

# Buyers Perception in Routine Life about Green Marketing Concept

*Mr. Sunil Kumar*

Assistant Professor (Commerce), Govt. College, Sidhrawali, Gurugram

E-mail: [skm122050@gmail.com](mailto:skm122050@gmail.com)

## Introduction

Green Marketing is the new concept for India from last decade as going on the implementation of environmental rights for the sake of people. Producers are showing as environmental friendly behavior at public platform. In buyer oriented society, demand is the weapon of consumer which can't be easily neglect by the producer i.e. U.S.A., Japan, Canada etc. but it is very difficult in seller oriented society due to the conventional perception of producer. Sensitiveness of consumers can play a significant role to implement eco-friendly products concept in developing countries like us. Indian consumers have diversity in perception about product uses in routine life. So, that's why, how much Indian consumers are aware about green products and degree of implementation of their perception in routine life is remain fact finding process in India. Green marketing includes all the activities which make safer environmental sustainability from seller and buyer both points of view. As a seller point of view, green marketing activities includes design and developing eco-friendly products, recyclable and biodegradable packaging, steps of technology improvement and waste management etc.. Buyers green marketing activities follow to demand of eco-friendly products, proper uses of products, contribution in product recycle process etc.. Green marketing comes under the preview of internal and external environment of the firm. In this research paper, the main emphasis has been made of consumers' perception about green marketing and patter to follow their perception in ordinary life. Research paper aims to find out what actually Indian consumers view about 'green'?

**Keywords:** Green marketing, eco-friendly products, environmental marketing, ecological marketing, consumer behavior, sustainable development

**Literature Review:**

Green marketing concept came into existence with first workshop on “Ecological Marketing” by American Marketing association in 1975. The result of this workshop came as a first book on green marketing in the world entitled “Ecological Marketing”. The first corporate social responsibility (CSR) report started with the ice cream seller Ben & Jerry’s where the financial report was supplemented by a greater view on the company’s environmental impact. In 1987 a document prepared by the world commission on environment and development defined sustainable development as the needs of present without compromising the ability of future generation. Two tangible milestones for wave one of green marketing came in the form of published books, both of which were called Ken Peattie (1992) in U.K. and by Jacquelyn Ottman (1993) in the U.S.A.

The past decade has shown that harnessing consumer power to effect positive environment change is far easier said the done. The so-called “green consumer” movements in India and other countries have struggled to reach critical mass and to remain in the forefront of producers’ minds. According to Jacquelyn Ottman (author of “The new Rules of Green marketing: strategies, Tools and Inspiration for sustainable Branding” Greenleaf publishing and Berret-Koehler Publishers, February 2011) environmental issues should be balanced with primary consumers needs.

One of the green marketing challenges is the lack of standards or public consensus about constitutes “green,” according to Joel Makower, a writer on green marketing. Cherian & Jacob (2012) exposed that consumers have lack green knowledge due to short participant. On the same line, Braimah & Tweneboah-Koduah (2011) observed that consumers low awareness towards green marketing issues which affect purchase decision. Price is the strong factor which influences buying of eco-friendly product. As per Juwaheer (2005), consumers are very aware about green products, although applying green marketing practices is not an easy task to implement in daily life. In spite of well interest in green marketing by researchers and organization, demand of green products is not as expected.

**Research Objectives:**

1. To find out the level of awareness of consumers about green products and practices in life.
2. To know the consumers demand for eco-friendly products.
3. To find out the relationship between consumers perception and green marketing.

**Research Hypothesis:**

1. Consumers have adequate knowledge about green marketing and apply its in daily life.
2. Consumers have adequate knowledge about green marketing but not apply its in daily life.
3. Consumers haven't adequate knowledge about green marketing and not apply its in daily life

**Methodology & Measurements:**

Questionnaire survey was conducted for this study to collect information from 197 respondents (refers Table-1 to 4 for questionnaire). The respondent were asked to rate the statement on 5 point scale ranging from strongly disagree to strongly agree. Since the neutral point on the scale is 3, those means above 3 suggest overall agree with the statement and the mean below 3 define disagreement. Some statements are performing the cross checking of responses so that actual perception reflect by the consumers.

**Consumers Perception Measures:**

Listed below is the set of factors that can be used to describe consumer's perception about green marketing. Using a scale from 1 to 5, with 1 for 'Strongly Disagree', 2 for 'Disagree', 3 for 'Undecided', 4 for 'Agree' and 5 for 'Strongly Agree'.

Table-1 consumer's perception for green marketing activities

Statements	Strongly disagree	Disagree	Undecided	Agree	Strongly Agree
	1	2	3	4	5

Statements	Mean Value	Std. Deviation
1. Eco-friendly products are easy to use	4.26	.673
2. Environmental friendly techniques imposed on industries	4.03	.734
3. I can pay premium for green products compare to conventional	2.23	.695
4. Govt. have enough efforts to aware public for green products	1.79	.835
5. Have green products reasonable price than conventional one	2.56	.705
6. I recommend eco-friendly product to my friends/family	2.43	.614
7. Smoke can be done at any place when desire	4.57	.687

8. I am concerned about wasting of natural resources	4.21	.847
9. Product used by me should not harmful for society	4.11	.824
10 I used resource more than requirement	2.36	.557
11 At the time of buying decision, I consider eco-friendly approach	4.25	.795
12 I purchase non-eco friendly product if cheaper in cost	3.33	.685
13 I was satisfied with eco-product I bought	4.53	.852
14 Green marketing concept is properly followed by industries	2.19	.547

Table-2 Identification of 'Eco-Mark' by consumers

Statement	Leaf	sky	Tree	Others
Which is the Eco-mark?	49	23	81	44

Table-3 Source of first awareness about green marketing

Statement	TV/Radio	Newspaper/ Magazine	Educational Institute	Others
First of all I get the knowledge about green product from	37	47	95	18

Table-4 Hindrance in Applicability of green marketing in India

Statement	Lack of Education	Excess Population	Backward Technology	Others
What is the main hindrance in applicability of green marketing in India?	59	112	15	11

**Fact Finding & Discussion:**

1. Consumers have perfectly shown positive perception regarding green product. Table-1 clearly mentions that Indian consumers have forward looking approach for green marketing but they are very sensitive for Price of the product (see Table-1, statement no.-3 & 12). Indian consumers do not want to pay more as compare to conventional product. It may be the main cause for low applicability of green marketing concept in practices.
2. A unique pattern of habit of consumers exposed that positive perception regarding green product is not applicable when product is addicted (Table-1, statement no.7). It shows that there is great mismatch between consumer's knowledge and applicability to it in real life. In short, there is gap between theoretical framework and practical field for some product. This statement has showed the familiarity with hypothesis no.-2.
3. Indian consumers want to impose environmental friendly techniques on industries (Table-1, statement no.2 & 14). Consumers want to stare green marketing approach applicability from producer sides.
4. Consumers have no good faith on govt. efforts for educating public for green product acceptability and awareness. It is serious concern that there are no proper green marketing promotional activities done by govt.
5. 77.66 % consumers have no knowledge about prevailing 'Eco-Mark' in the country (Table-2). They have mixed reaction about Source of first awareness about green marketing (Table-3) although weightage going with educational institutions. Last but not least, more than half respondents (56.86 %) think that the main hindrance in applicability of green marketing is the excess population.

**Limitations of the study:**

1. Respondents perception is subject to change due to dynamic behavior and respondent can think differ from their past behavior.
2. If the factors which influence to implementation of green marketing (i.e. price in Table-1 statement no. 3 & 12) change, can reflect differ result of research.

## References

- Cherian, J. and Jacob, J. (2012). Green Marketing: A Study of Consumers' Attitude towards Environment Friendly Products. *Journal of Asian Social Science*, Vol. 8, No. 12, pp. 117-126.
- Davis, Joel J. (1992). Ethics and Environmental Marketing. *Journal of Business Ethics*. Vol. 11, No. 2, pp. 81-87.
- Keller, G. M. (1987) Industry and the Environment: Toward a New Philosophy. *Vital Speeches*. Vol. 54, No. 7, pp. 154-157.
- Thakur Girish and Joshi Nitin M. (2009), "An Investigation Of Customers Awareness With Reference To Green Marketing Of Automobiles", *Indian Journal Of Marketing*, Vol:XXXIX.
- Saheli Datta and Todd Woody, Technologies for a Green Future, Business (2007)
- Stuart L. Hart and Mark B. Milstein(1999), "Global Sustainability and the Creative Destruction of Industries", *Sloan Management Review* 41, No. 1, pp23-33.
- Timothy Ashby(2001), "Silicon Island Cuba s Digital Revolution", *Harvard International Review* 23, No. 3, pp14-18
- <http://www.green.ndtv.com>
- <http://dx.doi.org/10.1037/0022-3514.49.5.1184>
- <http://dx.doi.org/10.1016/j.enpol.2011.09.002>
- [http://irfd.org/events/wfsids/virtual/papers/sids\\_tdjuwaheer.pdf](http://irfd.org/events/wfsids/virtual/papers/sids_tdjuwaheer.pdf).
- <http://dx.doi.org/10.1080/00224549709595430>
- <http://environment.nationalgeographic.com/environment/greendex/>
- [www.environmentalleader.com/category/green-marketing/](http://www.environmentalleader.com/category/green-marketing/)
- [www.dmnews.com/green-marketing/topic/251/](http://www.dmnews.com/green-marketing/topic/251/)
- [www.greenmarketing.com/news/](http://www.greenmarketing.com/news/)
- [www.hindustantimes.com › business-news › Columns Business Sep 11, 2011](http://www.hindustantimes.com/business-news/Columns/Business/Sep_11_2011)
- [timesofindia.indiatimes.com › Topics › green marketing](http://timesofindia.indiatimes.com/Topics/green-marketing)