



A STUDY OF AWARENESS FOR GREEN MARKETING

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ABSTRACT

This study aimed to investigate consumers awareness of green marketing and their willingness to purchase environmentally friendly products. Using a sample of 100 respondents from various regions. Environmentally friendly products, recyclable and biodegradable packaging, energy-efficient processes, and improved pollution controls are just a few examples of the various components of green marketing. Additionally, the study found that the impact of human activities on the environment was the most important factor that influenced consumers attitudes towards environmental issues. The hypothesis of the study is to test the awareness of the green marketing, willingness to buy the green product, satisfaction level of the respondents, frequency of buying the green products. Overall, the study suggests that companies should promote the benefits of eco-friendly products and ensure that they are competitively priced to encourage consumers to purchase them.

INTRODUCTION

Awareness for green marketing has become increasingly important as environmental concerns, such as climate change, continue to be at the forefront of public discourse. Companies have begun to respond to this trend by promoting eco-friendly goods and services as consumers become more aware of how their purchase habits affect the environment. However, awareness for green marketing is not just limited to understanding the benefits of eco-friendly products. It also entails being aware of how human activity affects the environment and the need of implementing sustainable practises to safeguard it.

Green marketing is the process of advertising goods or services that are in some manner sustainable or favourable to the environment. A study of awareness for green marketing is aimed to understand how much consumers know about green products and whether they are willing to pay more for them.

Green marketing is a marketing strategy aimed at promoting environmentally friendly products or services. With growing concerns over environmental issues such as climate change, consumers' attitudes towards eco-friendliness have become increasingly important for businesses to consider. As a result, many companies have begun to promote eco-friendly products and services as a way of attracting environmentally conscious consumers.

Awareness for green marketing can be seen as a critical component of sustainable development. It is essential for consumers to understand the importance of eco-friendliness and the impact that their purchasing decisions have on the environment. When consumers are aware of green marketing, they can make informed choices that support sustainable practices. For example, they may choose to purchase products made from renewable resources, reduce their consumption of single-use plastics, or opt for public transportation instead of driving alone.

Moreover, awareness for green marketing can also drive changes in behavior. Customers are more likely to embrace sustainable lifestyle choices if they are informed of how their choices affect the environment. They may choose to recycle, reduce their energy consumption, or support environmentally responsible companies. This behavior change can lead to positive impacts.

PROBLEM STATEMENT

The lack of consumer knowledge and comprehension of the advantages of eco-friendly goods and services is the problem statement for awareness for green marketing. Many consumers don't consider environmental friendliness while making shopping selections because they are uninformed of how their actions affect the environment. This lack of awareness is a significant barrier to the adoption of sustainable practices, as consumers may not understand the benefits of eco-friendly products or the consequences of unsustainable consumption habits.

The problem of low awareness for green marketing is further compounded by the lack of understanding of environmental issues. Many consumers do not comprehend the gravity of environmental problems such as climate change or pollution. Therefore, they may not see the need to adopt sustainable practices or prioritize eco-friendly products and services.

The lack of awareness for green marketing has significant implications for sustainable development. It can hinder the adoption of eco-friendly practices and undermine efforts to address environmental issues. It is crucial for businesses, policymakers, and other stakeholders to promote awareness for green marketing to ensure that consumers have the knowledge and understanding to make informed decisions that support sustainability.

In conclusion, the problem of low awareness for green marketing is a significant barrier to sustainable development. The lack of understanding of eco-friendly products and services, environmental issues, and eco-labeling can hinder the adoption of sustainable practices. It is essential for businesses and other stakeholders to promote awareness for green marketing to ensure that consumers make informed decisions that support sustainability.

OBJECTIVES OF THE STUDY

The objectives of a study on awareness for green marketing may vary depending on the scope and focus of the research. However, some possible objectives of the study of awareness for green marketing are:

1. To determine the respondents' level of familiarity with green products.
2. To learn about the idea of green marketing.
3. To learn about the characteristics of green products.
4. Making suggestions for ways to make green products better.

FEATURES OF GREEN PRODUCTS

Features of the green product are as follows:-

1. Long-lasting, low-maintenance, and frequently energy-efficient.
2. Do not contain harmful substances, ozone-depleting chemicals, or toxic byproducts.
3. Frequently composed of recycled materials or resources derived from sustainable and renewable sources.
4. Obtained from suppliers or manufacturers in the area.
5. Easily recyclable or biodegradable, in whole or in part.

LITERATURE REVIEW

The literature on awareness for green marketing suggests that consumer knowledge and understanding of eco-friendly products and services play a crucial role in driving sustainable consumption. Several studies have shown that consumers' environmental knowledge and awareness are positively associated with their intention to purchase eco-friendly products and services (Kim and Choi, 2019; Verma and Chandra, 2020).

However, the literature also highlights the limited awareness of green marketing among consumers. According to a study by Lin and Huang (2018), many consumers lack understanding and knowledge of green marketing, which affects their willingness to purchase eco-friendly products. Similarly, a study by Teng and Lu (2020) found that consumers' perceived knowledge of green marketing has a significant positive effect on their attitude towards eco-friendly products.

In their research article from 2015, Serban, C. highlighted the value of social organisations in raising consumers' ecological awareness by focusing on issues like the responsibility of consumers for environmental protection, the wise use of natural resources, and the requirement to involve consumers in social activities with an ecological focus. The research report sought to give social organisations a general understanding of how the environment issue was viewed in society as well as a method of evaluating the ecological activities carried out thus far on the Romanian populace. The findings revealed a significant correlation between consumer readiness to adopt eco-friendly behaviours and social organisations that started initiatives to address this issue.

Olimpia, N. (2016) investigated how nongovernmental organisations (NGO) and businesses in Romania employed green marketing strategies to sway consumers' environmental behaviour. There is a simple educational component in every campaign (ecological lessons, information about pollution, and ways to reduce harm to the natural environment) that aims to spread knowledge and increase people's awareness of environmental issues. The researcher has analysed the main techniques and methods used in ecological communication in order to shape the pro-environmental attitude and behaviour. The NGOs and businesses in Romania also carry out ecological campaigns to produce outcomes such as the pro-environmental attitude or behaviour, such as tree-planting campaigns, the collection of used electrical equipment, recycling of mobile phones and other electronic devices, etc., which are anticipated to be internalised by the recipients from the VIPs who promote these campaigns. The survey also included a few environmentally conscious Romanian businesses and detailed the initiatives and campaigns they have launched in that direction.

In conclusion, the literature on awareness for green marketing highlights the importance of consumer knowledge and understanding of eco-friendly products and services in driving sustainable consumption. It also emphasizes the need for standardized eco-labeling and green marketing practices to improve consumers trust and awareness of eco-friendly products.

RESEARCH METHODOLOGY

DATA COLLECTION

This study of awareness for green marketing uses a straightforward random technique. The study is supported by material from both primary and secondary sources. By means of a structured questionnaire, the respondents provided the main data. The report makes an effort to analyse the knowledge of green marketing products. Secondary information was gathered from other articles and websites. Through the use of green marketing products, appropriate statistical tools have also been used to analyse environmental safety.

SAMPLING DESIGN

I.) SAMPLE SIZE:

The sample size of the research is 100 respondents.

II.) SAMPLING TECHNIQUE:

The sampling technique which I have used in

III.) SAMPLE UNIT:

The sampling unit here used in this research is social unit i.e. family, friends, college, relatives etc.

The analysis's statistical tools include:

Simple Percentage Analysis :- A type of quantitative analysis known as simple percentage analysis compares two or more data series using percentages. To establish a connection between the series, a percentage is used.

Descriptive statistics are the form of statistical analysis that was employed in this research report. It is gathering data sets and putting them in comprehensible formats such tables, charts, and graphs after organising, analysing, and summarising them.

Limitation of the study

The purpose of the study was to measure consumer awareness of green marketing items. The survey can only have 100 respondents.

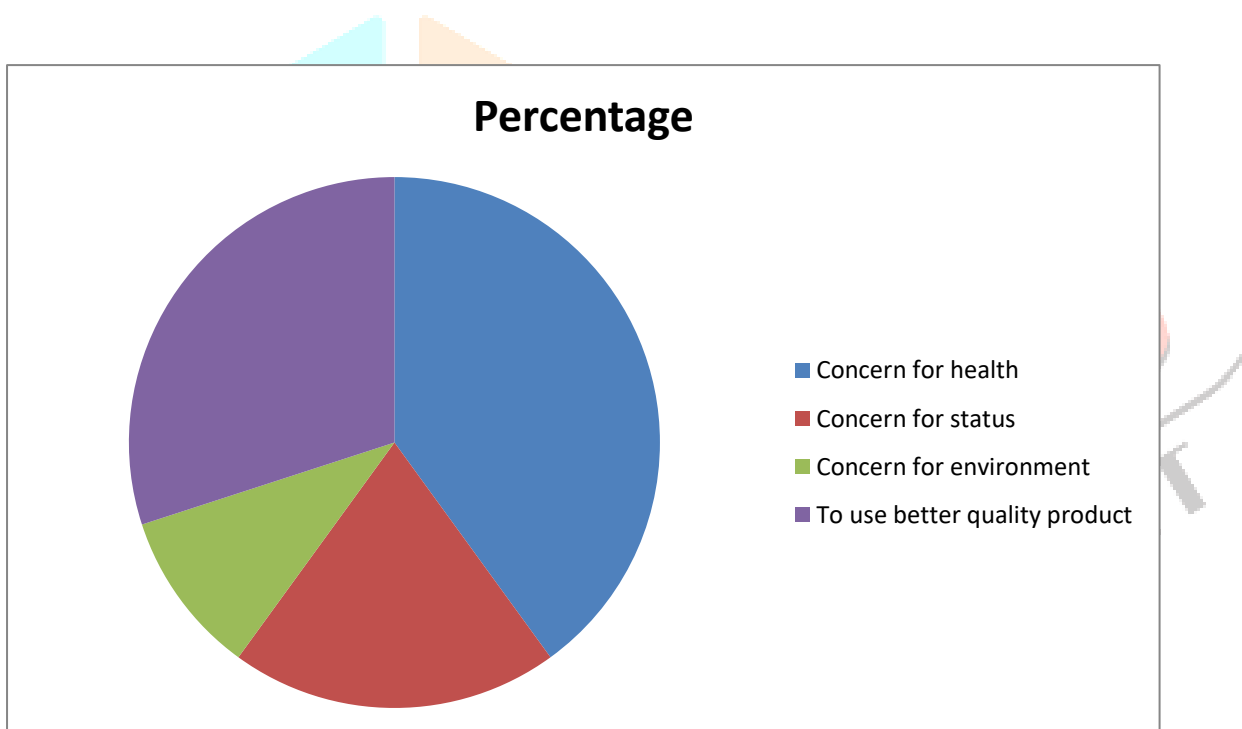
DATA ANALYSIS & INTERPRETATION

The data analysis and interpretation of this research paper is done through SPSS software. In the research paper I have shown the percentage motive of the green products with the help of simple percentage analysis and also how much people are aware for the green products through graph representation.

Green Products Motive:- The motive for the green product can be anything some people are concerned about health so they buy the product regarding health. Some are concerned about their status in the family or in society. Many people are concerned about the environment safety. Many people just buy the product without knowing the product and there are also many people who buy the product because of the quality of the product. There are several reasons for buying the green products we must be sure enough about the product before buying it and also our motive should be clear before purchasing the green products.

Here in this pie chart it is clearly shown the motive of buying green products. As we can see that highest majority of the people are concerned about their health and skin. And the concerned for environment people are very less in number.

Motive Percentage of Respondents



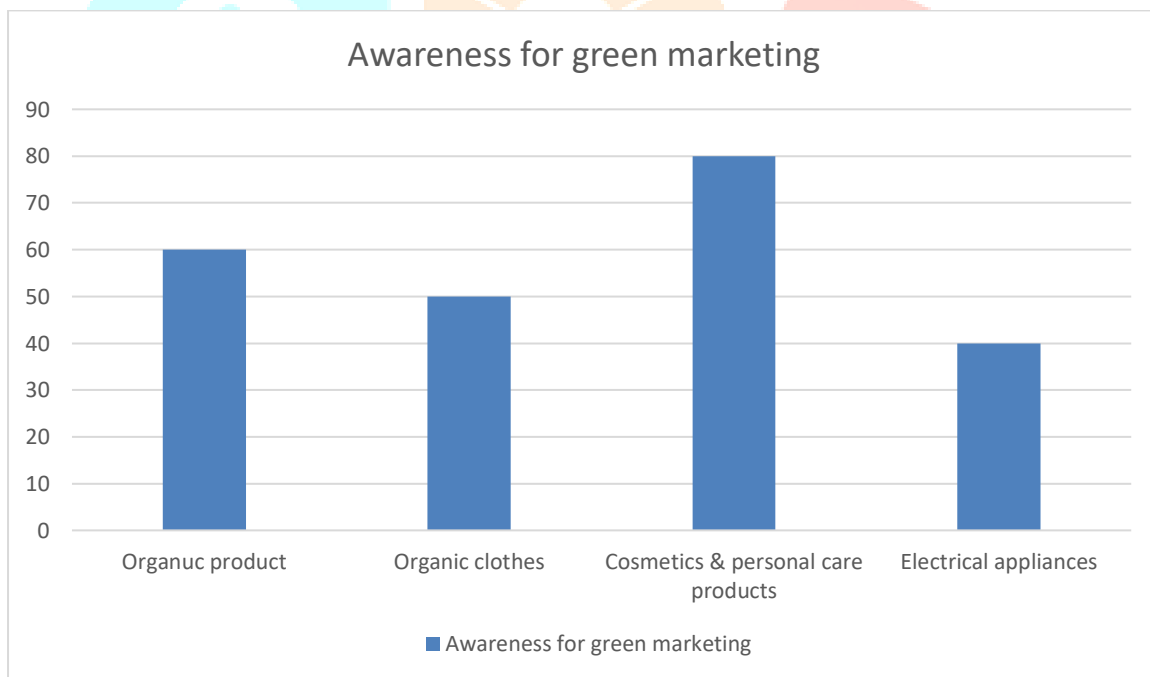
Sources Of Awareness For Green Products:-

There are many sources of awareness for green products some of the sources from which I have gathered information are as mentioned below and also they have been marked according to the rank. These sources were very helpful in analyzing the data in this research paper.

Sources	Rank
TV	I
Newspaper	II
Magazines	III
Internet Ads	IV
Friends/ Relatives	V
Seminars / Conferences	VI

Awareness for green products:-

Green products are ones that are more enduring and free of hazardous materials because they were made using environmentally friendly, natural procedures. Consumer decision-making may be influenced by consumer awareness of green products, which may help the market resume a more optimistic attitude.



In the above graph awareness of the green products has been shown.

Source: The data here used is primary data.

As we can see from the above graph that 60% of the respondents use organic products and also they are aware of it. 50% of the respondents are aware for organic products and they buy frequently.

It is evident from the above graph that 80% of respondents favour cosmetics and personal care items, while the remaining 20% do not choose green marketing products. Only 40% of people buy electrical appliances and are aware of them, according to research.

Frequency of Purchase of Green Products:-

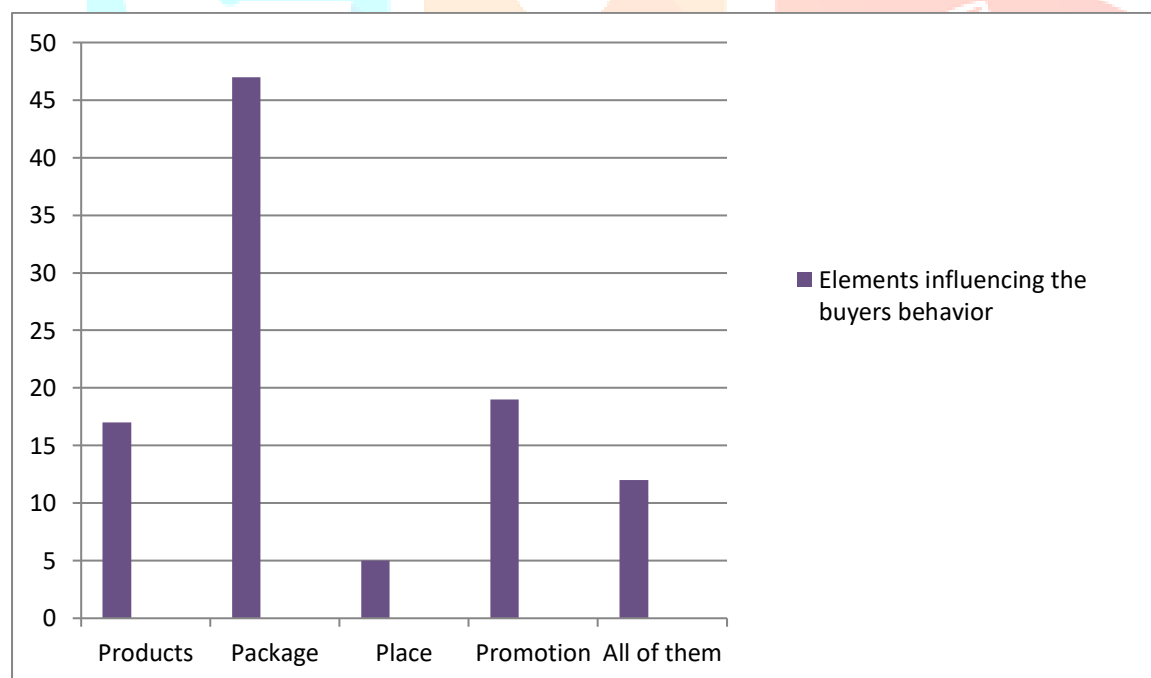
In this the number of buying the product or rate of frequency is shown through simple percentage analysis. There can be many reasons of frequently buying the products and also many reasons for not buying the green products.

Frequency Percentage of respondents

Once a week	35
Once a fortnight	20
Once a month	15
Once a year	10
Regularly when needed	20

The reason for frequently buying green items is shown in the above table; the majority of respondents—35%—do so once a week, and 10% do so once a year.

Elements influencing buying behavior :-



From the above graph the elements which are influencing the consumers behavior are shown. We can clearly see that the percentage of the packaging is higher which means it influences the buyers more and the least influencing thing is the place.

Reasons for purchase in the preferred stores :-

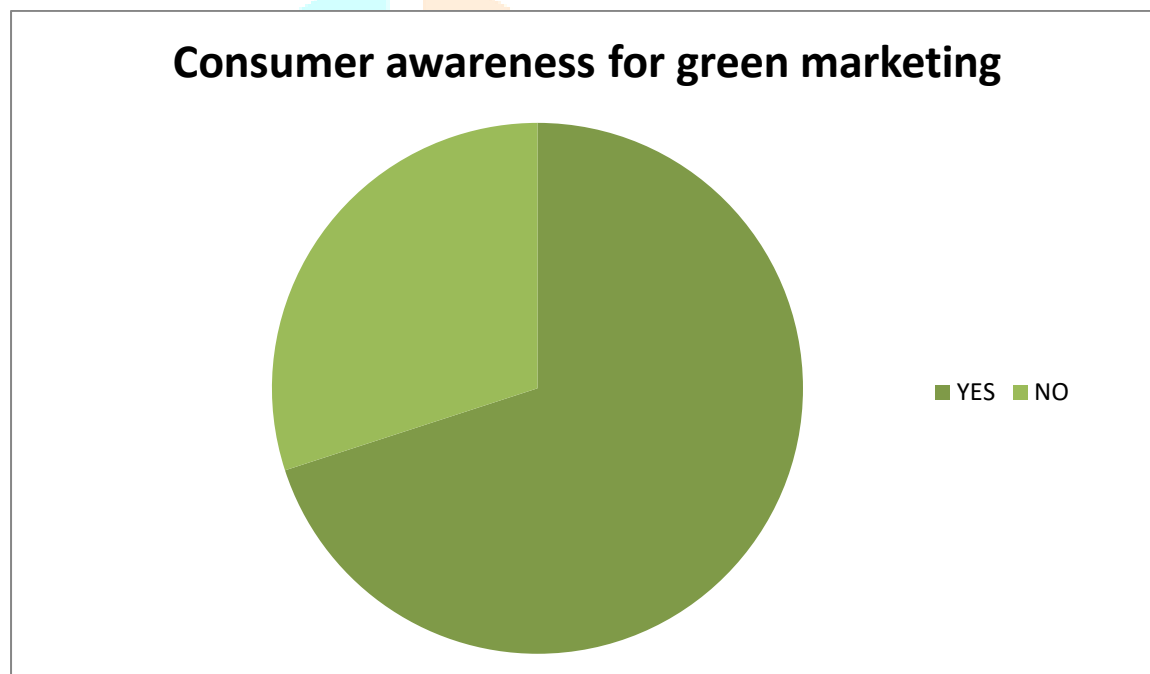
There are several reasons for purchasing the product from preferred store. They are as followed below.

Frequency percentage of the respondents

Discounts	22
Variety	14
Proximity	09
Service	50
Others	05

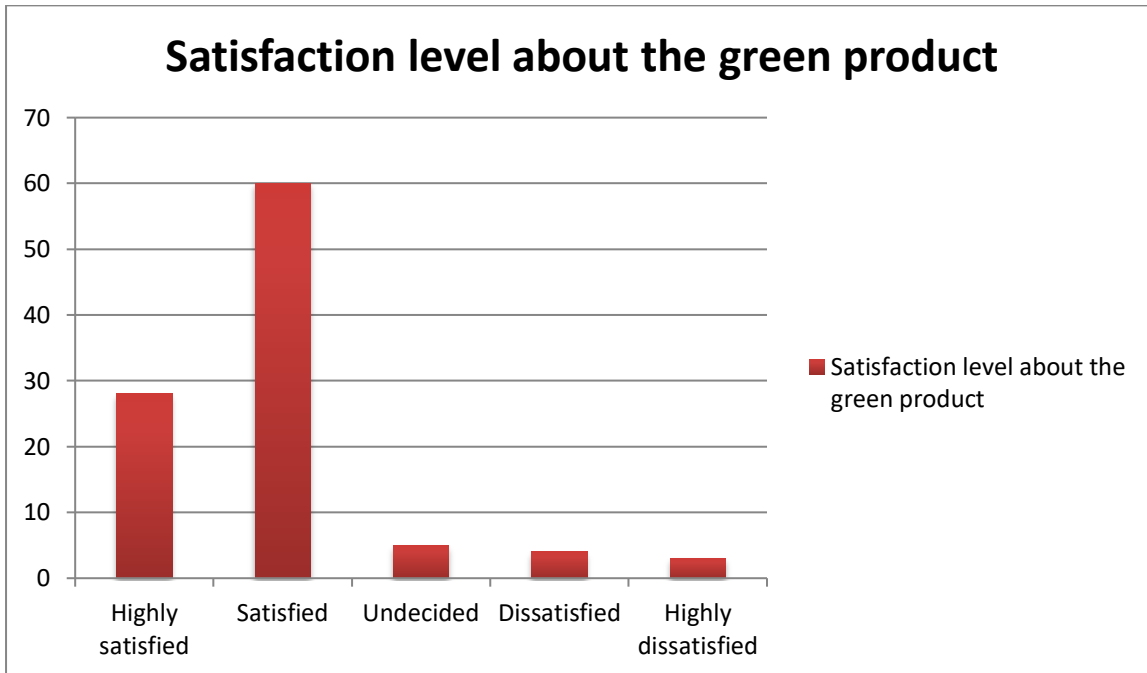
Consumers awareness for green marketing:-

Consumer awareness for green marketing is the knowledge regarding green marketing and also how much people are taking initiative regarding green marketing.



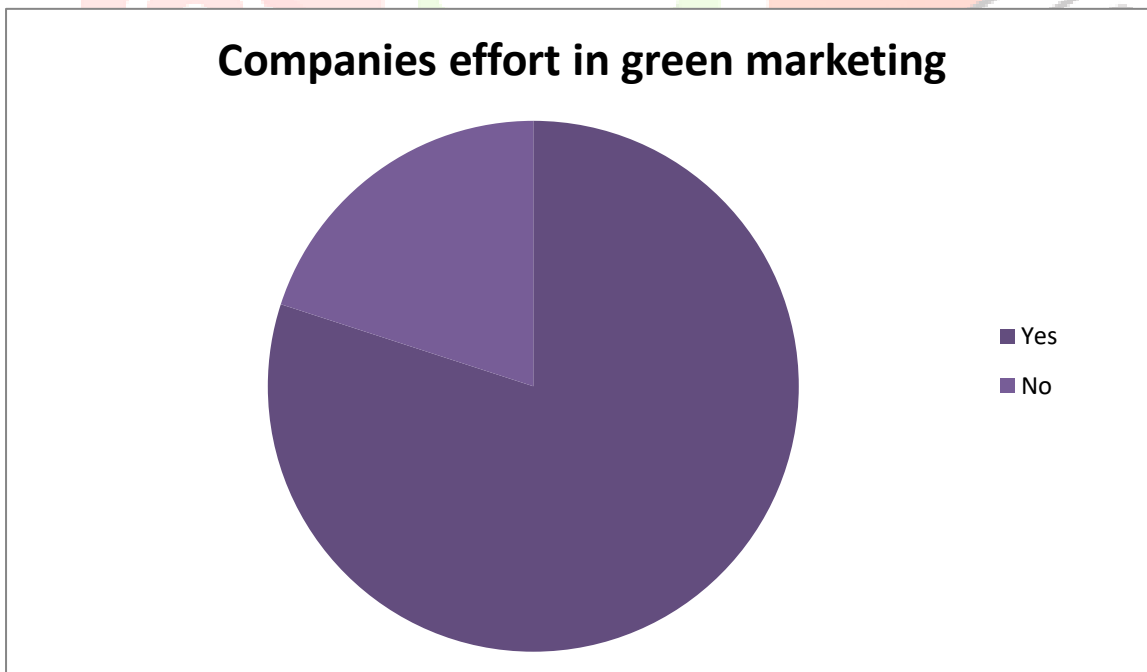
Level of satisfaction with green products :-

Level of satisfaction tells the satisfactory level of the respondents. The percentage level of satisfied respondents are 60% and the percentage level of highly dissatisfied respondents are very low 03%.



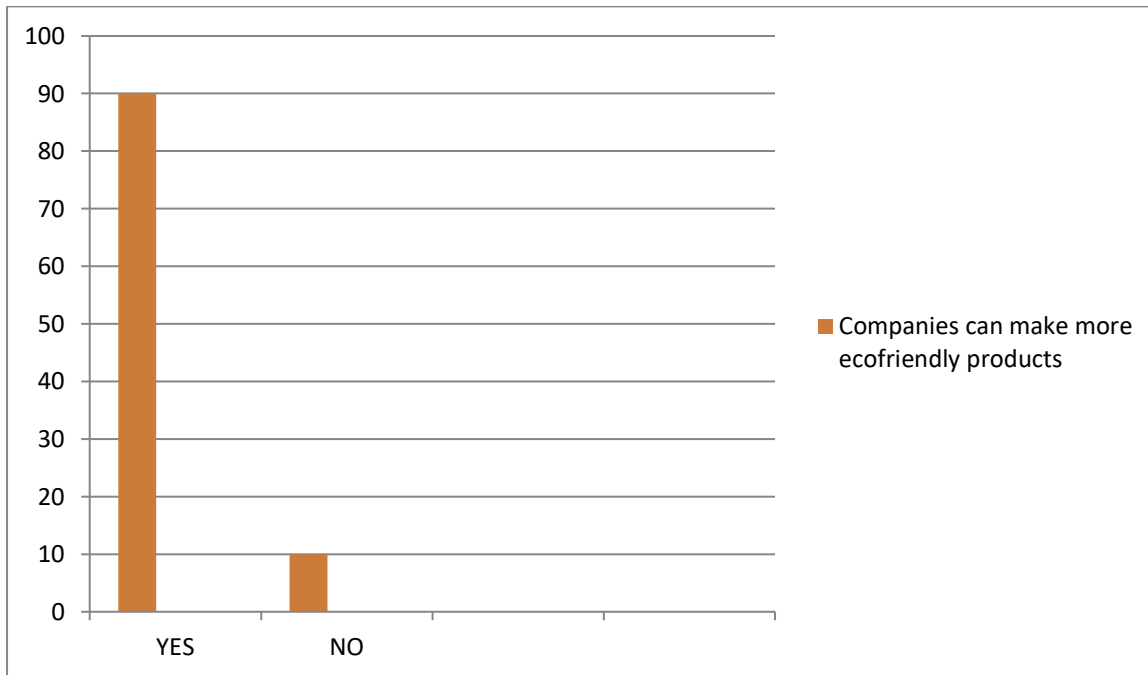
Companies effort in green marketing:-

From the data analysis of the questionnaire there are more respondents who agrees with the statement that companies should put more effort in green marketing.



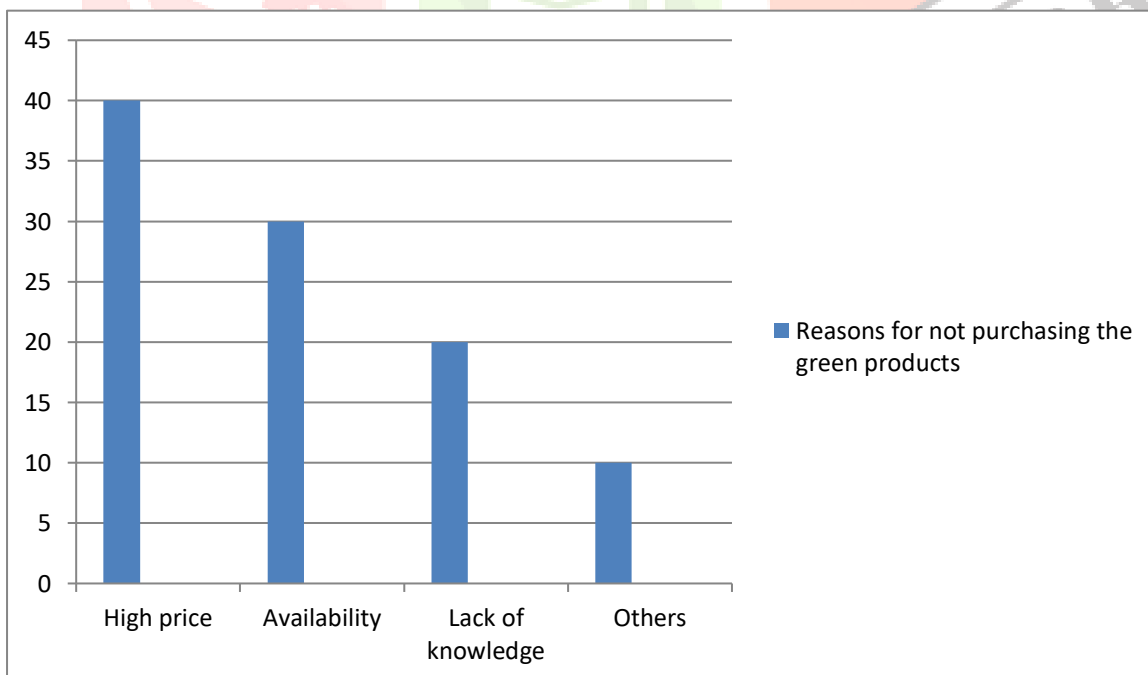
Companies can make more ecofriendly products:-

From the response it is clear that 90% of the respondents are in favour of that companies can make more ecofriendly products because it has all kind of resources.



Reasons for not purchasing the green products:-

There are several justifications for not buying eco-friendly products. According to the respondents, response frequencies are displayed in the graph below.



Findings

- * Majority of the people are aware of green marketing.
- * Most of the respondents are concerned about their health.
- * There are many sources of awareness for green product and green marketing.
- * 80% of the respondents are aware and buy cosmetics and personal care green products.
- * Only 40% of the respondents are aware of electrical appliances.
- * Most of the people buy green products only once a week.
- * 20% of the resp
- * Services plays important role in buying the green product from the preferred stores.
- * Least satisfied respondents are 40% with the green products.

SUGGESTIONS

To improve awareness about green products and their effectiveness :

- * Green products should be priced according to its quality.
- * There should not be more price difference between standard product and green product.
- * Green products quality should be better than standard products.
- * Consumer must take a lead and make others understand the benefits of organic food, minimize the use of scarce natural resources, recycle the recyclable waste material.
- * It is also suggested to use social networking sites to influence on sustainable consumer behavior.

CONCLUSION

From the study it can be concluded that most of the customers are aware of green marketing concepts and products in different region. There is the awareness between gender, age, levels of education and the status of awareness of green marketing. There is no association between monthly income and the status of green marketing. Many of the customers decision to buy the green products are influenced by several attributes. Most of the customers are strongly agreed the different descriptions of green products.

Now this is the right time to select “Green product” globally. It will come with drastic change in the world of business if all nations will make strict roles because green product is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in the product. Green product 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 product becomes the norm rather than an exception or just a fad. The green product and its important started creating an awareness and help for the sustainable development, which is the required for the future generation.

In conclusion, the study of awareness for green marketing highlights the importance of promoting sustainability and providing accurate information to consumers. With the increasing awareness of environmental issues, businesses and policymakers need to take proactive steps towards sustainability, and consumers have an important role to play in driving this change through their purchasing behavior. By promoting green marketing and supporting sustainable consumption, we can work towards a more sustainable future for our planet.

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