

# GREEN MARKETING CONSUMER ATTITUDE ON ECO-FRIENDLY PRODUCT

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## Abstract:

*Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still evolving. Organizations and business however have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. The current study introduces the concept of green marketing and looks into the various ways in which the different consumer attributes are related to the concept of green marketing. A conceptual framework is presented and the information is analyzed on the basis of the framework.*

**Keywords:** green marketing, green products, consumer attitude

## Introduction:

Today the concept of sustainability is almost ubiquitous by showing application in corporate strategy, consumer choice, student education and academic research. The need for sustainable business practices by corporations around the world is identified to be a result of overall increase in the consumer awareness of lack of environmental protection and social inequities. Over the last decade environmentalism has emerged to be a vital aspect due to increasing issues related to acid rains, depletion of the ozone layer, and degradation of the land and many more pressing environmental issues. This resulted in increase in consumer concern with regards to restoration of ecological balance by presenting demands for eco friendly products in countries around the world.

## Statement of the problem:

Today green products and green marketing has well popularized one people are interesting to consume green product in recent days.

Green marketing system is good system and it also there is no affects to the consumers compare with marketing products. Green products are considered to be a healthy and hygienic social useful products are concern in the machine world. Green products are the products which are extracted from the natural resources below the

sky and under the earth for the consideration. Green products are social useful products which are not because any harm to the people, social and society.

### **Literature Review:**

Environmental marketing, more popularly known as green marketing or sustainable marketing can be defined as the effort by a company to design, promote, price and distribute products in a manner which promotes environmental protection (Polonsky, 2011).

Green marketing has be defined as 'all activities designed to generate and facilitate any exchanging ended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment' by (Polonsky 2011)

In this paper, green marketing covers the overall brand of marketing activities undertaken by companies in a manner that they promote manufacture of products which have a positive impact on environment or alternatively reduce negative impact on the environment. Today green marketing is a vital component of marketing research which began due to increasing media exposure and pressure on firms to present eco-friendly behavior. The growth in green marketing over the years has been promoted by adoption of product packaging and presenting to the public these improvements. Over the years there has been a subtle shift from practicing environmental marketing practices as a result of compulsion identified as a result of legislations and pressure from environmental groups to genuine efforts to improve sustainable marketing plans and behaving in an eco-responsible manner (Polonsky and Rosenberger, 2001).

Consumerism can perhaps be identified as a movement which initially begun as a process which was presented to protect consumers against practices of unethical marketing. Over time this has extended and become broader in nature. When today's agenda with regards to consumer activism is taken into consideration it can be observed that protection of the environment is the most vital aspect (Dono et al., 2010). There is a resultant increase in the concern expressed towards environmental protection leading to "green consumerism" (Eriksson, 2002).

### **Definition:**

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

**Objectives:**

1. To study on consumer attitude about eco-friendly product
2. To study consumer awareness about eco-friendly product

**RESEARCH METHODOLOGY:****Research Design:**

Research design is both descriptive and analytical.

**Sampling:**

Purposive random sampling method was followed. A sample of 50 consumers of eco-friendly products in and around Jalahalli Cross (Bangalore) was selected among green consumers.

**Source of data:**

Primary data was collected through structured questionnaires, with the intention of representing the population properly, the sample is distributed among consumers.

Secondary data is collected through internet, magazines, relevant books, journals, and newspaper.

**Research tools:**

Descriptive statistics (Mean, Percentage), chi-square test

**Analysis:**

The collected data was analyzed and interpretations were made.

**Marital status and healthy**

Chi-Square Tests	Value	Df	Significance value
Pearson Chi-Square	11.684	12	.471

The calculate value of chi-square is the more then signification value of 5% (0.05) so the null hypothesis accepted. It is the concluded there is no relation between marital status and healthy.

**Gender and good environment**

Chi-Square Tests	Value	Df	Significance value
Pearson Chi-Square	5.117	4	.276

The calculate value of chi-square is the more then signification value of 5% (0.05) so the null hypothesis accepted. It is the concluded there is no relation between gender and good environment.

### Age and influence factor

Chi-Square Tests	Value	Df	Significance value
Pearson Chi-Square	1.259 <sup>a</sup>	4	.868

The calculate value of chi-square is the more then signification value of 5% (0.05) so the null hypothesis accepted. It is the concluded there is no relation between age and good quality.

### Findings:

1. 54% of the respondents are female consumers
2. 62% of the respondents are marital status
3. 32% of the respondents are qualifications in below SSLC
4. 56% of the respondents are occupation is other person
5. 54% of the respondents opinion are television awareness of green product
6. 52% of the respondents opinion are strongly agreed with good environment
7. 30% of the respondents opinion are agreed in healthy product
8. 28% of the respondents opinion are good quality of the product
9. 28% of the respondents opinion are eco-friendly product is well promoted
10. 66% of the respondents opinion are strongly agreed with design of eco-friendly product
11. There is no significant relationship between gender and good environment
12. There is no significant relationship between age and healthy product
13. There is no significant relationship between marital and good taste

### Suggestion:

Green marketing and Green products are using for very much helpful for consumer in many ways like chemical free, low caste (or emission)sustainable products ,low energy , solution , non-toxic ingredients , in this green marketing we can should recycled the materials easily. Eg natural gas home heating. Recycle and save the money, energy on waste disposal costs using this product do be good and green products.

**Conclusion:**

One thing that is being reiterated is that the current consumption levels are too high and are unsustainable. Therefore there is a need for green marketing and a need for a shift in the consumer's behavior and attitude towards more environmental friendly life styles. The current study is a compilation of various aspects related to green marketing. It is clearly evident from review of literatures and the conceptual model that the majority of the consumers still lack 'green' knowledge and because of such low awareness towards green products organizations are still not pushing towards developing more green products nor are they working hard on green packaging. Organizations still believe that marketing aspects such as developing a proper supply chain, packaging, pricing etc. Take precedence over green marketing initiatives. However, this is all changing. People are beginning realize their role and responsibilities towards the environment

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