

A STUDY ON CUSTOMER AWARENESS TOWARDS GREEN CONSUMERISM

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Abstract: *There has been a big change in the moods of buyers towards a green lifestyle. The expansion of awareness about different ecological problems has driven a movement in the way buyers approach their lives. People are currently trying to lessen their effect on the earth. However, this is not ample, it is still advancing. Partnerships and companies, however, have witnessed this adjustment in the moods of buyers and are trying to take advantage of the focused market by misappropriating the potential in the green market sector. With the arrival of technological advances and competition, the show proved to be a test. In the current commercial situation, advertisers are in a rush to find better techniques to attract buyers who can separate their systems from those of competitors and attract buyers, which has motivated the understanding of the natural use behavior that could form the organizations to establish market awareness and the upper hand. This research presents the idea of ecological advertising and investigates the different ways in which the buyer's distinctive credits are identified with the idea of showing the green. Similarly, investigate the buyer's familiarity with ecological items and their goal of minimizing these items for ecological reasons*

Keywords: Green Marketing, Marketing strategies, advertising, CSR, green products, consumer attitude

I. INTRODUCTION

a) What is green marketing?

Green Marketing refers to the promotion of products that are safe for the environment and benefits. "Ecologically responsible" or "Eco-marketing" is a commercial practice that takes into account the concerns of consumers regarding the promotion, conservation and conservation of the natural environment.

Ecological or environmental marketing consists of all the activities designed to generate and facilitate exchanges designed to satisfy human needs or desires, so as to satisfy the satisfaction of these needs and desires, with the least negative impact on the natural environment.

Conventional marketing involves the sale of products that meet the needs of consumers at affordable prices. Ecological marketing must also meet the needs of customers at affordable prices, but green marketing has the additional challenge of defining what are green and developing and selling products that consumers like. Green products balance environmental compatibility with performance, accessibility and comfort. In general, they are durable, non-toxic, recyclable and often made from recycled materials. Organic products have minimal packaging and should have a low environmental impact.

The green product is a descriptive expression to distinguish a product that has been designed to have minimal impact on the environment. Green marketing is not just about advertising and promoting products with environmental characteristics; it also pervades all the activities of designing, manufacturing, packaging and promoting greener products. Ecological marketing is based on the basic philosophy of "Reduce, reuse and recycle".

Unlike conventional marketing, green marketing not only guarantees the interests of producers and consumers, but also guarantees environmental protection by including activities related to the protection of the natural environment. Therefore, ecological marketing should take into consideration the possibility of minimizing environmental damage, not necessarily eliminating it.

b) History of Green marketing:

Ecological marketing began in the eighties in Europe, when people later recognized the need for environmentally friendly products; this concept was extended to other parts of the world. Initially, people were not ready to accept it, but with increasing consumer awareness, people now prefer environmentally friendly products. Green Marketing aims to focus on sustainable development, i.e. to meet the needs of the current generation without compromising the ability of the future generation to meet their needs.

c) Need for environmentally friendly marketing:

- Help reduce environmental damage.
- Improves company image and product sales.
- Create customer awareness on ecological problems.
- It makes the customer enjoy the benefits of a product or service in terms of time and money, thus contributing to the environmental benefits.
- Companies become more responsible for the production and marketing of products without any negative effect on the environment.

On our planet, resources are limited and human needs (desires) are unlimited. Recyclable or renewable products are needed to meet the unlimited needs of a customer. Because industries have limited resources, they must look for new and alternative ways of satisfying the needs (needs) of the consumer. Therefore, ecological marketing is important for companies that use limited resources that meet the needs of consumers and to achieve the organization's sales goals.

The image below -1; explains the need for ecological marketing



d) Reasons for the firms to use green marketing Practices

Going through the literature reveals the following reasons for the firms to use green marketing practices-

1. Organizations perceive green marketing as an opportunity that can be used to achieve objectives (Keller 1987, Shearer 1990).
2. Green marketing is believed to be a moral obligation for being socially responsible (Davis 1992, Freeman and Liedtka 1991, Keller 1987, McIntosh 1990, Shearer 1990)
3. Pressure from government and regulatory bodies (NAAG 1990)
4. Pressure from the competitors' environmental activities NAAG 1990.
5. Cost factors associated with waste disposal or reductions in material usage forces firms to think seriously about green efforts and modify their behavior (Azzone and Manzini 1994). The below picture: 2 shows the reasons of green marketing.



e) Green marketing - Indian corporate sector:

The number of companies in India begins to realize that they are members of the wider community and, therefore, must behave responsibly from an environmental point of view fashion. This translates into companies that believe they have to reach the environment goals and objectives related to benefits. This translates into environmental problems Integrate with the company's corporate culture. There are basically five reasons for it that a company should choose for the adoption of ecological marketing.

- Companies believe they have a moral obligation to be more socially responsible.
- Organizations perceive environmental marketing as an opportunity that can be used to achieve their goals. The cost factors associated with the disposal of waste management companies to change them behavior.
- The environmental activities of competitors put pressure on companies to change environmental marketing activities.
- Government agencies are forcing companies to be more responsible.

Companies initiating green practices:

S.No	Company	Green Products
1.	Philips India	Energy saving Lights. Medical Equipments. House hold appliances
2.	McDonald Restaurant	McDonald restaurant's napkins, bags are made of recycled paper
3.	Wipro Technologies	Sustainable IT products and solutions, which help customers, achieve high productivity in energy, space and asset management through the lifecycle. Recycled plastic. Launched Green ware ranges of desktops are not only 100% recyclable, but also toxin-free
4.	Mahindra Reva	Electric Vehicle-"e2o". Earth friendly small tractor designed to the farmers.
5.	State Bank of India	Eco and power friendly equipment in its 10,000 new ATMs
6.	Indian Railways	IRCTC has allowed its customers to carry PNR No. of their E-Tickets on their laptop and mobiles. Customers do not need to carry the printed version of their ticket any

f). Follow the green way...

• Mc Donald's started delivering his products in a paper bag to customers rather than in a plastic bag, which made the "Green Marketing" at a reduced cost. This campaign was a great success • Coca-Cola to save water makes rainwater collection at a high level, saving water and restoring a small part of the water it consumes to its production. Some companies do "Green Marketing" and make huge profits.

Consumers with the advent of rapidly growing information technology are exposed to a great deal of information that influences their purchasing decisions. A small part of this information is directly related to the environment. Of all the information available to the consumer, a part of it is informative but appears to be confusing, misleading or not immediately relevant to consumer concerns. Understanding relevant and important information to consumers is essential for designing strategies that influence the consumer's purchasing decision. Information on the environmental characteristics of products and services are communicated on the market through a range of labels (single emission, multi criteria, place of origin, etc.). And most of what are called environmental claims is claims and self-labeling images. Without a particular agency, you are officially authorized to certify such statements. Ideally, eco-labels provide relevant and accurate environmental information on products and services as a means to promote consumption and environmentally sustainable production, they are as follows:

- 1.Helping consumers to make an environmentally aware choice.
- 2.Assisting professional purchasers.
- 3.Providing industries with an environmental marketing tool.
- 4.Creating markets for environmentally preferable goods.
- 5.Providing guidance for product development and design.
- 6.Stimulating more sustainable production processes.
- 7.Serving environmental and educational policy objectives

Frequently used green practices-

- 1.Business Organizations are striving towards paperless office as an effort to show their concern for environment.
- 2.Holding virtual meetings instead of traveling across the country for face to face meetings not only saves money on travel but is a green practice
- 3.Recycling effort- Trying to capture the amount of material recycled each year and saved from the land fill and highlight in marketing materials.
- 4.Communicate about the efforts made to conserve resources or new technology

2. RESEARCH METHODOLOGY:

The present research work is a conceptual study in green marketing. Therefore, the researcher has adopted a qualitative research strategy. According to (Ader et al., 2008), there are no independent or dependent variables involved in a qualitative study because a qualitative strategy is not of an experimental nature. (Saunders, M, et al 2003), states that when it comes to conceptual research, it is important to review previous research on the same topic. A qualitative approach allows an elastic process during which it is possible to make changes and integrate research. The current study adopts a purely qualitative strategy because this research

involves a dependent variable (consumer awareness of green products) and its impact on the independent variable (attitude and behavior towards green consumerism).

3. OBJECTIVES OF THE STUDY:

- To understand the concept green marketing
- Examine the consumer awareness towards the green products in India

4. REVIEW OF THE LITERATURE

Green marketing activities consist of all the activities aimed at facilitating exchanges aimed at satisfying human needs and desires, so that these needs and desires have the least negative impact on the environment (Polonsky 1994). This definition clearly speaks of ecological marketing as an environmentally oriented marketing activity. And with the advent of green marketing, the green brand is gaining momentum. Companies are forced by the government to comply with environmental regulations, as global warming and climate change are a concern for both the government and companies.

Therefore, marketers are making an effort to influence consumers towards environmentally friendly and environmentally friendly products and are also considering the possibility of using practices such as product differentiation and marketing communication strategies. Marketing specialists are making an initial effort to attract a small group of consumers to organic products and, later, this group is expected to spread environmental awareness among others (Green Biz Staff 2008). It is expected that every company will drastically reduce the impact of global warming in production, distribution, raw materials, energy use, and others, and the company does not adhere to lag behind government regulations and stricter customer demands. (John Grant 2008).

The concept of green marketing has evolved over a period of time and has three phases: the first phase of "green" green marketing has been called and during this time all marketing activities focused on how to help environmental and provide solutions. The second phase was "environmental" green marketing and the focus shifted from simply providing solutions to environmental problems and followed by companies looking for clean and green technologies to evolve the design of new innovative products able to tackle pollution and waste problems. The third phase was "sustainable" green marketing, which became important at the end of the 1990s and at the beginning of the 2000s (Pattie 2001).

This change in consumer behavior and concern for the environment is encouraging companies to consider them an opportunity to exploit. The above studies clearly show the fact that companies that tend to practice responsible marketing with the environment will have a competitive advantage over other companies that do not. There are numerous examples of companies that have tried to be responsible for the environment in an effort to better meet consumer needs.

In one study (Keller 1987 and Shearer 1990) it emerged that environmental marketing is an important opportunity for companies to achieve their goals. Not only is consumer concern about the environment putting pressure on the organization, but it also turns out that organizations believe they have a moral obligation to be more socially responsible. In most countries in the world, governmental and governmental agencies are forcing commercial companies to follow environmental marketing activities (NAAG 1990), although there is no consumer product that has zero impact on the environment. In commercial terms, environmentally friendly products or environmentally safe products that are commonly used to describe those products that fight or protect or improve the environment by various means such as conserving energy and / or resources and reducing or eliminating the use of toxic agents , pollution and waste (J. Ottman 1998).

It is expected that more environmentally friendly and sustainable products will not only reduce the harmful impact on the environment, but make considerable efforts to increase the productivity of natural resources, follow biological patterns of cyclical production, encourage dematerialization and reinvest and contribute to the planet's capital (Hawke & Lovins 1999).

"Subjective norms, attitudes and intentions of Finnish consumers in the purchase of organic food", a study proposed to test the extension of the theory of planned behavior (TPB) in a context of purchase of organic food. Published in the British Food Journal (2005), Authors Tarkianen. A and Sundqvist have found data, which implies that the context of the purchase of organic food the role of subjective norms differs from the original theory of planned behavior. When buying organic food, subjective rules have influenced the intention to purchase indirectly through the formation of attitudes.

Juiet Memery et al., In their study "Factors of ethical and social responsibility (E & SR) in the purchase of foodstuffs: a preliminary type", published in Qualitative Market Research: An International Journal (2005), despite the growing awareness The problems of ethical and social responsibility in academic research and the influence of industry on consumer purchasing decisions have been limited and to fill this gap, the paper has tried to report the results of a preliminary investigation to determine the factors ethical and social responsibility that affects the behavior of food purchases. The results identify seven main categories, which contain seventy-one sub-categories. These are intertwined to form three main groups: food quality and safety, human rights and ethical trade and environmental issues (green). Buyers exchange these E & SR factors with normal retail purchase factors, especially convenience, price and range of goods when deciding which stores to use and which products to buy.

5. STUDY:

5.1 Green products –A corporate Strategy:

Dsouza D Clare et al in their study "Green Products and corporate Strategy: An Empirical investigation," a study published in the Society and Business Review (2006), aimed at examining the influence of multiple factors on customers' green buying intent. It

is the corporate perception of customers with respect to companies that give greater priority to profitability than pollution reduction and regulatory protection have been the significant predictors of general negative customer perception of organic products. The only positive contribution to the customer's perception was his past experience with the product. Other factors, including the perception of organic products, product labels, packaging and product ingredients, do not seem to affect customer perception. The results also indicate that customers do not tolerate lower quality and higher prices for organic products.

Exploring the attitude and behavior of consumers towards ecological practices in the hotel industry in India", a study by Manakotla K & Jauri V published in the International Journal of Contemporary Hospitality Management (2007) explored the factors that influence the attitude and consumer behavior towards environmentally friendly practices in the housing sector in India and also to explore consumer intentions to pay for these practices and found that consumers using hotel services are aware of environmentally friendly practices India: consumers sponsor hotels that have adapted ecological practices without compromising quality of service Consumers would prefer to use accommodations that follow these practices but are not willing to pay more for these services Indian hotels have the competitive advantage over similar products if Follow the pr practices ecologists that Opportunities for green marketing: young consumers "a study to identify the important factors influencing the green purchasing behavior of adolescent consumers in Hong Kong" Kaman Lee published in the magazine "Marketing Intelligence & Planning"(2008) that the influence the main predictor of Hong The green purchasing behavior of the adolescents of Kong, followed by the environmental concern as the second, the concern for self-image in the protection of the environment as a third and environmental responsibility perceived as the fourth best predictor .

5.2 Pro-environmental products: influence of marketing on consumer purchase decision:

a study by Baker J.Pand Ozaki.R published in "Journal of Consumer Marketing (2008)" studied whether marketing and branding techniques can help establish ecological brands and introduce more ecological consumption patterns into contemporary lifestyles in the Current context in which organic products are increasingly available. The results show a correlation between consumer confidence in the performance of organic products and their pro-environmental beliefs in general. The results suggest that most consumers are not able to easily identify the most environmentally friendly products (in addition to cleaning products), although they would favor products made from greener companies and do not consider current marketing to be particularly current or attractive of product.

5.3 Environmental awareness:

A study "Ecological behavior of the young consumer: the effects of environmental knowledge, healthy food and healthy lifestyle with the moderation of gender and age" by Suki NM Published in An International Journal (2013) examined the effects of environmental knowledge, food healthy and healthy lifestyle in the ecological behavior of young consumers and also studied the influence of control variables (e.g. sex and age) on the ecological behavior of young consumers. The empirical analysis through hierarchical regressions confirmed that a healthy lifestyle and environmental knowledge have influenced the ecological behavior of young consumers. Demographic profiles such as gender and age have shown contradictory results.

The literature review shows that environmental awareness studies date back to 2005 and initial studies show that consumer concerns were generally concerned about organic food products. Some authors have found that although consumers are aware of the environment, they are not willing to pay more for an ecological product and are not willing to compromise the quality of the product on behalf of organic products, while some studies have had a complete discovery different. Indicative demographic data can be used as a differentiating factor between segments that tend to buy organic products from those that do not buy organic products and have indicated that age and gender can be used as demographic variables to segment and identify environmentally conscious consumers. . Green Marketing also appreciated corporate social responsibility in some of the previous studies. Communication and branding are believed to play an important role in attracting consumers to organic products and creating awareness and environmental awareness among consumers. The trend in the literature review clearly shows the development of green marketing and brand theory that began with the quality of the drugstore to be organic for the communication and the brand of a form and a product to be environmentally friendly. Variables such as the image of the Green brand, ecological awareness and ecological trust have a positive correlation with the preference of the ecological brand.

6. CONCLUSION

Green marketing is a new marketing and strategic marketing tool that is gaining momentum. Companies are increasingly using this tool to attract customer environmental awareness. Customers also increasingly show their concern about environmental friendly products. The lack of water resulting from global warming and the other threat that is launched by the environmentalist has created awareness in the minds of the consumer. Banning polyethylene bags, Euro 4 emission standards for vehicles, water and electricity saving announcements, LEDs that replace bulbs and tubular lights and air-conditioned stars are some of the measures used to attract worried customers for the environment. This document in detail explored the environmental consciousness of Indian consumers and found that Indian consumers are also concerned about the environment and also want to portray it in the purchase decision, but as for the price they have realized the prices and do not want to pay more for green products. Therefore, companies wishing to address organic consumers should also consider the possibility of reducing the cost of organic products and communicating to the consumer the environmental compatibility of the product and the way it contributes to the protection of the environment. Probably, the future will be more focused on business management and environmental management. Eco-friendly marketing with a concern to protect the environment will grow beyond the CSR (corporate social responsibility) and will enter the basic business decision, which would include production prices and the marketing of a product.

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