

A Study on Consumer Perception Towards Usage of Green Products in Green Marketing

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ABSTRACT - In straightforward words green advertising is changing over to a more maintainable promoting with ecological concern contemplating the creation, preparing and showcasing. Farming then again is craftsmanship, business, and investigation of harvest creation and creature generation. In this day and age, the term green market has picked up a great deal of force. This paper would rather talk about the effect that agribusiness in India would convey to this new showcasing methodology, as it is well-said horticulture is the foundation of the Indian economy. The paper likewise analyzes the restriction in rural set up in India and how the defeating of these constraints can upgrade and contribute in its own particular manners to green marketing.

Keywords: Concept of green marketing, Awareness of consumers regarding green products, attitude and behaviour of consumers towards usage of green products.

I. INTRODUCTION

“Green” is a word that most of us come across at least once in a day. Nowadays this concept is getting popularized among different categories of people irrespective of their demographic factors. The common man is more concerned about the earth. This is because they understand the impact of Newton’s third law ‘For every action, there is an equal and opposite reaction’ in the environment. That means the extent to which we exploit the earth; it will show an opposite reaction in the form of a natural disaster. The studies in the past two decades have proved that there is an increase in the concern towards the environment. This has resulted in the emergence of the concept of “Green Marketing”. The concept of Green Marketing was initially started as a concept of ecological marketing in the first workshop organized by the American Marketing Association (AMA) focused towards the environment in 1975. Green marketing is the marketing of products that are presumed to be environmentally safe.

Green marketing comprises of two words: Green & Marketing; it is an eco -friendly idea to the need for quality, performance, affordable pricing & convenience without having a detrimental effect on the environment. It is primarily an idea towards planet earth that produces a product or service that may be environmentally friendly or being manufactured in an eco-friendly way. The process of adding initiative towards the “Greenness” as the benefit, but not so real assumption of green marketing is that consumer would be willing to pay more money towards green products than towards normal products.

The consumer buying behaviour is seen from the human point of view where every human wants to live in a healthy surrounding but not more than three out of ten think about putting some initiative towards buying green products. Planet earth is facing a major challenge of global warming. The green

marketing concept is very much like the green plants that provide oxygen which is the basic need of living. So if every person on this planet prefers a green product, then the day will not be far when we can actually save our “mother earth”; the “creator” of humans, so now is the time to think about the Mother Nature. Green marketing incorporates a broad range of activities starting from modification of product & packaging. In simple terms, it refers to the process of selling products and services based on environmental benefits; such a product may be environmental friendly in itself or produced this way.

II. REVIEW OF LITERATURE

Patricia Arttchariya, in her article titled “Environmentalism and Green Purchasing Behaviour: A Study on Graduate Students in Bangkok, Thailand” concluded that Thai respondents are willing to buy green products, however, in the current situation, the benefits, especially environmentally relevant, of these products are still not clearly perceived in the wider market. In addition to Thai participants reported that they encountered problems related to green products in terms of their cost and lack of choices. Thus it is important that marketers clearly identify the environmental and utilitarian benefits their products have to offer, as well as use incentives as rewards to attract consumers to green products.

Haradhan Kumar Mohajan, in his article titled “Green marketing, is a sustainable marketing system in the 21st century: Growth of Timber Markets in Bangladesh” concluded that the awareness of the manufacturers about green products and eco-labelling is given to implement green marketing. It also analyses the difficulties to implement green marketing and indicates that proper care must be taken while framing the marketing plans, strategies and policies to save the world at present and in the future. Adoption of green marketing in the society may not be easy in the short run, but in the long run,

surely it will be profitable. Government and various social organizations may compel all the organizations to practice green marketing for sustainable development.

SCOPE OF THE STUDY

The study is conducted to know the green marketing concept adopted by the consumers. At present society has become more concerned with the natural environment, people are now more conscious about eco-friendly products or green products and about their own safety & welfare which lead to the emergence of organic product consuming practices and it developed the concept of green marketing. The study mainly concentrates on the examination of consumer behaviour towards the use of green products. This study has been undertaken from the point of view of the influence of green products towards consumers. This study finds out the important factors, which influence the effective use of green products.

OBJECTIVE OF THE STUDY

- 1) To know the concept of green marketing.
- 2) To assess the awareness of consumers regarding green products.
- 3) To analyze the attitude and behaviour of consumers towards the usage of green products.

LIMITATIONS OF THE STUDY

Each exploration contemplates experiences blunders and confinements. Some of them are in current to the exploration plan of the examination, while some others are radiating from the challenges look amid the changing phases of research. The accompanying are the requirements and constraints of the present examination.

- a) The outline of the examination is expressive thus the way to deal with the issue might be given at a higher account level than practicing an inside and out contextual investigation or experimentation.

Environmental Impact Assessments over the Entire Life Cycle



- b) The territory of this examination is constrained to Rajapalayam Taluk as it were. Thus, a finding of the examination may not be summed up at the local state or national level.

- c) The impediments and predisposition of examining systems utilized as a part of the present investigation may impact the discoveries of the examination, notwithstanding every exertion made to have the agent test.

III. OPERATIONAL DEFINITIONS OF CONCEPTS

The following terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things where consumers most often associate with green marketing, while these terms are green marketing claims.

Marketing:

An American Marketing Association Committee recently defined marketing as “an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders”

Green Products:

Green items allude to items which add to green living or practices that may help ration things like condition, water, and vitality. They anticipate land, water, and air contamination. They don't hurt the earth whether in their creation, utilize or transfer. By their utilization, the majority of these items help monitor vitality, limit carbon impression or the outflow of greenhouse gases in the meantime and don't prompt a general increment in the poisonous quality or contamination. The dominant parts of these items are biodegradable, recyclable or can be treated in the soil.

Green Consumer:

Green consumer is one who is very concerned about the environment and therefore, purchases only those products that are environmentally friendly or eco-friendly.

Organic: Currently, the only products that can accurately claim to be organic are those that are considered to be agricultural products. This term is regulated by the United States Department of Agriculture (USDA) and all organic products are required to meet specific guidelines to seek USDA Organic certification.

Ozone safe or friendly:

This term is generally used to describe a product or packaging that does not harm the upper ozone layer, such as aerosol cans which do not emit Chloro Fluoro Carbons (CFCs).

Recyclable:

Product or package which can be collected separated or otherwise recovered from the solid waste stream through an established recycling program called as a recyclable product.

Recycled:

A product or package that is produced from recycled content. This recycled content has been recovered or diverted from the solid waste stream, either pre-consumer (during the manufacturing process) or post-consumer (after consumer use).

Refillable:

A product or package with a system in place to provide collection and return of the packaging for refill by consumers called as refillable.

Sustainable:

It refers to methods of farming, construction, manufacturing and generating electricity in ways that don't rely on exhaustible resources—like coal or oil—and can be used infinitely.

Greenhouse Gases:

A measurement of the effect a process or action has on the climate in terms of the number of greenhouse gases it produces. Greenhouse gases, i.e. methane, water vapor, nitrous oxide, carbon dioxide, and fluorocarbons, are considered by many to directly contribute to global climate change.

Carbon footprint:

Carbon footprint is defined as “the amount of carbon dioxide or other carbon compounds emitted into the atmosphere by the activities of an individual, company, country, etc”.

Carbon neutral:

It is reducing energy use and compensating the amount of carbon dioxide a business or corporation generates through either obtaining energy from renewable sources or offsetting through measures like tree planting or investing in wind farms.

Compostable:

Product or packaging advertised as compostable must break down into usable compost in a safe and timely manner in a composting facility or in a home compost pile or device.

Degradable:

A product or package that completely breaks down and it returns to nature in a reasonably short period of time after consumer disposal called as a degradable product.

Normal:

A standout amongst the most equivocal of all the green terms, 'characteristic' items don't really have any ecological effect yet rather are thought to be made of common materials or fixings instead of those that are artificial. While an item showcased as 'normal' may sound better to the customer, as a rule, it's simply talking. Consider it: poison ivy, Bacillus anthracis and fuel are in fact 'regular', yet that doesn't mean they're better for you or nature.

Social value and consumer's awareness of green products

Social value is defined as a specific utility or behaviour derived from an unconventional association with a social group of people who become specific in terms of precise aspects. This behaviour can be further identified as subjective based on the concern which shows that in adopting and approving the style of behaviour. This behaviour leads to personal perceptions of what peers think an individual should do.

Accordingly, consumers tend to show how they choose to acquire green products as per societal forces, not only that they are required to know about them in order to associate and represent the society they prefer. This happens as consumers wish to avoid negative outcomes from the society not being aware of the green concept, which has become so prominent in the society they live.

They further proposed that identification and someone's knowledge of being part of a group are relatively making the society and individual become more tighten to each other. Concerning knowledge of different brand like green products, Keller (2003) mentioned that it is important to get an aggregate conception of different dimensions of the brand which consumers may be impacted.

Environmental concern and consumer awareness of green products

The environmental value of consumers can be defined as the general orientation of individual consumers and their level of concern toward environmental issues. Consumers' attitudes towards acting in environmentally concerned ways are a good predictor to measure the environment value of consumers. The level of consumers concern over environment depends on many factors like cultural, educational, political, legal and economics. However, high levels of environmental activism are strongly linked to values that people rate as being of great importance in their lives. In that sense, consumers are forced to educate or aware of the green products.

An awareness of various environmental problems and the consequences happening in various parts of the world has enabled consumers to access data in various sources. Consumers' awareness in green products has led consumers' behaviour to be concerned with green products, educate on green concepts, and teach about environmentally sustainable products to others formally and informally and to make the personal behaviour more environmentally friendly. Therefore,

it is clear that knowledge about ecological issues is a significant predictor of environmentally friendly behaviour and it has even been found that individuals who are highly knowledgeable about environmental issues are more willing to pay a premium price for green products.

SYSTEM

The legitimacy of any exploration relies upon the deliberate strategy for gathering the information and examining the same in a fitting request. The analyst has utilized a spellbinding exploration outline in this investigation. In the present examination, both auxiliary and essential information was gathered and investigated, for estimating purchaser conduct towards the utilization of green items.

The main phase of the examination procedure was a broad hunt of articles, reports and expert data concerning green buyer studies and green advertising methodologies when all is said in done by utilizing the web and scholastic databases and after that an all around organized poll was a plan.

IV. DEGREE FOR FURTHER RESEARCH

This examination concentrates on investigating the customer conduct towards utilization of green items.

- A Study on Attitude of College Students towards Green Products.
- Study of the Impact of Green Marketing Practices on Consumer Buying Behaviour.
- Study on Consumers Perception towards Green Packaging Initiatives with reference to Consumers.
- A Study of Evolution and Practice of Green Marketing by Various Companies in India.

V. CONCLUSION

Green advertising is extremely fundamental for the manageability of an association nowadays. As is uncovered from the writing audit there is a lot of holes in inquire about on this subject. Likewise in India, very little work is done to the extent that the impact of green advertising on buyer conduct is concerned. Subsequently, this investigation endeavours to discover the buyers' expert natural concerns, mindfulness and learning about condition related issues, the effect on their purchasing conduct to incline toward and purchase eco-accommodating items and pay a top-notch cost for such items. The inevitable part manages 'Green Marketing.

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