

## **A STUDY ON GREEN MARKETING INITIATIVES AND THE ATTITUDE OF CONSUMERS IN KOCHI CITY**

**Noonu Mary Jose\***

**Anis A\***

**Tess Jacob\***

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**ABSTRACT:** Green marketing is of major importance in this age of changing environmental conditions because it is a small initiative by the business firms so as to reduce pollution, wastage of resources and other hazards to the environment. The increasing environmental hazards like air pollution, erratic climate changes, ozone layer depletion, Global meltdown along with limited resources and unlimited needs of humans forced the companies to utilize the resources efficiently without harming the environment. In addition to this they also want to achieve their organizational objectives. The concept of Green Marketing was used to analyze the attitudes of the general public to the green marketing initiatives is being analyzed.

**Keywords:** Green marketing, consumers, environment, resources.

### **INTRODUCTION**

Marketing is a very important aspect in business since it contributes greatly to the success of the organization. Production and distribution depends largely on marketing. It is the process of communicating the value of a product or service to customers. It is a critical business function for attracting customers.

In present world, the consumers are concerned about the protection of environment. Worldwide evidence shows that people are conscious about the pollution and they are ready to change their behavior. As a result of this, green marketing which speaks for sustainable and socially responsible products and services has emerged.

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\* MPhil scholar, Amrita Viswavidyapeetham, Kochi

Green Marketing is a phenomenon which has developed particular importance in the modern market. This concept has enabled for the remarketing and packaging of existing products which already adhere to such guidelines. Additionally, the development of green marketing has opened the door of opportunities for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. Such marketing techniques will be explained as a direct result of movement in the minds of the consumers. As a result of this business have increased their rate of targeting consumers who are concerned about the environment. These same consumers through their concerns are interested in integrating environmental issues into their purchasing decisions through their incorporation into the process and content of the marketing strategy for whatever product may be required.

### **LITERATURE REVIEW**

**‘Green marketing in India: Emerging opportunities and challenges’** an article distributed by Pavan Mishra and Payal Sharma in Journal of Engineering, Science and Management Education examines how organizations have expanded their rate of focusing on green shoppers, the individuals who are worried about the earth and enable it to influence their acquiring choices. The article recognizes the three specific fragments of green shoppers and investigates the difficulties and openings organizations have with green showcasing. The article likewise inspects the present patterns of green advertising in India and portrays the motivation behind why organizations are receiving it and eventual fate of green showcasing and reasons that green promoting is something that will consistently develop in both practice and request.

**‘Green marketing – Specific Examples in Indian and Global Scenario’** a report gives a very brief note about what is green marketing , how it is emerged and what is the need of this marketing strategy . This report is concluded by stating that green marketing is necessary for the sustainability of environment.

According to the **American Marketing Association**, Green Marketing is the promoting of items that are dared to be earth safe. In this way green showcasing consolidates a wide scope of exercises, including item alteration, changes to the generation procedure, bundling changes, just as adjusting promoting. It could be inferred that characterizing green promoting is definitely not a basic assignment where a few implications meet and repudiate one another;

a case of this will be the presence of differing social, natural and retail definitions connected to this term.

‘Green marketing in India – way ahead to sustainability’ a paper introduction in National Conference on Marketing SIES on twentieth January 2010 by Artee Aggrawl, Richa Chaudhary, Dr.R.Gopal, abridges that world is at the apex hanging tight for a green upset and dominant part of the customers accept that natural insurance and financial advancement can go connected at the hip. So green promoting has a splendid future in creating nations especially in India.

Green or environmental marketing comprises of all exercises intended to create and encourage any trades. Expected to fulfill human needs or wants, to such an extent that the fulfilment of these necessities and needs happen with negligible hindering effect on common habitat. (Polonsky 1994)

When glancing through the various previous researchers done, a few recommended purposes behind firms expanded utilization of green marketing tools. Five potential reasons referred to are:

- Associations see ecological showcasing to be an open door that can be utilized to accomplish its destinations(Keller 1987)
- Associations accept they have an ethical commitment to be all the more socially dependable (Davis 1992, Freeman and Liedtka 1991, Keller 1987, McIntosh 1990, Shearer 1990)
- Legislative bodies are driving firms to turn out to be progressively capable (NAAG 1990)
- Contenders ecological exercises weight firms to change their natural advertising exercises(NAAG 1990)
- Cost variables related with waste transfer, decreases in material utilization, powers firms to adjust their conduct.(Azzone and Mazini 1994 )

## **RESEARCH METHODOLOGY**

### ***OBJECTIVES***

1. To study whether a little extra money for eco-friendly products are welcomed.
2. To study whether firms that promotes environmental protection campaigns are encouraged.
3. To identify whether eco-friendly products are considered as a boon to the future generation.

### ***HYPOTHESIS***

H0: A little extra money for eco-friendly products are welcomed

H1: A little extra money for eco-friendly products are not welcomed

H0: Firms that promote environmental protection campaigns are encouraged

H1: Firms that promote environmental protection campaigns are not encouraged

H0: Eco friendly products are considered a boon to the future generation

H1: Eco friendly products are not considered a boon to the future generation

## **RESEARCH DESIGN**

The study carried out by the researcher is basically analytical and descriptive in nature.

### **Type and Source of data**

Both primary and secondary data have been used for the study.

Primary data was collected through structured questionnaire and the secondary data was obtained through books, journals, online magazines, published reports and respective websites.

**Sampling Design**

Sampling Technique	Simple Random Sampling
Sample Size	100
Sampling Area	Cochin City(both urban and semi urban)

**Tools for data analysis and reporting**

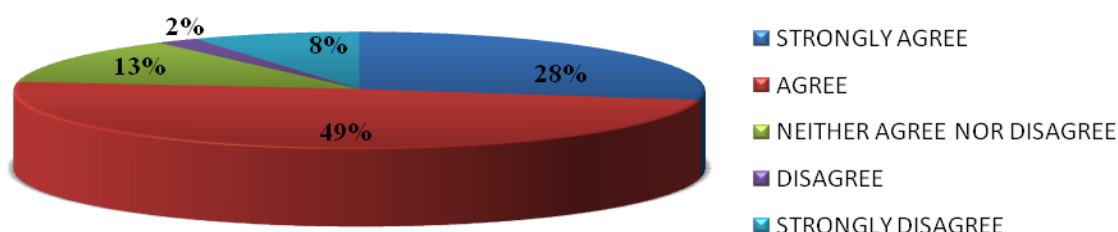
The data collected through questionnaires was tabulated and analyzed by using statistical tools like tables, percentages and pie diagrams.

**DATA ANALYSIS****Table: 1****A Little Extra Money for Eco-Friendly Products are fair**

Scale Agreement	No. of Respondents	Percentage (%)
Strongly Agree	28	28
Agree	49	49
Neither Agree Nor Disagree	13	13
Disagree	02	2
Strongly Disagree	08	8
Total	100	100

**Figure: 1**

### A LITTLE EXTRA MONEY FOR ECO-FRIENDLY PRODUCTS ARE FAIR



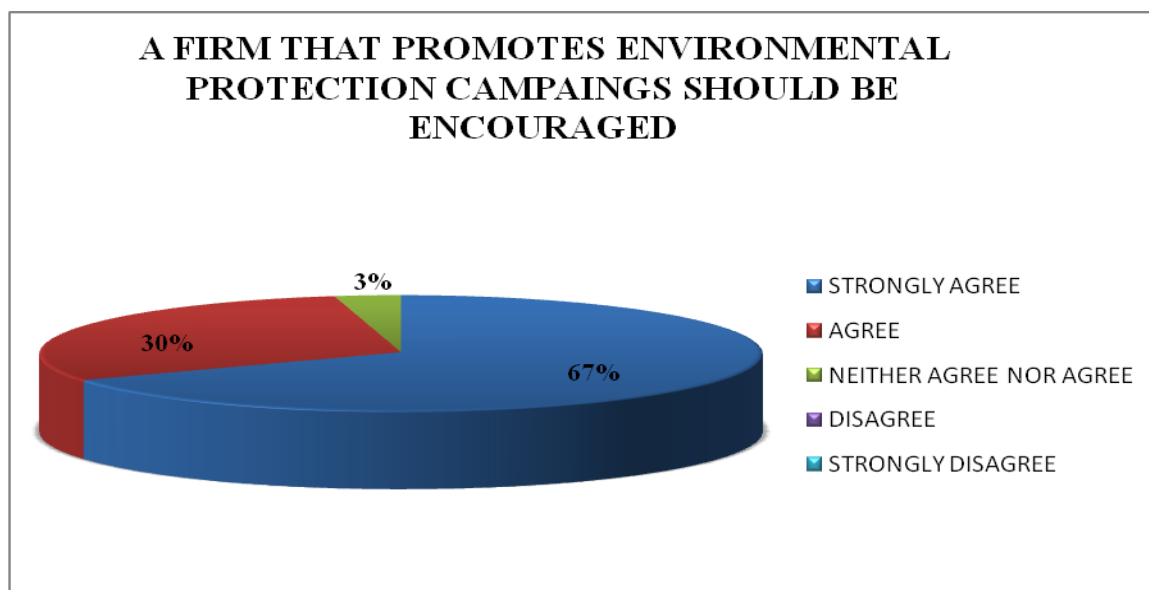
#### Interpretation:

The table and figure reveals that majority of respondents (49%) agree that a little extra money for eco-friendly products are fair, whereas 28% of respondents strongly agree to the statement. Moreover, it indicates that 13% of respondents neither agree nor disagree to the statement. Respondents who disagree and strongly disagree the statement consists of 2% and 8% respectively.

**Table: 2**

#### A Firm That Promotes Environmental Protection Campaigns Should Be Encouraged

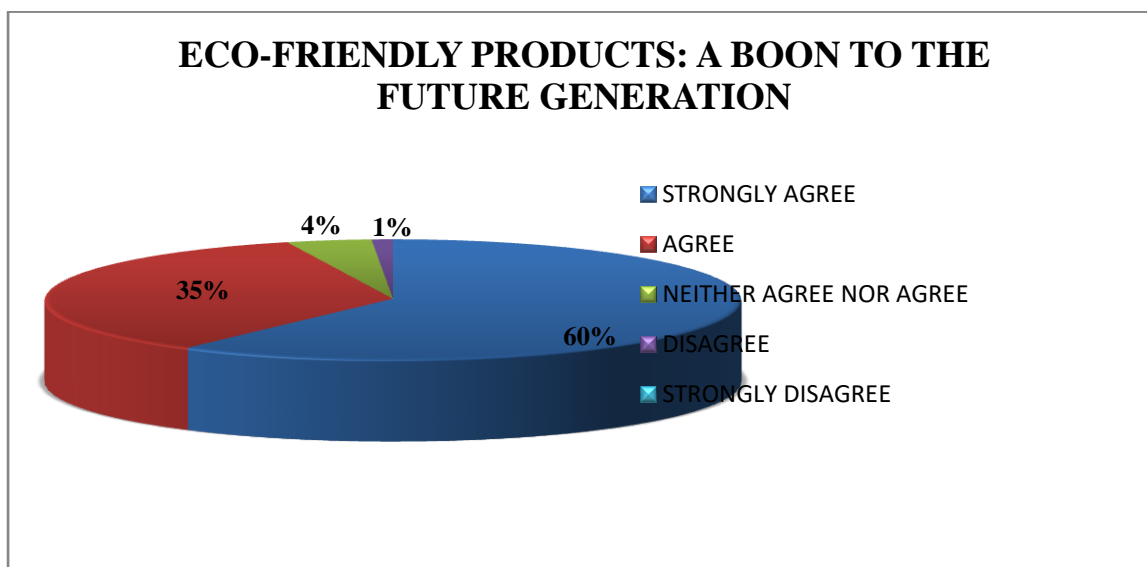
Scale Agreement	No. of Respondents	Percentage (%)
Strongly Agree	67	67
Agree	30	30
Neither Agree Nor Disagree	03	3
Disagree	00	0
Strongly Disagree	00	0
Total	100	100

**Figure: 2****Interpretation:**

The table and figure depicts that that majority of respondents (67%) strongly agree to the statement .Whereas 30% agrees the statement. Only 3% of the respondents neither agree nor disagree the statement. None of the respondents disagree or strongly disagree the statement.

**Table: 3****Eco-Friendly Products: A Boon to the Future Generation**

Scale Agreement	No. of Respondents	Percentage (%)
Strongly Agree	60	60
Agree	35	35
Neither Agree Nor Disagree	04	4
Disagree	01	1
Strongly Disagree	00	0
Total	100	100

**Figure:3****Interpretation:**

The table shows that 60% of the respondents strongly agree the statement and 35% agrees the statement. While, a relatively small number of respondents neither agree nor disagree and disagree the statement.

**FINDINGS**

1. Majority of the population consider it fair in spending a little extra money for eco-friendly products
2. Most of the respondents are of the opinion that a firm that promotes environmental protection campaigns should be encouraged.
3. Of the total respondents majority believe that eco-friendly products are a boon to the future generation.

**SUGGESTION**

- Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential.
- Promotion of green technologies and green products are necessary for conservation of natural resources and sustainable development.
- A Standard Quality Control Board should be established to certify green products.



- Green marketing should maintain a balance between the customer needs and environmental benefits.
- Educate consumers with green marketing messages through social media.
- Create eco-friendly sites for encouraging online customers.
- Charging high prices for green marketing products should be avoided.
- Control false promise and claims about green products by the marketer.

## CONCLUSION

Now this is the right time to select “Green Marketing” globally. From the business point of view a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods.

The survey reveals that green marketing strengthen company’s image in the minds of respondents who were more proactive towards environmental issues. It is clear that green marketing has a positive impact on only those who are already practicing it. Rest of the respondents who are not aware about green marketing gives very less impact towards this concept.

Marketers also have the responsibility to make the consumers, understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize effects to minimize the negative effects on the environment. Green marketing assumes even more importance and relevance in developing countries like India.

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