once a month and 26% purchase more than once a month.
- In terms of environmentally friendly products purchased by respondents, 34% reported purchasing groceries, 21% health items, 9.1% cosmetics, 12.9% household cleaners, 7.8% electronic appliances, and 15.2% all of these products.
- Most respondents became aware of green products through television (36.3%), magazines (6.5%), books (10.6%), newspapers (18.3%), and all of these sources (28.3%).
- 37.3% buy green products in supermarkets, 21.9% on the Internet, 17.2% in kirana stores, and 15.7% in brand stores.
- Respondents' perceptions of green products show that respondents strongly agree that the products are good for the environment and benefit their health, moderately agree that the products have good quality/performance, taste and/or smell good, are inexpensive, and are easily available in supermarkets.
- Respondents strongly agree that they buy eco-friendly products because they give a good image of me, want to protect the earth, like eco-friendly products, are less harmful to the environment and recyclable/reusable, moderately agree that they feel trendy/fashionable when they buy eco-friendly products, and are satisfied with most of the eco-friendly products they buy.

## CONCLUSION:

In the study, most respondents were female, between 20 and 30 years old, and mostly students. The frequency of income was less than 100,000 euros, and the frequency of purchasing green products was once a month, with groceries accounting for the largest proportion of purchases in the last three months. Television was the main source of awareness about green products, and magazines, books, and newspapers also had a large share of customer awareness. Most purchases were made at supermarkets and online. Green products are good for the environment and for our health. These perceptions outweigh the quality, performance, taste, price, and availability of environmentally friendly products. Most consumers buy environmentally friendly products because they are

## SUGGESTIONS:

In summary, green marketing is an important aspect of modern businesses as it helps to raise awareness of environmental issues and encourage consumers to make more sustainable choices. From the above research findings, green products/environmentally friendly products are well received by customers. Although everyone knows the harm alternative products do, there are still many who do not understand the need for green products, they know that green products contribute to environmental sustainability, but lack of awareness, price, and unavailability push them to seek alternative products. Manufacturers, marketers and consumers need to become aware of the benefits that eco-friendly products can bring. The research was conducted by distributing questionnaires through digital media, so there may be a bias in responses, and responses were only collected in one city, so a large-scale survey would provide more accurate results.

## Reafferece:

1. [https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=A+STUDY+ON+GREEN+MARKETING+IN+PRIVATE+ORGANISATIONS%E2%80%9D&btnG=](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=A+STUDY+ON+GREEN+MARKETING+IN+PRIVATE+ORGANISATIONS%E2%80%9D&btnG=)
2. [https://www.researchgate.net/publication/333798295\\_A\\_Study\\_on\\_Green\\_Marketing\\_Practices\\_in\\_India](https://www.researchgate.net/publication/333798295_A_Study_on_Green_Marketing_Practices_in_India)