

THE EFFECT OF GREEN MARKETING ON CONSUMER PERCEPTION - WITH SPECIAL REFERENCE TO MADURAI CITY

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ABSTRACT:

Environment issues is an excited topic recent days as almost every countries government and society has started to be more aware about green marketing issues, The term "green" here refers to purity; green means pure in quality and fair or just in dealing. Green marketing strategies such as production and consumption, disposal of eco-friendly products, reduced production waste in both energy and material, and making products reusable and recyclable will benefit the industry. Now a day's consumers prefer environmental friendly products but their purchase decision varies by lack of awareness towards green marketing issues as well as knowledge of eco-friendly label influences the consumer behavior and helps to increase the knowledge on green production. The present paper is going to look on perception of consumers regarding green initiatives in production process and to check the impact of production activities on environment. This study was based on the literature review and it was conducted a questionnaire to 100 customers. The analysis of the results show customers tend to be influenced by green marketing practices and are more motivated when aware of the environmental issues.

Keywords: Green Marketing, Consumer, Perception, Product

Introduction:

Green Marketing is one of the most recent additions to the world of marketing. This type of marketing was developed to protect and promote the go green and save the earth campaign, which resulted in the introduction of green marketing into the business world. Green marketing is a business strategy that emphasizes the sustainability and environmental benefits of a companies or brand's products or philanthropic endeavors. Green marketing demonstrates how a company develops and markets environmentally friendly products while also promoting and supporting environmental foundations and projects. This type of marketing has enabled the remarketing and packaging of existing products while keeping an eye on the eco-friendly environment at a slightly higher price. When a company decides to embrace green marketing, it frequently becomes the brand's central message. Depending on their strategy, many

businesses can claim to donate a portion of their profits to environmental organizations or campaigns.

When a company uses green marketing, it ensures that the products are made in a sustainable manner that does not include any harmful or toxic components or even toxic material, but rather uses recycled or renewable materials with minimal packaging that can also be recycled. When a company develops environmentally friendly products successfully, it demonstrates its commitment to sustainability and social responsibility, which aids in the development of brand reputation. When a company manufactures its product in an environmentally friendly manner, it focuses on green marketing and informs its customers that the company is working to help the environment. Green marketing helps the business to save money in terms of packaging and energy usage in the longer run.

Impact of green marketing in the business world as well as on consumers:

- Growing awareness of green marketing has inspired people to be more environmentally conscious in a variety of ways, such as reducing their use of plastics and plastic-based products.
- The increased demand for environmentally friendly products encourages businesses to produce and market green products on a larger scale.
- Businesses encourage their customers to use paper and cloth bags instead of plastic bags.
- An increase in product recycling by businesses.
- Strict adherence to pollution-free forests, flora and fauna, lakes, and rivers.
- Provisions to safeguard ecological balance.

Review of Literature

Charles W Lamb et al (2004) explained that — Green Marketing has also become an important way for businesses to raise awareness and loyalty by promoting a popular cause. Marketers can convey concern for the environment and society as a whole by positioning their brands as ecologically sound.

According to **Roger a Kerin et al (2007)**, Green marketing can take many different forms. It stems from product development opportunities generated by both consumer research and the company's Pollution Prevention Pays program. This programme solicits suggestions from employees on how to reduce pollution and recycle materials.

According to **Vemuri Lakshmi Narayana&Dhinesh Babu (2008)**, A clever marketer not only persuades the consumer, but also involves the consumer in the marketing of his product. Green marketing should not be viewed as just another marketing strategy; rather, it should be pursued with greater zeal because it has an environmental and social component.

The study by **Dharmendra Mehta (2011)** indicated that Indians are concerned not only about the environment, but also about their health. This shift in mindset has made Indian consumers appealing to green marketers. It has made the public more receptive and aware of green marketing appeals.

The study by **Vinay et al (2015)** determined that Green marketing has been around since at least the first Earth Day in 1970. However, the concept did not catch on until the 1980s, when rising public interest in the environment led to a demand for more environmentally friendly

products and services. Companies such as Wipro, HCL, TNPL, IBM, ONGC, and others have embraced the concept of green marketing.

The study by **Saranya (2017)** analyses that Green marketing primarily promotes the use of environmentally friendly products. Marketers must also educate consumers about the importance and benefits of green products over non-green products.

Statement of the Problem:

Various factors influence green product customers' awareness and purchasing decisions. The current study examines the impact of various attributes on green market awareness and green product purchasing decisions. More emphasis should be placed on specific green product features and customers who are environmentally conscious of the consequences of their actions.

Scope of the Study

The effects of green marketing practises on the reactions and perceptions of customers. The way these products have become so appealing to them due to their characteristics, as it changes customers' habits beyond their conscious awareness.

Objective of The Study

1. To determine the effect of Green marketing on the Consumer Perception.
2. To study about consumers perception regarding green initiatives in production process.
3. To know how consumers is having knowledge in buying eco-friendly products and environmental issue.
4. To offer valuable suggestion and findings.

Methodology

The present study is concerned with the consumers using Green products in Madurai District. Data were collected from both primary and secondary sources. The primary data were collected from various Institutions, members of SHG, and individuals in Madurai district through structural questionnaire. Secondary data have been collected from published sources like books, Journals, research dissertations, documents, reports of banks.

Sampling Design

The study aims at analyzing the effect of Consumer perception in green marketing. A total of 100 samples were taken for the study. Convenient sampling method has been used to collect the data.

Tools for Analysis

Data are analyzed by using SPSS package. It was used for quantifiable variables. Then the tables were prepared by using statistical techniques such as visualization percentage analysis, Chi square test.

DATA ANALYSIS AND INTERPRETATION

TABLE 1

GENDER WISE CLASSIFICATION OF THE RESPONDENTS

GENDER	NO. OF. RESPONDENTS	PERCENTAGE
Male	35	35
Female	65	65
Total	100	100

Source: Primary data

From the table 1 inferred that, 65 percentage of the respondents are Female and 35 percentage of the respondents are Male.

TABLE 2**AGE WISE CLASSIFICATION OF THE RESPONDENTS**

AGE	NO. OF. RESPONDENTS	PERCENTAGE
Below 25	26	26
25 – 35	47	47
Above 35	27	27
Total	100	100

Source: Primary data

Table 2 inferred that, 47 percentage of the respondents are age group of 25 - 35, 27 percentage of the respondents are age group of Above 35 and remaining 26 percentage of the respondents are age group of below 25.

TABLE 3**RESIDENTIAL AREA OF THE RESPONDENTS**

RESIDENTIAL AREA	NO. OF. RESPONDENTS	PERCENTAGE
Rural	64	64
Urban	36	36
Total	100	100

Source: Primary data

From the table 3 inferred that, 64 percentage of the respondents are rural area and remaining 36 percentage of the respondents are urban area.

TABLE 4**EDUCATION QUALIFICATION OF THE RESPONDENTS**

EDUCATIONAL QUALIFICATION	NO. OF. RESPONDENTS	PERCENTAGE
Schooling	12	12
Undergraduate	66	66
Postgraduate	22	22
Total	100	100

Source: Primary data

Table 4 shows that, 66 percentage of the respondents are undergraduate education qualification, 22 percentage of the respondents are postgraduate and remaining 12 percent of the respondents are education qualification is schooling level.

TABLE 5**MONTHLY INCOME OF THE RESPONDENTS**

MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
Below 20000	29	29
20000 – 40000	38	38
Above 40000	33	33
Total	100	100

Source: Primary data

Table 5 inferred that, 38 percentage of the respondent's monthly income of 20000 – 40000. 33 percentage of the respondents are above 40000 income group of entrepreneurs and remaining 29 percentage of the respondents are below 20000 income.

TABLE 6
PERIOD OF BUYING GREEN PRODUCTS

Period of buying green products	NO. OF RESPONDENTS	PERCENTAGE
Up to 1 year	20	20
2 – 3 years	30	30
4 – 5 years	12	12
Over 5 years	38	38
Total	100	100

Source: Primary data

Table 6, shows that 38 percent of the respondents indicated that they have been buying Green products for a period of more than 5 years. Another 30 percent of them had been buying green products for a period of 2-3. And still another 20 percent of them had been buying green products for a period of up to 1 year.

TABLE 7
AWARENESS OF GREEN MARKETING PRODUCTS

Gender	Yes	No	Percentage
Female	60	10	70
Male	19	11	30

Source: Primary data

From the table 7 inferred that, 70 percentage of the female respondents are have an awareness about Green marketing products and 30 percentage of the male respondents have an awareness about Green marketing products.

TABLE 8
REASON THAT WOULD INFLUENCE THE PURCHASE OF GREEN PRODUCTS

Factors that influence the purchase	NO. OF RESPONDENTS	PERCENTAGE
Price	20	20
Reliability	9	9

Availability	20	20
Brand Awareness	21	21
Product awareness	15	15
Interest	10	10
Other	5	5
Total	100	100

Source: Primary data

As shown in Table 8, 21% of the respondents indicated that, the reason behind their purchase of green products was the Brand awareness of the product in the market. 20% of the respondents indicated that, the reason behind their purchase of green products was the price, availability of the product in the market. 15% percentage of the respondents indicated that product awareness of the product influenced them to purchase green products. 10% of them indicated that they were influenced by their interests.

TABLE 9

AWARNESS ABOUT THE GREEN MARKETING PRODUCTS

Sl no	Statement	Strongly agree	Disagree	Neutral	Agree	Strongly disagree
1	I am aware of the benefits of green products for health	56	4	10	25	2
2	I am aware of the benefits of green products for the environment	74	3	9	13	1
3	I am aware of the point of purchase for green products	5	30	19	6	40
4	I am aware of various brands offering green products	20	35	15	21	9
5	I am aware of various symbols / certifications / other identifiers which declare the product as green product	3	52	20	10	15

Source: Primary data

Table 9 indicates that, 56% of the respondents feel they are aware of the benefits of green products when it comes to health factor. 74% they are aware of the benefits of green products for the environment. 40% feel they are not much familiar with the point of purchase. 35% feel they are not familiar with the brands of green products offered in the market.

TABLE:10
THE FACTORS INFLUENCE THE USE OF GREEN MARKETING PRODUCTS

Sl no	Statement	Strongly agree	Disagree	Neutral	Agree	Strongly disagree
1	Lack of awareness about green products.	62	5	6	25	2
2	Green products are very expensive.	49	9	5	27	10
3	Green products are not promoted properly.	73	6	3	13	5
4	Lack of confidence in the performance of green products	15	43	3	10	29
5	Green products are not available in full range of variety	65	2	5	22	6
6	Green products are not easily available in shopping outlets	70	2	4	18	6
7	Labels of green products are not informative; they don't fully inform about their greenness.	32	35	4	19	10

Source: Primary data

Table10 indicates that, the reason behind low demand for green products are 62% feel due to lack of awareness, 49% feel due the expensive price of green products, 43% feel it is not promoted properly, 65% feel the green products are not available in full range, 70% feel sufficient green products are not available in the shopping outlets, 35% feel that the labels of the green products are not informative,

Hypothesis:

Null hypothesis (Ho): There is no association (relationship or dependency) between Gender and status of awareness of Green Marketing.

Alternate hypothesis (H1): There is an association (relationship or dependency) between Gender and status of awareness of Green Marketing.

Association between status of awareness of Green Marketing and Gender

Gender	Yes	No	Total
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Female	60	10	70
Male	19	11	30

From the chi square test it is observed that P value is 2.87 which is less than the significant alpha level of 0.05

Inference:

Since P value (2.87) is less than 0.05, HO rejected and H1 accepted. Hence there is association between Gender and status of awareness of Green Marketing.

Suggestions

- ✓ More efforts should be made to promote green products among men and encourage them to buy green products as responsible citizens.
- ✓ Companies should increase awareness through various promotions.
- ✓ If necessary, the company can raise the price of green products because customers are aware that green factors raise the price of the product and are willing to pay a little more for those products.
- ✓ Companies should provide a wider range of green products to give customers more options, and companies should stock enough green products in their retail outlets.
- ✓ More efforts should be made to encourage customers to be more environmentally conscious.
- ✓ Green product manufacturers and service providers must provide special offers to attract more customers.
- ✓

Conclusion

According to the findings of the study, the majority of Madurai customers are aware of Green Marketing concepts and products. There is a link between gender, education level, and level of Green marketing awareness. There is no relationship between the age group of Green marketing. Several factors influence the majority of customers' decisions to purchase green products. The majority of customers strongly agree on the various descriptions of green products. It means that people are willing to accept, but entrepreneurs and the government must take the lead in promoting and implementing the concept of green marketing and green products. As environmental issues continue to impact human activities, society is becoming increasingly concerned. Most businesses have begun to use a sustainable development framework known as green marketing, and most organizations have recognized green products that are environmentally friendly. Concerns about whether the product will perform as expected are a major impediment to purchasing green products. According to the study's summary, "people buy products that are less harmful to the environment in order to feel better."

We can conclude that the company can become more environmentally friendly by providing training to their employees, particularly sales representatives. This is to teach them how to effectively promote green products to consumers by clearly presenting the main message. To

go green, the company must develop new strategies and a new marketing mix. Companies must make their customers aware of the concept.

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