

A STUDY ON THE PERCEPTION OF HYDERABAD CONSUMERS ABOUT GREEN PRODUCTS AND THEIR PERFORMANCE

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ABSTRACT

Green marketing is the practice of promoting products and services that are thought to be ecologically friendly. Green marketing differs from regular marketing in that it emphasizes the promotion of environmentally friendly goods. It's sometimes referred to as "environmental" or environmental protection. Environmentally friendly marketing. These activities are fast expanding over the world and have a significant impact. Role in raising customer knowledge of environmentally friendly products and their benefits It has a positive impact on the environment, which aids consumers in their purchasing decisions. This is a paper about tries to investigate the use of environmentally friendly items by customers of various ages as well as educational qualifications These activities are rapidly growing across the globe and have an important role in creating awareness among consumers regarding eco-friendly products and their impact on the environment which helps the consumers in their buying decisions.

Keywords: Green marketing, eco-friendly products, recyclable

INTRODUCTION

In this current era of globalization, the most pressing requirement is to protect not only our clients and consumers but also our natural environment. Consumers are becoming more conscious of growing environmental challenges such as global warming, acid rain, ozone layer depletion, and so on. Land degradation, for example. As a result, customer concern for environmentally friendly products has grown. Goods aid in the re-establishment of ecological balance, As a result, environmentalism is regarded as a positive force. a crucial feature Natural products are getting increasingly popular among today's consumers. Businesses are starting to change their ways of thinking and acting to address the concerns.

Green marketing is the practice of promoting environmentally friendly products in a long-term manner to lower a company's carbon footprint. It is the organization's ideology and direction, with the

goal of understanding customer requirements and expectations, mobilizing the entire company, and satisfying them.

consumer requirements Green marketing, according to the American Marketing Association (2011), is the marketing of products that are assumed to be safe for the environment. This strategy is effective. represents the company's environmental responsibility It comprises a wide range of activities, like as Modifications to the product, changes to the manufacturing process, modifications to the packaging Increasing advertising, and lowering production costs

Review of Literature

Tilikidou ve Delistavrou (2001):

In Greece, the author performed a survey of 420 houses. He discovered that those who engage in pro-environmental non-purchasing activities are all well educated and aware of the advantages of utilizing environmentally friendly products. They are. Positively associated with views toward product recycling Diamantolopouset al (2003)

In Britain, the author conducted a study with 1697 individuals. He discovered that demographic characteristics were insufficient to develop a green customer profile in this investigation. Women were more concerned about the environment than men, and they were also married. Couples were more inclined to act in an environmentally friendly

manner. He concluded that there is a positive. There is a negative link between education, information, attitudes, and behavior, as well as a correlation between education, information, and attitudes and behavior. age and a pro-environmental outlook.

Green marketing entails creating and promoting products or services that are environmentally friendly. Consumer requirements in terms of Quality, Affordability, Performance, and Convenience. without causing any environmental impact As people become more aware of the many Both marketers and consumers see the need to change to a greener lifestyle. products and services that are environmentally friendly

Meaning of Eco-Friendly Products and scope

Eco-friendly products (also known as green products or environmentally friendly products) are items or services that are manufactured or designed using environmentally friendly technologies and do not harm the environment. Green technology and environmental protection are promoted. For the conservation of natural resources and the development of a sustainable future, products are required. Green The following are some of the qualities of the product:

1. Natural and chemical-free ingredients are used in these products.
2. Biodegradable products are available.

3. Products with environmentally friendly packaging Originally grown products Reusable and recyclable products, such as reusable, refillable containers, are available. Products have no effect.

Clothing, home/restaurant things, jewelry, shopping items, coffee mugs, drink bottles, and many other eco-friendly products are now available in every industry. These items have grown in popularity due to their low environmental impact. To put it another way, these products aid in the preservation of the environment.

They can help the environment by drastically lowering the number of pollutants they can emit. Eco-friendly products can help the environment. be built from the ground up or from salvaged materials These products are instantly identified thanks to their bright colors. eco-labels, eco-brands, and environmental advertising are examples of green marketing tools. Companies are forming to produce these environmentally beneficial products. Nike, for example, is a well-known brand. first and foremost.

Hypotheses:

The current study intends to examine the following hypothesis (null hypothesis) based on the aforementioned objectives:

1. Relationship between respondent age groups and the use of environmentally friendly products

The average use of environmentally friendly products is unaffected by the respondent's age.

2. The relationship between the respondent's educational level and their use of environmentally friendly products.

3. The average use of environmentally friendly products is unaffected by the respondent's educational level.

RESEARCH GAP

The study has been done so far in the countries and a few parts of Asia, there seems to be no or limited study that has used the VBA model to analyze the green purchase behavior of Hyderabad consumers. The research study will cover the Indian consumer behavior and attitude toward green purchases.

RESEARCH OBJECTIVES

- a) To find out if consumers are aware of environmentally friendly products.
- b) To examine the relationship between the age groups of the respondent and the usage of Eco-friendly products.
- c) To examine the relationship between the educational level of the respondent and the usage of Eco-friendly products.

d) to what extent, consumers are willing to pay higher prices for environmentally friendly products?

RESEARCH METHODOLOGY

To examine the relationship of usage of eco-friendly products across various age groups and educational levels, the following methodology has been applied

Objectives of the Study

- a) To find out if consumers are aware of environmentally friendly products.
- b) To examine the relationship between the age groups of the respondent and the usage of Ecofriendly products.
- c) To examine the relationship between the educational level of the respondent and the usage of Eco-friendly products.
- d) To what extent, consumers are willing to pay higher prices for environmentally friendly products?

Conceptual Framework

The paper's conceptual framework is separated into two parts:

2.1 What Does "Green Marketing" Mean?

Green marketing, according to the American Marketing Association, is "the efforts by the enterprises to create, market, package, and sensitively reclaim products or sensitive to environmental concerns." As a result, green

marketing incorporates a wide range of factors. activities that include

1. Changes to the product a change in the manufacturing process,
2. Environmentally friendly Packaging,
3. Increasing advertising effectiveness

So, in its broadest sense, green marketing pertains to the process of selling or rendering things. services with the least amount of negative influence on the environment Such goods or services are referred to as it.

1. Reinvest in the product concept;
2. make prices match costs;

RESEARCH QUESTIONS

1. Do people are expecting or looking for environmental-friendly products from the market?
2. How do companies integrate environmental issues into their marketing strategies?
3. Does any changes in the 4 'ps of green marketing in the organization?
4. What perspective is on eco-friendly products in the context of Indian consumers?

RESEARCH PROBLEMS

Identifying the factors influencing the behavior of Hyderabad consumers towards the green purchase and assessing the impact of culture, attitude, and demographic of the consumer on it.

CONCLUSION

Green marketing is becoming increasingly popular around the world. These activities have expanded their significance in people's lives. Humans have now realized the need of being green customers and using environmentally friendly items. The research was carried out to determine the association between the average use of environmentally friendly items by age group and The respondents' educational level. According to the results of the poll, consumers are aware of approximately half of the respondents felt that eco-friendly products are beneficial to the environment. Environmentally friendly items are crucial, according to nearly a third of respondents.

According to the study, younger generations are more likely to favor environmentally friendly products than middle and elder generations. In contrast, the more qualified (professional) individual is more likely to use these things than the less qualified one (high school). As a result, There is a need to raise awareness about eco-friendly items among these people for the sake of the environment. Society and the ecosystem as a whole will benefit.

The creation of a marketing communication effort to promote green products among customers is required. As a result, the government must likewise check the integrity and trustworthiness of these initiatives and should proceed to notify the public. citizens on the significance and availability of new green products on the market, as well as assist the user in understanding the environmental benefits of utilizing them

Limitations:

There are limits to every study. The following are some of the study's limitations:

1. The current study's findings are based on a sample size of only 15 people, which is quite tiny in comparison to the general population.
2. The respondent's ability and unwillingness to answer the questions.
3. The respondents' responses could have been skewed.
4. The convenient sample was employed in this study to pick the sample. As a result, the outcomes may be The sampling mistake that has an impact on the results.

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