

A Study on Impact of Green Marketing in the Society with reference to Coimbatore City

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ABSTRACT

Environmental issues have gained importance in business as well as in public life throughout the world. It is not like that a few leaders of different countries or few big renowned business houses are concerned about the day to day deterioration of oxygen level in our atmosphere but every common citizen of our country and the world is concerned about this common threat of global warming. So in this scenario of global concern, corporate houses has taken green-marketing as a part of their strategy to promote products by employing environmental claims either about their Attributes or about the systems, policies and processes of the firms that manufacture or sell them. Clearly green marketing is part and parcel of overall corporate strategy; along with manipulating the traditional marketing mix(product, price, promotion and place) , it require an understanding of public policy process. So we can say green marketing covers a broad range of activities.

1. Introduction

Green marketing concerns with protection of ecological environment. Modern marketing has created a lot of problems. Growth in marketing activities resulted into rapid economic growth, mass production with the use of advanced technology, comfortable and luxurious life, style, severe competition, use of unhealthy marketing tactics and techniques to attract customers, exaggeration in advertising, liberalization and globalization, creation of multinational companies, retailing and distribution by giant MNCs, etc., created many problems. Departmental stores, specialty stores, and shopping malls are flooded with useful as well as useless products. These all factors have threatened welfare of people and ecological balance as well. Particularly, giant factories have become the source of different pollutions. Production, consumption and disposal of many products affect environment adversely. Economic growth via production and consumption threatens peaceful life of human being on the earth. Green marketing is an attempt to protect consumer welfare and environment (the nature) through production, consumption, and disposal of eco-friendly products.

2. Green marketing concept

Environmental sustainability is not simply a matter of compliance or risk management. Businesses are increasingly recognizing the many competitive advantages and an opportunity to be gained from eco-sustainability. Worldwide evidence indicates that people are concerned about the environment and are changing their behavior accordingly. As a result, there is a growing market for sustainable and socially responsible products and services. The types of businesses that are emerging, what they manufacture, and their approach to marketing are changing. Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the

production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing.

Basically, green marketing concerns with three aspects:

1. Promotion of production and consummation of pure/quality products,
2. Fair and just dealing with customers and society, and
3. Global ecological imbalance

Global warming (also global cooling) have called upon environmentalists, scientists, social organizations, and alert common men to initiate the concrete efforts to stop further deterioration of ecological environment. The World Bank, the SAARC, the UNO, the WHO, and other globally influential organizations have started their efforts to promote and practice green marketing. The world environment summit at Copenhagen (2009) is the mega event that shows the seriousness of ecological imbalance. To increase awareness, 5th June is declared as the World Environment Day. Green marketing emphasizes on protection of long-term welfare of consumers and society by production and use of pure, useful, and high quality products without any adverse effect on the environment. Mass media have started their campaign for protecting the earth from further deterioration. Worldwide efforts are made to conserve natural water resources.

Thus, green marketing is a marketing philosophy that promotes production and selling of pure (eco-friendly) products with protection of ecological balance. Green marketing involves multiple activities. Green Marketing encourages production of pure products by pure technology, conservation of energy,

preservation of environment, minimum use of natural resources, and more use of natural foods instead of processed foods. Efforts of people, social organizations, firms, and governments in this regard can be said as green marketing efforts. Green marketing raises the voice against production, consumption, and/or disposal of such products that anyway harm consumers, the society, and the environment. It is necessary that businessmen and users should refrain from harmful products.

Although environmental issues influence all human activities, few academic disciplines have integrated green issues in to their literature. This is especially true of marketing. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's new concerns. Some business has been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues in to all organizational activities.

3. Principles of green marketing

Green Marketing involves focusing on Promoting the consumption of Green Products. It becomes the responsibility of the companies to adopt creativity and insight, and be committed to the development of Environment friendly products. Under the Green Marketing Concept, A Company's Marketing should support the best long run performance of the Marketing System. It should be guided by five sustainable Marketing Principles, Consumer Oriented Marketing, Customer Value Marketing, Innovative Marketing, sense of mission Marketing and Societal Marketing.

Green Marketing not only refers solely to the promotion or advertising of products with environmental characteristics. Terms like phosphate free, recyclable, Refillable, Ozone friendly and environmentally friendly are some to the things consumer most often associate with green marketing. While these terms are green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services.

4. Objectives of the study

- To study the socio demographic profile of the respondents.
- To find the factors influencing the customers preference towards Green Marketing.
- To measure the level of customer satisfaction towards usage of Green market Products
- To analyze consumer awareness on the availability of environmentally friendly products.

5. Statement of problem

In the recent decades marketers are continuing to exploit the poorer section of the society, economic and social inequalities have increased along with high growth rates in India, In the process of implementation of various beneficial activities to initiate the Go Green Concept by the Government, several problems are faced by the marketers and Consumer as well. In spite of various measures taken to implement there

lies a gap which shows deviation in plan and execution, this difference requires a systematic and depth analysis in to the cause for the solution to the Green Marketing in Coimbatore City.

6. Scope of the study

- This study can provide active participation on Go Green Concept.
- This study can help the consumer and society to gain some knowledge about green market products and benefits
- This study can also bring better environment to the society for living and also develop the health of human beings and other living creatures

7. Review of literature

Mishra, P. & Sharma, P. (2010) in their article have discussed how businesses have increased their rate of targeting green consumers , those who are concerned about the environment and allow it to affect their purchasing decisions. The paper has identified the three particular segments of green consumers and has explored the challenges and opportunities businesses have with green marketing. The paper has also examined the present trends of green marketing in India, described the reason why companies are adopting it, future of green marketing and has concluded that green marketing is something that will continuously grow in both practice and demand. The need for standardization and authenticity, lack of awareness, lack of patience and perseverance on the part of the marketers who expect immediate results were found to be the major challenges of green marketing.

Saxena, R.P. & Khandelwal, P.K. (2010) in their research article have examined the attitude of the consumers towards green marketing and also have identified the demographic variables of consumers who have more concern for environmental protection and have positive attitude towards green brands. The concepts of green marketing are taking shape as one of the key strategies of the companies for gaining the competitive advantage, ensuring sustainable consumption of their products in the markets and enjoy sustainable development in future. Nowadays companies have started realizing the changes in the consumer perceptions and behavior. In this context, this exploratory study was undertaken by the authors to analyze the behavior of the consumers towards green marketing. A structured questionnaire was used to measure the consumer attitude towards green marketing and green brands. Data was collected from 300 respondents from metros, cities and town representing the genders, different age groups, education level, marital status, annual income. It was quite evident from the findings that consumers these days are more aware and concerned about green philosophy even in an emerging economy like India. With this overall positive attitude for green marketing practices, companies can reach to these green segments by designing effective integrated marketing communications matching to identified profiles, by highlighting their product's value proposition and competitive differentials.

Azad, P. (2011) in his article has discussed the notion of green marketing, its initiatives, challenges and probable strategies. This was in the wake of mounting awareness on disturbed ecological balance and environmental consciousness which has changed the behavioral patterns both in the individuals and businesses across the world. The broadening gap between the scarce resources and infinite human wants has augmented the interest regarding fortification of environment and this is felt all over the world. People believe that environment-friendly products are safer to use. They are, at present, showing keen interest in everything that is eco-friendly such as organic food, hybrid cars, recycled product, energy saving appliances, etc. As a consequence, there is a swing in practices of marketers as well, that has given birth to the concept of 'Think Green'. Green Marketing contains a wide range of tasks such as product adjustment, transforming the production process, changed advertising, modifications in packaging, etc., that aims at reducing the harmful impact of products and their consumption and disposal on the environment.

Rashad Yazdanifard (2015) discussed in his study that an environmental issues continue to affect human activities, society is now regards them with much concern. Most firms have started using sustainable development framework which is known as green marketing and most of the organizations have acknowledged green products which are environmentally friendly. Marketing managers can use green marketing to earn profits. In addition, green marketing is able to preserve the environment while satisfying customers' needs. Therefore, green marketing is a tool now used by many companies to increase their competitive advantage as people is presently very concerned about environmental issues. Therefore, marketers should adopt a suitable single green marketing mix and strategy corresponding to company in which they conduct and target consumers' demands and personality. In addition, companies that carry out green marketing in the right place and on the right person may support the company to achieve their competitive advantage.

8. Research Methodology

Research

Research design is considered as a "blueprint" for research, dealing with at least four problems: which question to study, which data are relevant, what data to collect, and how to analyze the results. The best design depends on the research question as well as the orientation of the researcher.

Area of the study

The study was conducted in Coimbatore city.

Sample design

Convenience Random sampling.

Sample size

The data are collected from 100 respondents.

Sources Of Data

Primary Data

Primary data refers to the first data collection from the primary source. Primary data are always collected from the source. It is collected either by the investigator himself or through his agents. The Questionnaire method is used to collect the data for this study.

Secondary Data

Secondary data are the one which are not originally collected but rather obtained from published and unpublished sources and website.

Tools For Analysis

Simple Percentage analysis

The tool used for the analysis of data is Simple percentage analysis.

$$\text{Simple percentage analysis} = \frac{\text{No. of Respondents}}{\text{Total no of respondents}} * 100$$

Correlation

Correlation is a statistical measurement of the relationship between two variables. Possible correlations range from +1 to -1. A zero correlation indicates that there is no relationship between the variables. A correlation of -1 indicates a perfect negative correlation, meaning that as one variable goes up, the other goes down. A correlation of +1 indicates a perfect positive correlation, meaning that both variables move in the same direction together.

Chi-Square

O - observed frequency

E - expected frequency

Expected frequency can be calculate by,

$$E = \frac{RT * CT}{N}$$

Where, N-Total number of observations, RT – ROW TOTAL, CT – COLUMN TOTAL.

Table value is found at 5% Level of significance and for the available degree of freedom.

Degrees of freedom = (R-1)*(C-1) Where,

R-Number of rows

C-Number of columns

Thus chi-square can be calculated by using the formula given below.

$$\text{Chi Square} = \sum \frac{(O-E)^2}{E}$$

If the calculated value is lesser than the tabulated value then the hypothesis is accepted and if the calculated value is greater than the tabulated value then the hypothesis is rejected.

9. Analysis and findings

Table:1 Showing The Socio Demographic Profile Of The Respondents

| Factors No. of Respondents | Category No. of Respondents | Category No. of Respondents | Percentage (%) |
|-------------------------------------|-----------------------------|-----------------------------|----------------|
| Gender | Male | 44 | 44 |
| | Female | 56 | 56 |
| | Total | 100 | 100 |
| Age | Below 15 years | 1 | 1 |
| | 16 – 30 years | 30 | 30 |
| | 31 – 45 years | 32 | 32 |
| | Above 45 years | 37 | 37 |
| | Total | 100 | 100 |
| Marital Status | Married | 75 | 75 |
| | Unmarried | 25 | 25 |
| | Total | 100 | 100 |
| Monthly Income | Below Rs 10000 | 30 | 30 |
| | Rs 10001 – Rs15000 | 41 | 41 |
| | Rs 15001 – Rs 25000 | 27 | 27 |
| | Above Rs 25000 | 2 | 2 |
| | Total | 100 | 100 |
| Family Type | Joined | 42 | 42 |
| | Nuclear | 58 | 58 |
| | Total | 50 | 100 |
| No Of Earning Members In The Family | 1 Member | 44 | 44 |
| | 2 Members | 33 | 33 |
| | 3 Members | 16 | 16 |
| | Above 3 Members | 7 | 7 |
| | Total | 50 | 100 |

Table:2. Showing the Factors influencing the customers preference towards Green Marketing

| Factor | Classification | No. of respondents | % |
|------------------|--------------------------|--------------------|----|
| Towards Customer | Price | 30 | 30 |
| | Quality | 20 | 20 |
| | Pollution free | 14 | 14 |
| | No Environmental issues | 6 | 6 |
| | Status Concern | 10 | 10 |
| | Free from Health hazards | 20 | 20 |

**Table No. 3 Correlation
Gender of the respondents vs Level of Satisfaction**

| Gender | Level of Satisfaction | | | TOTAL |
|--------|-----------------------|-----------|---------------|-------|
| | Highly satisfied | Satisfied | Not Satisfied | |
| Male | 15 | 26 | 3 | 44 |
| Female | 21 | 32 | 3 | 56 |
| TOTAL | 36 | 58 | 6 | 100 |

| x | y | xy | x2 | y2 |
|------------|------------|-------------|-------------|-------------|
| 44 | 36 | 1584 | 1936 | 1296 |
| 56 | 58 | 3248 | 3136 | 3364 |
| 0 | 6 | 0 | 0 | 36 |
| 100 | 100 | 4832 | 5072 | 4696 |

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{N\sum x^2 - (\sum x)^2} \sqrt{N\sum y^2 - (\sum y)^2}}$$

$$= 0.97$$

The coefficient of correlation is 0.97

Hence x and y are correlated.

From the above table, it is clear that the coefficient of correlation is +1 (0.97), which indicates a perfect positive correlation, meaning that both variables, gender of the respondents & Level of satisfaction move in the same direction together.

Table No. 4. Family Type of the respondents and Reason for usage of Green Products.

Hypothesis:

There is no significant relationship between family type of the respondents and Reason for usage of green Products.

| Family Type | Reason for Usage | | TOTAL |
|-------------|------------------|-------|-------|
| | Quality | Price | |
| Joint | 39 | 3 | 42 |
| Nuclear | 49 | 9 | 58 |
| TOTAL | 88 | 12 | 100 |

Test Result

| Factor | Degree of Freedom | Table Value | Calculated Value | Accepted / Rejected | S / NS |
|-------------|-------------------|-------------|------------------|---------------------|--------|
| Family Type | 1 | 3.8 | 1.62 | Accepted | NS |

Significant – Significant value (0.05)

Not Significant – Significant value (0.05)

From the above table, it is clear that the calculated value is less than the table value. Hence the hypothesis is accepted. Thus it is found that there is no significant relationship between

family type of the respondents and Reason for usage of Green products.

Table No. 5. Monthly income of the respondents and Preference of Green Marketing

Hypothesis:

There is no significant relationship between Monthly income of the respondents and Preference of Green Marketing

| Family Type | Preference of Green Marketing | | | | TOTAL |
|---------------------|-------------------------------|-------------------------|--------------------|----------------------------------|-------|
| | Concern for health | Concern for Environment | Concern for Status | Usage of better quality products | |
| Below Rs 10000 | 12 | 3 | 10 | 5 | 30 |
| Rs 10001 - Rs15000 | 13 | 3 | 15 | 10 | 41 |
| Rs 15001 – Rs 25000 | 13 | 1 | 8 | 3 | 25 |
| Above Rs 25000 | 2 | 1 | 1 | 0 | 4 |
| TOTAL | 40 | 8 | 34 | 18 | 100 |

Test Result

| Factor | Degree of Freedom | Table Value | Calculated Value | Accepted / Rejected | S / NS |
|----------------|-------------------|-------------|------------------|---------------------|--------|
| Monthly Income | 9 | 16.9 | 4.7 | Accepted | NS |

Significant – Significant value (0.05)

Not Significant – Significant value (0.05)

From the above table, it is clear that the calculated value is less than the table value. Hence the hypothesis is accepted. Thus it is found that there is no significant relationship between Monthly income of the respondents and Preference of Green Marketing.

10. Suggestions

Awareness about the green products has to be improvised, In this regard the government should organize, consumer awareness conferences/seminars etc. the government should constitute some special committees/boards/agencies to aware the consumers.

Green market products should be priced according to the quality and the product should go with green logo which can be

identified as it prevents the damage the environment and also harm the human beings and other creatures.

11. Conclusion

Green Marketing internationally may bring changes in the world of business if every nation implements the green market concept to save the world from pollution. As per the business point of view a smart marketer is not only convince the consumer but also takes active participation in recycling of paper, metals, plastics etc., which helps in making harmless environmental. It is a responsibility of marketer to make the consumers understand the need for and benefit green products when compared to non-green Products. Consumers are ready to pay more to maintain a clean and green environment. It has to be given more importance in developing countries. Green

marketing is still in introduction stage which has to be taken to the to its potential.

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