

# Chedilal Prajapati (Research Scholar) and Prof. Shrivardhan Pathak

**Deen Dayal Upadhyay**

Gorakhpur University, Gorakhpur

## **INTRODUCTION**

The world is developing significantly with huge industrialization all around and leaving behind a curse to the nature. People all around the globe are now aware about the environmental depletion which the industrialists have been serving along with the bundle of utilities. Newspapers, magazines and all media are also now a day's enhancing consumer's attention towards the environmental effects a product may have. This problem, thus, being not of a nation but of the whole globe, has increased the need of the marketer to focus upon. In order to survive in such an aware market, every marketer has to imperatively focus upon the green marketing. There is nothing new in the green product and green marketing but it only cares for the environment. Environment friendly products/raw materials are the demand for both real consumers as well as the industrial buyers. Green marketing is a global concern and it is going to have a better future ahead. It can most profitably be used as a growth opportunity if the lag behinds are eliminated. The most important factor is to understand the consumer's perception about the environment and to develop a better sense of moral obligation in every citizen.

## **MEANING OF GREEN MARKETING**

"Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less harmful impact to the environment. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behaviour.

## **GREEN MARKETING- CHALLENGES**

Although a large number of firms are practicing green marketing, it is not an easy job as there are a number of problems which need to be addressed while Implementing Green marketing. The major challenges to Green marketing which have to be faced are: New Concept-Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort Cost Factor- Green marketing involves marketing of green products/services, green technology, green power/energy for which a lot of money has to be spent on R&D programmes for their development and subsequent promotional programs which ultimately may lead to increased costs. Convincing customers-The customers may not believe in the firm's strategy of Green marketing, the firm therefore should ensure that they undertake all possible measures to convince the customer about their green product, the best possible option is by implementing Eco-labeling schemes. Eco-labeling schemes offer its —approval! to —environmentally less harmful products. In fact the first eco-label program was initiated by Germany in 1978. Sometimes the customers may also not be willing to pay the extra price for the products. Sustainability- Initially the profits are very low since renewable and recyclable products and green technologies are more expensive. Green marketing will be successful only in long run. Hence the business needs to plan for long term rather than short term strategy and prepare for the same, at the same time it should avoid falling into lure of unethical practices to make profits in short term.

## **REVIEW OF LITERATURE**

1. Jacquelyn Ottman in her article on "Upshot of FTC Revised Green Guides: Stop touting products as Green" stated that eco friendly products are costly. Therefore, ingredients used to produce eco friendly products are not necessarily recyclable. Green marketing is relative term rather than absolute measure. Company should make genuine claim and give environmental related information to customers.
2. Bhatia Mayank and Amit Jain in their article on "Green marketing: A study of consumer perception and preferences in India" discussed that consumers are aware about green products. Consumers are concerned about present and future state of environment. Consumers do not have trust on companies green claims. Consumers have positive attitude towards green products and its price. Green products are expensive.
3. Javeed Mohammed Khan in his article on "A study on Consumers attitude towards green marketing and green products" stated that consumers are not aware about the benefits of green products. Organizations are not working on developing more green products and green packaging. People are realizing their role and responsibilities towards environment. Companies need to educate consumers about green product benefits through advertising. Consumers are willing to pay extra price for green products. Success of green marketing depends upon consumer's attitude and behaviour towards green products.
4. Dr. Pawan Kumar in his article on "Green marketing products in India" described that green marketing is still in its infancy stage. Adoption of green marketing may not be easy in short run but in long run it will definitely have positive impact on the firm. Due to their concern for environment customers are ready to pay premium price for green products. Companies need to think

about harmful impact of their activities on the environment. Green marketing should not neglect the economic aspect of marketing. Green marketing is essential for sustainable development.

5. Usama Awan (June, 2010 Malardalen University, Sweden) in his thesis "The role of green marketing in development of consumer behavior towards green energy" listed the findings: Many consumers are aware of the environmental issues and they have concern about environment particularly young consumers. Consumers prefer non eco friendly products over eco friendly products due to lower price. But many consumers are ready to pay extra price for the benefits of society and environment. Most of the consumers are not aware about the benefits of green marketing. Price and quality of products are important factors in consumer's buying decision. Social Price is most important factor in marketing mix.

## **RESEARCH METHODOLOGY OBJECTIVE OF THE STUDY**

1. To study the concept Green Marketing.
2. To understand relationship between consumer's perception towards green marketing and green price.
3. To study consumers' willingness to pay more price for green products.

## **HYPOTHESIS**

The hypothesis was formed that is:

H1: Consumers are not willing to pay more price for green products.

## **METHODOLOGY**

To investigate the research objectives primary and secondary data have been collected and analyzed. The first part of the research of the extensive review of the researches already had been done in the field of Green Marketing. Primary data has been collected through the structured questionnaire.

## **RESEARCH DESIGN**

The design of present research is diagnostic in nature. For the purpose of study data has been collected from 47 respondents. Place wise it was selected Gorakhpur. Results were presented in tabulated form. An online questionnaire was developed and used to collect data for this study. Our target was any consumer with independent purchasing power. A total of 100 questionnaires were sent, and 47 complete questionnaires were returned and analyzed. All respondents participated voluntarily. A special link was sent to all individuals in our sample via email. All items were measured on 5-point Likert scale.

## **DATA ANALYSIS**

### **GRAPHICAL REPRESENTATION:**

#### 1. Age

<b>Age</b>				
	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>18-25</b>	<b>21</b>	<b>44.7</b>	<b>44.7</b>	<b>44.7</b>
<b>26-35</b>	<b>7</b>	<b>14.9</b>	<b>14.9</b>	<b>59.6</b>
<b>36-45</b>	<b>12</b>	<b>25.5</b>	<b>25.5</b>	<b>85.1</b>
<b>46-55</b>	<b>7</b>	<b>14.9</b>	<b>14.</b>	<b>100.0</b>
<b>Total</b>	<b>47</b>	<b>100.</b>	<b>100.0</b>	

#### **Interpretation**

Above table gives the age-group wise distribution.

#### 2. Gender

<b>Gender</b>				
	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Male</b>	15	31.9	31.9	31.
<b>Female</b>	32	68.	68.1	100.0
<b>Total</b>	<b>47</b>	<b>100.0</b>	<b>100.0</b>	

#### **Interpretation**

The maximum respondents are Female (68.1%) as compared to Male (31.9%). 4. Monthly Family Income

#### 3. Monthly Family Income

<b>Monthly Family Income</b>				
	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Less than 20,000</b>	8	17.0	17.0	17.0
<b>21,000-50,000</b>	25	53.2	53.2	70.2
<b>51,000-100,000</b>	8	17.0	17.0	87.2
<b>More than</b>	<b>6</b>	<b>12.8</b>	<b>12.8</b>	<b>100.0</b>

<b>1,00,000</b>				
<b>Total</b>	47	100.0	100.0	

### Interpretation

Maximum of 53.2% of respondents have their monthly income between 21,000-50,000.

4. Are you aware about eco-friendly products? ( eg. Organic products , herbal products, products produced without using chemicals )

<b>Are you aware about eco-friendly products?</b>				
	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Yes</b>	40	85.1	85.1	85.1
<b>No</b>	5	10.6	10.6	95.7
<b>Somewhat</b>	2	4.3	4.3	100.0
<b>Total</b>	47	100.0	100.0	

### Interpretation

Maximum respondents around 85.1% says that they are aware of eco-friendly products. 6. If Yes, do you buy eco-friendly products?

5. If Yes. do you buy, eco-friendly products?

<b>If Yes. do you buy, eco-friendly products?</b>				
	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Yes</b>	<b>39</b>	83.0	83.0	83.0
<b>No</b>	1	2.1	2.1	85.1
<b>Somewhat</b>	2	4.3	4.3	89.4
<b>NA</b>	5	10.6	10.6	100.0
<b>Total</b>	47	100.0	100.0	

### Interpretation

From among the respondents who are aware about Eco-friendly products, Maximum of 83% respondents say they buy eco-friendly products What are the benefits you expect while buying eco friendly products?

What are the benefits you expect while buying eco friendly products?

<b>What are the benefits you expect while buying eco friendly products?</b>			Responses		Percent of Cases
	N	Percent			
<b>Reasonable cost and saving</b>	27	25.2%			57.4%
<b>Made of Natural ingredients</b>	35	32.7%			74.5%
<b>Ease of use</b>	14	13.1%			29.8%
<b>Brand/Image of the company</b>	15	14.0%			31.9%
<b>Effective</b>	16	15.0%			34.0%
<b>Total</b>	107	100.0%			227.7%

### Interpretation

Out of all, the main benefits a customer expect while buying eco friendly product is the product should be 'Made of Natural ingredients' and 'Reasonable cost and saving' Consumer perception towards Green Pricing

<b>Green Pricing</b>						
<b>Questions</b>		<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
<b>Eco friendly products have reasonable price.</b>	Frequency	9	13	10	14	1
	%	19.1%	27.7%	21.3%	29.8%	2.1%
<b>I am ready to pay more prices for eco friendly products.</b>	Frequency	4	24	12	7	0
	%	8.5%	51.1%	25.5%	14.9%	0.0%
<b>I think the price of eco friendly products is worthy.</b>	Frequency	6	26	9	5	1
	%	12.8%	55.3%	19.1%	10.6%	2.1%

### Interpretation

Above table gives the distribution of the aspects regarding Green Pricing. Maximum number ( 67%) of respondents agree that they are ready to pay more price for green products.

### **RECOMMENDATION**

1. Government should subsidize the green products so that marketers can sell green product at reasonable price.
2. Organization should introduce new ways of enhancing green efforts such as acknowledge employees.
3. More work and efforts are required on part of the government and industry for proper planning and implementation.
4. Consumers attitude towards better environment also contributing for successful green marketing. Without consumers contribution green marketing cannot be successful.
5. Companies producing green products need to highlight the functional benefits of green products in their promotional campaign.

### **BOOKS**

1. Chawla Deepak & Sondhi Neena, Research Methodology - concepts and cases, Vikas Publishing house Pvt Ltd, (2011).
2. Kotler, Philip. Marketing Management - The Millennium Edition Prentice Hall of New Delhi.
3. Article in International Journal Of Social Science and Interdisciplinary Research Vol. ISSN 22773630
4. [www.google.com](http://www.google.com)
5. [en.wikipedia.org/wiki/Marketing](http://en.wikipedia.org/wiki/Marketing)
6. [www.blog.mba.co/importance-of-green-marketing](http://www.blog.mba.co/importance-of-green-marketing)
7. [en.wikipedia.org/wiki/Greenmarketing](http://en.wikipedia.org/wiki/Greenmarketing)
8. [www.remark.co.uk/about.../green-marketing-environmental-definition](http://www.remark.co.uk/about.../green-marketing-environmental-definition)
9. [www.businmsdictionary.com/definition/marketing.html](http://www.businmsdictionary.com/definition/marketing.html)

