

## **A Study on Consumer Awareness on Green Marketing with Special Reference to Coimbatore City**

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### **Abstract**

In recent business scenario the impact of marketing plays a vital role as all the government considers the importance of environment issues. The evolution of green marketing is a new concept which encourages the business to promote their green products and services to the ultimate consumers. The aim of this marketing strategy is reduce the impact of products that is harmful to the environment. On this background the study focus the awareness of consumers towards green marketing and products and services is analyzed. The study concludes that majority of the people are aware of the concept through online advertising.

**Keywords:** Environment, Green Marketing, Green Products, Consumers, Online advertising

### **Introduction**

The term “Green Marketing” is a new concept which includes in promotion of ecofriendly goods and services. The investors promote the products which safe to environment and accordingly the production process and packaging of goods are done. The main objective of green marketing is to reduce the impact of products which is harmful to nature.

### **Evolution of Green Marketing**

The evolution of green marketing includes three phases, they are:

**First Phase** – This phase known as Ecological green marketing and during the phase the marketing was based on providing solutions to environmental problems.

**Second Phase** – The technological development on green marketing was enhanced in designing new products and highly concentrated on reducing the pollution in environment.

**Third Phase** – This phase focused on supporting the recent needs in marketing for an sustainable development of products and services.

### **Why Green Marketing?**

**Products:** The products are designed in such a way to reduce pollution with effective utilization of resources. There is no toxic substance added in the products and it increases the conservation of resources which are scarce.

**Price:** The Price plays a vital role as the consumers are intended to purchase a product only if the product satisfies the consumer in terms of quality, design, taste, etc. The buyer should be satisfied as they get premium quality product.

### **Objectives of Green Marketing**

- i. Eliminate the concept of waste
- ii. Reinvest the concept of a product
- iii. Make prices reflect the cost
- iv. Make environmentalism profitable

Green marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs and wants, such that the satisfaction needs and wants occurs, with minimal detrimental impact on the natural environment.

### **Importance of Green Marketing**

**Opportunities** – Business firms perceive green marketing to be an opportunity that can be used to achieve their objectives. For example, Xerox introduced a high-quality recycled photocopier paper in order to satisfy the demand for less environmentally harmful products.

**Corporate Social Responsibility** –Many firms are beginning to realize that a member of the wider community they must behave in an environmentally responsible fashion. Therefore, environmental issues are being integrated into the firm’s corporate culture.

**Government Pressure** – Government agencies are creating more and more regulations to control hazardous wastes produced by industry. These regulations seek to protect consumers and the society from negative impact of business activities on the environment. In some cases, Governments try to induce firms and individuals to become more responsible towards the environment.

### **Review of Literature**

**Manashi Medhi., (2015)**, has examined the green marketing practices in various area of organization. The study has also examined the benefits derived from the companies which follow the practices of green marketing. The study found that the implementation of green marketing has made a impact on environmental protection. On other hand the study concluded though the Government and private organizations create awareness on green product and services people are still not viable to accept the products and services. Hence the study suggests the government and organizations has to work on the awareness of green marketing in between the general public.

**Sima Kumari., and Sameer Yadav., (2012)**, has studied the awareness of consumers on green marketing and analyzed do they really accept this new concept. The study analyzed that only consumers who are educated are ready to purchase the product. It also stated that this concept of marketing has a wide scope in future on one side and on the other side the people are not satisfied on the government efforts towards the environment protection.

**Sakshi Garga., and Smita Mishra., (2019)**, has examined the consumers’ awareness and willingness of the consumers to purchase the green products. The green marketing is a concept which brings a drastic impact in world business. The investors are responsible to target the consumers and make understand their product and services and educate the people about the merits of usage of ecofriendly products. In developing country like India the importance of green marketing assumes to be greater importance.

### **Objectives of the Study**

- To examine the awareness of the consumers towards green marketing.
- To observe the demographic factors of the consumers who purchase the ecofriendly products.
- To analyse the source of awareness of the consumers to purchase green products.

### Research Methodology

The study is based on descriptive nature and the data collected is based on both primary and secondary sources of data. The primary data is collected through the structured questionnaire and the secondary data is collected from various sources such as journals, magazines and books.

### Sampling Design

The sample size was based on the demographic variables such as age, gender, education and income status. Out of the total population based on the age group above 18 years the sample is randomly selected and the target population was about 150 individuals in Coimbatore city.

### Tools used for the Study

The primary data is collected through structured questionnaire based on the objectives of the study. The collected data is analyzed through percentage analysis, ANOVA.

### Hypothesis of the Study

$H_0$  – There is no positive relationship between the demographic factors and source of awareness of the green products.

$H_1$  - There is positive relationship between the demographic factors and source of awareness of the green products.

### Analysis and Discussions

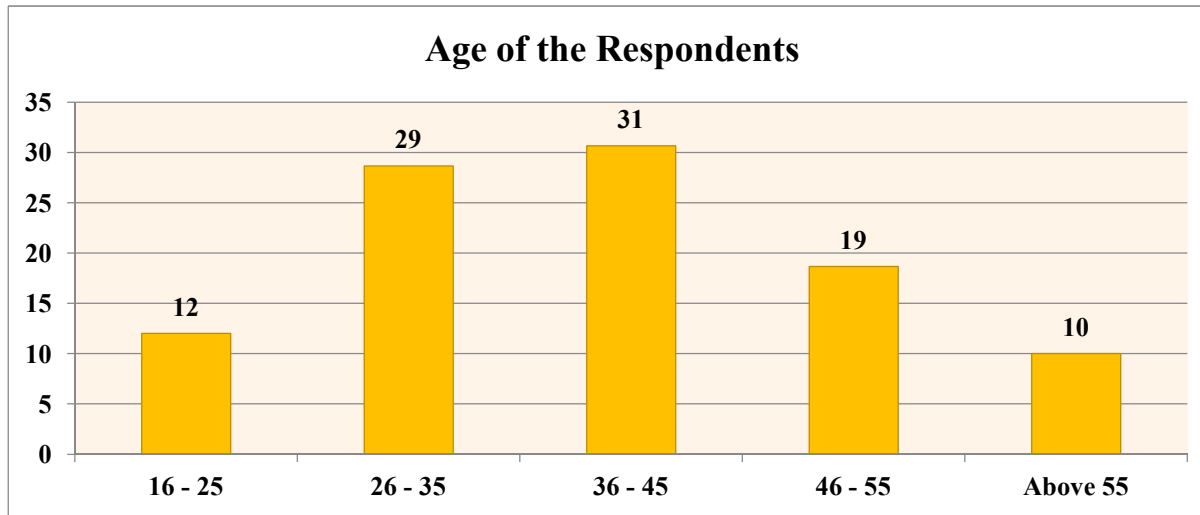
**Table: 1.1**

**Table showing the Age of the Respondents**

Age	Particulars	Frequency
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16years – 25 years	18	12
26 years – 35 years	43	29
36 years – 45 years	46	31
46 years – 55 years	28	19
Above 55 years	15	10
<b>Total</b>	<b>150</b>	<b>100</b>

**Chart: 1.1**



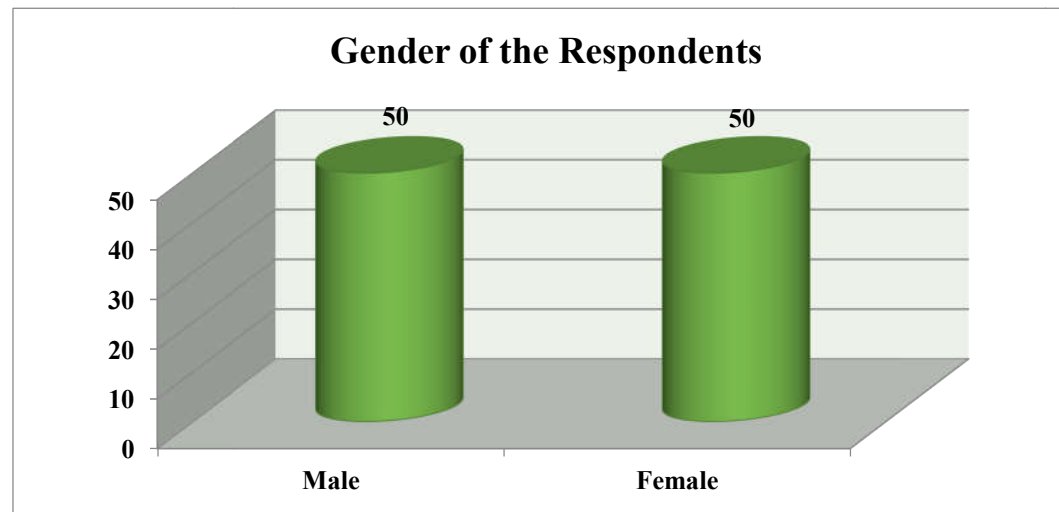
**Inferences:** From the table 1.1 it was observed the 31% of the respondents who are aware of green products belong to the age group of 36 - 45 years.

Table: 1.2

Table Showing the Gender of the Respondents

Gender	Particulars	Frequency
Male	75	50
Female	75	50
<b>Total</b>	<b>150</b>	<b>100</b>

Chart: 1.2



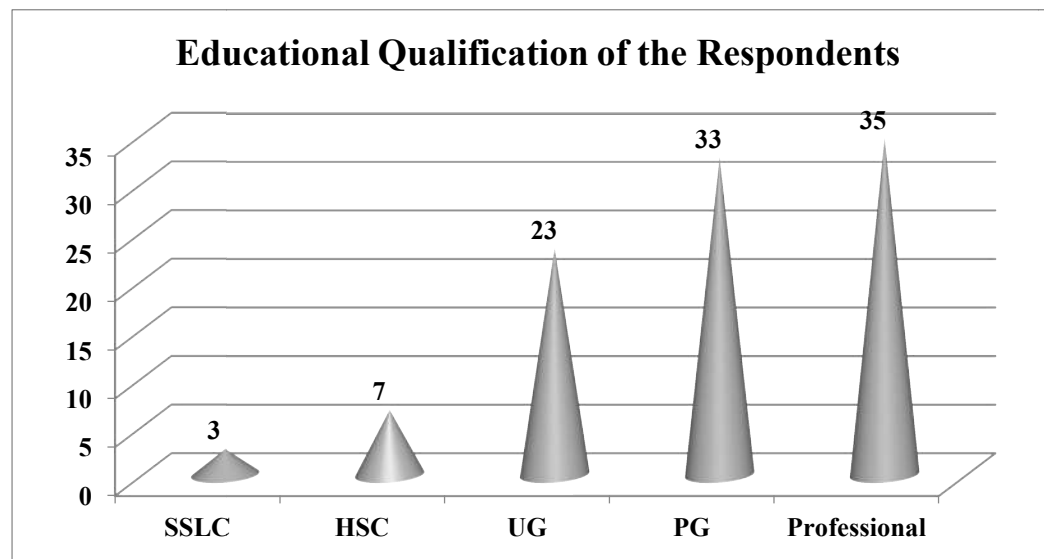
**Inferences:** From the table 1.2 based on the objective 50% of the respondents are male and female are aware of green marketing and ecofriendly products.

Table: 1.3

Table Showing the Educational Qualification of the Respondents

Education	Particulars	Frequency
SSLC	4	3
HSC	10	7
UG	35	23
PG	49	33
Professional	52	35
<b>Total</b>	<b>150</b>	<b>100</b>

Chart: 1.3



**Inference:** The table 1.3 represents the qualification of the respondents and about 35% of them are professionals aware about the ecofriendly products.

**Table: 1.4**

**Table Showing the Occupational Status of the Respondents**

<b>Occupation</b>	<b>Particulars</b>	<b>Frequency</b>
Business	14	9
Private Employee	39	26
Govt. Employee	43	29
Professionals	54	36
<b>Total</b>	<b>150</b>	<b>100</b>

**Chart: 1.4**

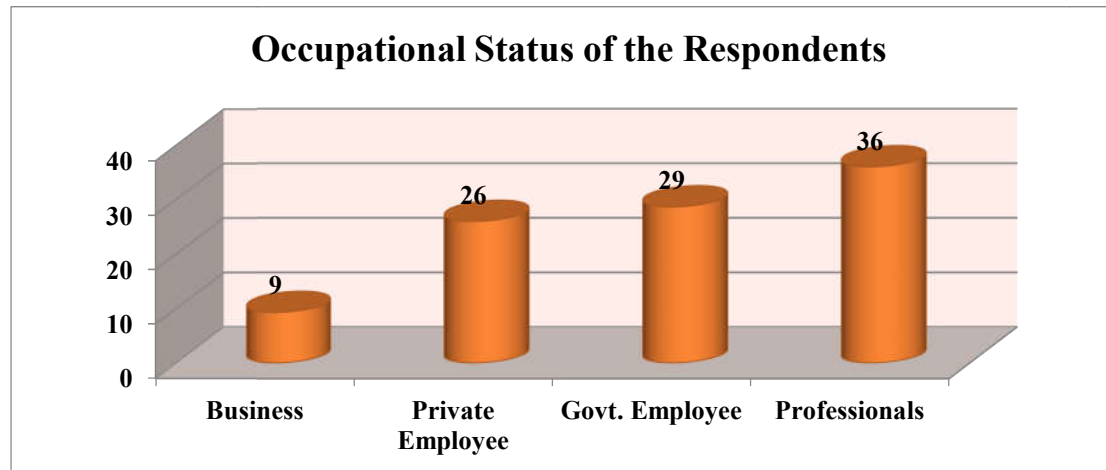


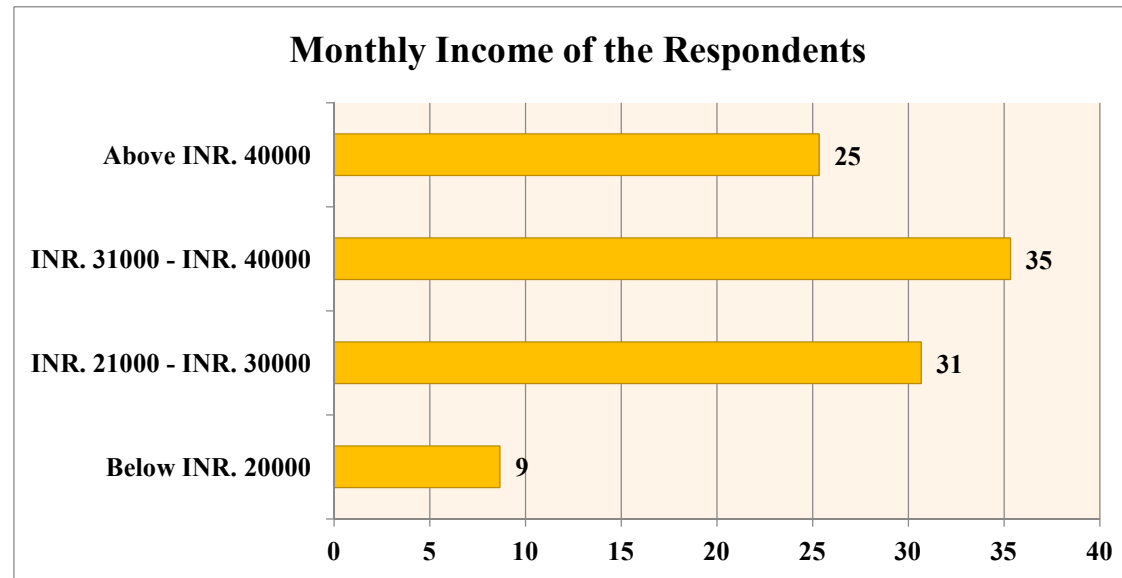


Table: 1.5

Table Showing the Monthly Income of the Respondents

Income	Particulars	Frequency
Below INR. 20000	13	9
INR. 21000 - INR. 30000	46	31
INR. 31000 - INR. 40000	53	35
Above INR. 40000	38	25
<b>Total</b>	150	100

Chart: 1.5



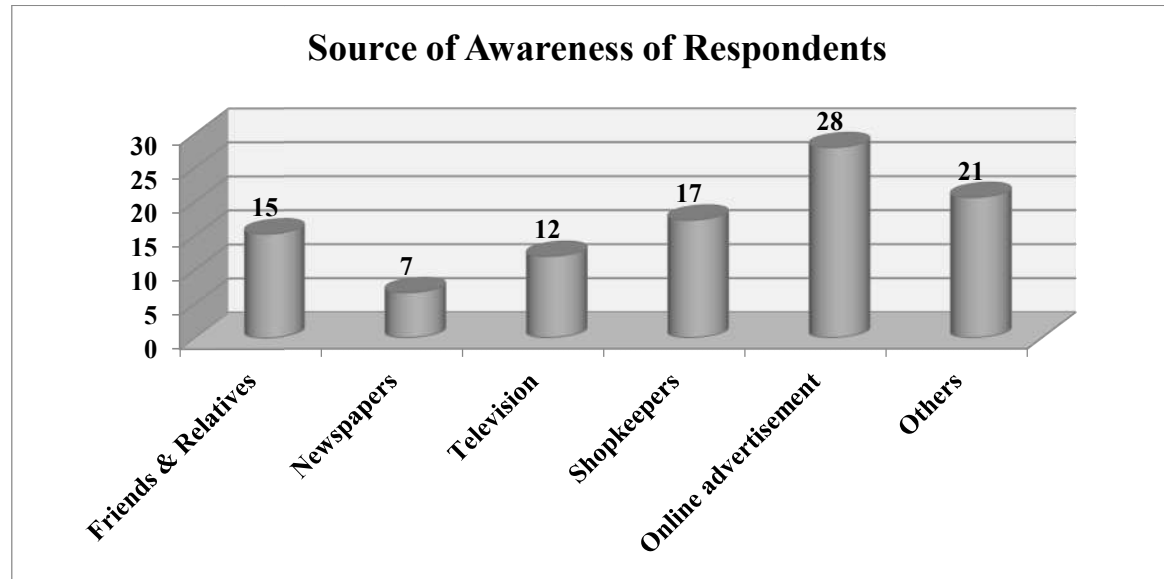
**Inference:** From the table 1.5 it was witnessed that about 35% of the respondents are in the monthly income earning about INR. 31000 - INR 40000.

**Table: 1.6**

**Table Showing the Source of Awareness to the Respondents**

Source of Awareness	Particulars	Frequency
Friends & Relatives	23	15
Newspapers	10	7
Television	18	12
Shopkeepers	26	17
Online advertisement	42	28
Others	31	21
<b>Total</b>	<b>150</b>	<b>100</b>

**Chart: 1.6**



**Inference:** The above table 1.6 about 28% of the respondents is aware about green products through online advertisements.

$H_0$  – There is no positive relationship between the demographic factors and source of awareness of the green products.

**Table: 1.7**

**Association between Demographic factors and Sources of Awareness on Green Marketing**

Factors	Source of Variations	SS	DF	MS	F	p-value	Hypo. Result
Age	Between Groups	89.653	1	89.653	42.36	3.214	Accepted
	Within Groups	630.733	298	2.117			
	Total	720.387	299				

<b>Gender</b>	Between Groups	451.413	1	451.413	287.33	1.358	Accepted
	Within Groups	468.173	298	1.571			
	Total	919.587	299				
<b>Educational Qualification</b>	Between Groups	0.403	1	0.403	0.202	0.653	Accepted
	Within Groups	594.513	298	1.995			
	Total	594.917	299				
<b>Factors</b>	<b>Source of Variations</b>	<b>SS</b>	<b>DF</b>	<b>MS</b>	<b>F</b>	<b>p-value</b>	<b>Hypo. Result</b>
<b>Occupational Status</b>	Between Groups	90.75	1	90.75	46.351	5.446	Accepted
	Within Groups	583.447	298	1.957			
	Total	674.197	299				
<b>Income</b>	Between Groups	119.07	1	119.07	63.983	2.805	Accepted
	Within Groups	554.567	298	1.861			
	Total	673.637	299				

**Inferences:** The above table 1.7 has illustrated the association between the demographic factors and sources of awareness on green marketing and ecofriendly products and services. The result shows that the significance value 3.214, 1.358, 0.653, 5.446 and 2.805 of age, gender, educational qualification, occupational status and Income is greater than the table value at 5% level of significance. Thus the hypothesis is

accepted, which results there are no significance between the demographic factors and source of awareness of green marketing and green products.

### **Conclusion**

In developing country like India the concept of Green marketing has gained vital role in marketing strategy. From the study it is witnessed that all majority of the consumers who are professionals are aware of the products and services and based on the income level majority of the consumers who purchase and aware of green products earn about INR. 31000 – INR.40000. Further based on the association of socio economic factors and source of awareness there is no positive relationship and the hypothesis is accepted. Since majority of the population electronic gadgets most of the consumers are aware of green marketing through online advertising.

### **References**

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