

## A Study On Customers Perception Towards Green Marketing During COVID 19

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### ABSTRACT

This paper associates the revolutionary movement towards green marketing system in Chhattisgarh during COVID 19 and how customers perceived. This study signifies the concepts and results, its challenges and feasibility of green marketing. Some objectives like its prospects, forthcoming consequences and awareness are considered for better result. A structured questionnaire was prepared for data collection with the help of 100 sample size and it comprises data interpretation with the result that it is feasible up to some extent for environmental reform.

**Keywords:** - biodegradable, ecological marketing, global warming, catchphrase

### INTRODUCTION

Initially, environment and environmental challenges, one of the reasons for emergence of green marketing specially during COVID 19. According to the American Marketing Association, *green marketing is the marketing of products that are presumed to be environmentally safe*. Thus green marketing incorporates a broad range of activities, including product modifications, changes to the production process, packaging changes, as well as modifying advertising. Singh, B. P., & Mehra, R. (2018) *Consumers are more concerned towards environment and health issues as they are more focused on green marketing & green products purchasing*. Green marketing refers to holistic marketing concept wherein the product, marketing consumption on disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch into green products and services. Many people believe that green marketing refers solely to the promotion and advertising of products with environmental characteristics. Generally terms like phosphate free, recyclable, refillable, ozone friendly and environment friendly are most of the things consumers often associated with green marketing. Green marketing is also called as environmental marketing, sustainable and ecological marketing.

## SCOPE

*“Show potential customers that you follow green business practices and you could reap more green on your bottom line”*. Green marketing isn't just a catchphrase; it's a marketing strategy that can help you get more customers and make more money. But only if you do it right. Green marketing is typically practiced by companies that are committed to sustainable development and corporate social responsibility. More organizations are making an effort to implement sustainable business practices as they recognize that in doing so they can make their products more attractive to consumers and also reduce expenses, including packaging, transportation, energy/water usage, etc. Businesses are increasingly discovering that demonstrating a high level of social responsibility can increase brand loyalty among socially conscious consumers.

## LITERATURE REVIEW

**Yeng et al, (2015)**, states that the matters of environment considered as one of the most significant part in modern age of civilization in almost all over the world and their government are trying hard to encourage about the betterment of the environment. Authors describes that the organizations leads to generate more and more profits by using green product which also beneficial for the environment simultaneously.

**Singh et al, (2015)**, tries to focus on the popularity of the word eco- friendly and believe that everyone are well aware with the terminology of environment and feel the integrity and immortality of Mother Nature. This research paper focuses on the protection and recovery of the environment at priority level. Firms are now a days trying hard to be a protector for environment and contribute their efforts towards the development of the society.

**Srivastava et al, (2016)**, this study has focus on the awareness, interest, choice and perception about the green marketing and states that society becomes very much concerned about protection of environment and as well as organizations convert and offer their products to the customers which directly and indirectly support eco-friendly environment.

**Dubey et al, (2016)**, this research paper trying to focus on the roles, responsibilities and prominence towards green marketing in India and reveals the facts that due to the problems generated towards environment, the concept of green marketing are introduced. Therefore, green marketing witnessed large numbers of conversions into the quality of product, their processing, product modification and their innovation.

## OBJECTIVES

- To study about the level of awareness of customers towards green marketing during COVID 19.
- To study the initiatives adopt by the customer for green marketing during COVID 19.

## HYPOTHESIS

- **H01** There is a significant relationship among awareness and green marketing practices during COVID 19.
- **H02** There is a significant relationship between customers initiative for green marketing and COVID 19.

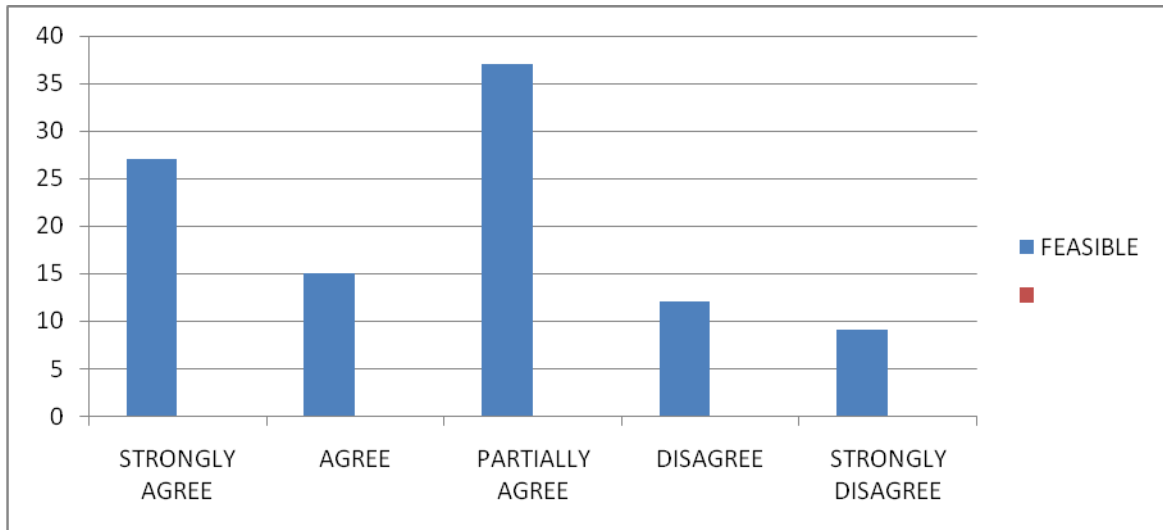
## METHODOLOGY

- **Population:** - we have decided to study the perception of customers towards green marketing in pandemic, hence people visiting retail outlets for purchasing constitutes population for this study.
- **Sampling Design:-**
  - (a) **Sampling Design:** - As the size of actual population is unknown, thus we have decided to adopt non-probability sampling technique for this research. We are going to consider the existing four blocks formulated by government of Chhattisgarh in Bilaspuras quotas and equal amount of data will be collected from each quota.
  - (b) **Sampling Technique:** - To get easy access to the desired amount of responses, we have decided to adopt convenience sampling method for collecting the data.
  - (c) **Sample Size:** - A sample of 100 respondents will be considered as sample size for this research.
- **Research Instrument:** - Structured questionnaire
- **Sources of Data:** - Primary data will be collected with the help of structured questionnaire through survey. Secondary data will be collected from books, online and published journals, research papers etc.

## DATA ANALYSIS AND INTERPRETATION

Are you aware towards green marketing and adopt some initiatives to promote green marketing in our society during COVID 19?

	STRONGLY AGREE	AGREE	PARTIALLY AGREE	DISAGREE	STRONGLY DISAGREE
FEASIBLE	27	15	37	12	9



Out of 100 respondents, 37 % respondents are partially agree, 15% respondents found agree and 27% respondents found strongly agree and believe that they enough aware and adopt major steps towards promotion of green marketing in our society, 12% respondents found disagree and remaining 9% respondents found strongly disagree.

## RESULTS

This research intended to collect the information about the perception and awareness level of green marketing in the Bilaspur, Chhattisgarh and the problem confronted to the public specially customers from retail sectors. It is expected that customers harassed up to some extent, but later on they will consider the benefits of green marketing system and prevention of risk association with take remedial action, precaution and they will become familiar of uses of green products.

## CONCLUSION

This research study about green marketing is rarely conducted just because of limited scope and circumferences. A wide variety of informational resources regarding green marketing are usually insufficient as compared to other states due to the lack of aware companies, limited scope of information technological circumstances, or sectors which could not support and encourage green marketing. It is a revolutionary step taken by the government although it is difficult to promote in the tribal states like Chhattisgarh where the population are basically unaware and lower literacy rate surrounds over there. Few hurdles are found but the scope of green marketing in Chhattisgarh seems to be bright in near future.

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