



Consideration of Consumer perception in Green Marketing: Studiencompasses on Prayagraj

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Abstract:

Green marketing is the marketing of products and goods that are environmentally hygienic/healthy for common consumers. A broad area that covers under green market are as selection of product and its development, modification if require, alteration of production process, sustainability of product, its packaging and finally advertising to sell the product in the market. The author aims to review the literatures based on green marketing in different aspects that compromises customer motivation and its relationship in their local market as well as selection, usage, and benefit of green products as a whole. The essential feature of this study is to determine the factors which motivate the consumer towards green product enhancing the green products attractiveness to consumers in the zone of Prayagraj city. A well-structured and close-ended questionnaire was used to collect the data from 400 respondents. The data was analyzed using percentage analysis, correlation and chi square test. The results of the study will bring future aspects of consumers, market and promotion of green products in future market which may lead to enhance the green products attractiveness amongst the consumers in Prayagraj city.

Keywords: Consumers, Green marketing, Green products and Awareness

Introduction

Green marketing is the marketing of products that are presumed to be environmentally safe as per American Marketing Association. In broad sense that covers under green market where selection of product and its development, modification if require, alteration of production process, sustainability of product, its packaging and finally advertising to sell the product in the market. The literatures based on green marketing in different aspects that compromises customer motivation and its relationship in their local market as well as selection, usage, and benefit of green products as a whole. Green marketing is somewhat different in its own way than the conventional marketing. It's not only deals with environmentally safe and healthy products but also liaising with holistic mode of marketing where production, marketing, consumption and disposal of products happens in less damaging manners so that doesn't cause much harm to the environment. With the time gradually, people started generating trust towards these products and slowly the concept of "Green marketing and Green Products" are expanded in present market and its environment. The researcher from last four decades started thinking about the concept of green marketing and started analysis for blending with consumer's perception and behaviour. Though the activities of green marketing are initiated in developed countries but these studies are still in pre-mature stage in developing nation like India.

Literature Review

- A large numbers of different literatures regarding green marketing, green products and consumer awareness regarding green products and perception are available presently but so far only a few studies are being published which describe the consumer awareness and perception regarding green products:
- *The method of green marketing could learn lot of things from conventional marketing such as labelling to promote green products, addressing a wider scope of shoppers, working with the varying techniques to add value, spot and advancement to get charming market for different products as per view of Rex and Baumann (2007).*

In the view of Ottmanin (2008) that themarketing dailyis "the force of green lies in advertisers' grasp. a survey of the consumers who had experienced purchasing green or environmental products in Taiwan has been made by Chang and Fong (2010) and Theyfound that the quality of green product and green corporate image provide consumer loyalty and faithfulness of customer.

In the view of Ali et al. (2011) evaluated the green purchase attitude and green purchase intention of India consumers and originate that there are many customers who have positive and high intention to purchase green items yet because ofextreme costs and less prosperousfeatures when compared with non-green items at that point don't get them.

Maheshwari and Malhotra (2011) observed that consumers are not overly faithful to their environment and look to lay too much accountability on industry and government. Rao et al. (2011) suggests that if business offer natural friendly items to customers with reasonable costs and high calibres when contrasted with traditional items, along these buyers have positive aims to buy green items, green item purchase will be high.

Sanjeev Kumar., et.al (2012) found their study the consumer was environmentally concerned and ready to pay high yet they were not aware as to what amount toenvironmentally friendly products. Hence, marketers need to consider efforts that are required to convert the environment concern into environmental consumption behaviour.

Dr. Krishna kumarveluri (2012) in his study on "Green Marketing: Indian Consumer Awareness and Marketing Influence on Buying Decision". His main objective was consumer beliefs and attitude on green products. The availability of environmentally friendly products and the influence of marketing efforts put by the marketers with sourceto consumer non-durable on behalf of consumer awareness. His study fid that respondents reacted positively about buying brands which are less harmful to environment.

In this article he considers the some of the key issue of green marketing and challenges for going green and the steps taken by the organization. He found that now the corporate people as well as consumers have become more concern with the issue of green marketing at various levels. The corporatethe have accepted the green production as they have seen the interest of customer was positive with these green products.

. Objectives of the Study

The present work on green marketing has been taken out with the following objectives:

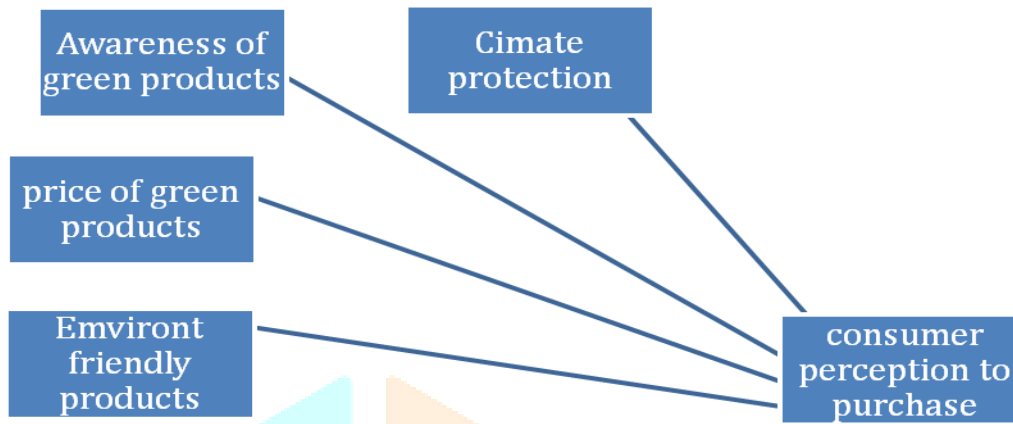
1. The study the awareness about the green marketing among the consumers in Prayagraj city; and
2. To examine the factors which improving green products attractiveness to consumers in Prayagraj city.

Research Methodology Mohammad Azam(2014) in his analysis on Green Advertising: "Eco-Accommodating Methodology".

The present study's core objective is to find out the customer perception towards the green marketing in Prayagraj city. The sample selection was done according to the sole preference of the researcher focusing on the customers who know the importance of green marketing at present to maintain the earth from the dangers. The customers of high-end product or service are considered to have enough educational background. The sample selection also confirmed that the customersadditional time and show their willingness to fill up the questionnaire provided to them. The data for the study was collected with the help of a questionnaire from the various parts of Prayagraj city. The data collection got about six month's time from January 2018 to June 2018. The Secondary data was collected from various published materials like journals, magazines, dailies, books, websites, expert views and so on. To fulfil the above objectives, 310 questionnaires distributed and collected from the consumers in Prayagraj city. Out of which 40 samples

rejected due to insufficient information provided by the consumers. Finally, 270 samples finalized for the study. The data collected from the respondents was tested with suitable statistical techniques. Demographic background of respondents and customer awareness about green marketing system were evaluated by taking correlations.

1; Conceptual Model



Data Analysis and Discussion

Profile of Respondents

Gender	Frequency	Percent
Male	190	70.37%
Female	80	29.63%

Age		
Above 25	110	40.7
26-35 years	80	29.6
36-45 years	50	18.5
Above 45 years	30	11.1
Total	270	100.0
Educational qualification		
Up to HSC	39	20.7
UG	112	49.5
PG	65	18.6
Professional	54	11.2
Total	270	100.0
Monthly Income		
Above Rs.25,000	118	43.7
Rs. 25,001- 35,000	67	24.8
Rs. 35,001- 45,000	53	19.6
Above Rs.45,000	32	11.9
Total	270	100.0

Table 1 represents that demographic profile of respondents. It is noted from the study, majority 70.37% of respondents was male and 29.63% of respondents were female. In connection with age wise distribution of respondents, majority 40.7 % of respondents are in the age group above 25years, followed by 29.6% of respondents are in the age group of 26-35 years, 18.5 % of respondents are in the age group of 36-45 years and 11.1% of respondents are in the age group of above 45 years. In terms of educational qualification, majority 49.5% of respondents were UG qualified, followed by 20.7% of respondents were up to HSC qualified, 18.6% of respondents were PG qualified and only 11.2% of respondents were professionally qualified. In terms of monthly income of the respondents, majority 43.7% of respondents monthly income was up to Rs.25,000, followed by 19.6% of respondents monthly income was Rs.35,001-45,000, 25% of respondents monthly income was Rs.25,001-35,000 and 11.9% of respondents monthly income was above Rs.45,000.

Correlations

		Awareness	Aware1	Aware2	Per1	Per2	Per3
Awareness	Pearson Correlation	1	.429**	.466**	.438**	.432**	.375**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	Sum of Squares and Cross-products	367.941	177.800	177.511	153.422	151.689	130.778
	Covariance	1.368	.661	.660	.570	.564	.486
	N	270	270	270	270	270	270
Aware1	Pearson Correlation	.429**	1	.485**	.363**	.507**	.391**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	Sum of Squares and Cross-products	177.800	466.700	208.100	143.300	200.700	153.500
	Covariance	.661	1.735	.774	.533	.746	.571
	N	270	270	270	270	270	270
Aware2	Pearson Correlation	.466**	.485**	1	.574**	.663**	.413**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	Sum of Squares and Cross-products	177.511	208.100	394.967	208.233	241.433	149.167
	Covariance	.660	.774	1.468	.774	.898	.555
	N	270	270	270	270	270	270
Per1	Pearson Correlation	.438**	.363**	.574**	1	.604**	.428**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	Sum of Squares and Cross-products	153.422	143.300	208.233	333.367	201.967	141.833
	Covariance	.570	.533	.774	1.239	.751	.527
	N	270	270	270	270	270	270
Per2	Pearson Correlation	.432**	.507**	.663**	.604**	1	.483**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	Sum of Squares and Cross-products	151.689	200.700	241.433	201.967	335.367	160.833

	Covariance	.564	.746	.898	.751	1.247	.598
	N	270	270	270	270	270	270
Per3	Pearson Correlation	.375**	.391**	.413**	.428**	.483**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	Sum of Squares and Cross-products	130.778	153.500	149.167	141.833	160.833	330.167
	Covariance	.486	.571	.555	.527	.598	1.227
	N	270	270	270	270	270	270

use green marketing is essential to save world from pollution.. The study also found that the factors

** . Correlation is significant at the 0.01 level (2-tailed).

Correlation test between awareness of green product and consumer perception to purchase the green product. According to Analysis of Correlation, the value of r is 0.663 in above table which is greater than .5 i.e moderate positive. It signifies that the awareness of green product impact on consumer perception to purchase the green product and influence their purchasing habit.

Correlations

	Price1	Price2	Price3	Per1	Per2	Per3	
Price1	Pearson Correlation	1	.465**	.415**	.400**	.454**	.417**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	Sum of Squares and Cross-products	431.885	195.056	173.252	189.589	172.856	157.611
	Covariance	1.606	.725	.644	.705	.643	.586
	N	270	270	270	270	270	270
Price2	Pearson Correlation	.465**	1	.433**	.375**	.395**	.482**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	Sum of Squares and Cross-products	195.056	408.167	175.556	138.167	146.167	176.833
	Covariance	.725	1.517	.653	.514	.543	.657
	N	270	270	270	270	270	270
Price3	Pearson Correlation	.415**	.433**	1	.443**	.457**	.466**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	Sum of Squares and Cross-products	173.252	175.556	403.319	162.289	168.156	170.111
	Covariance	.644	.653	1.499	.603	.625	.632
	N	270	270	270	270	270	270
Per1	Pearson Correlation	.500**	.375**	.443**	1	.604**	.428**
	Sig. (2-tailed)	.000	.000	.000		.000	.000

	Sum of Squares and Cross-products	189.589	138.167	162.289	333.367	201.967	141.833
	Covariance	.705	.514	.603	1.239	.751	.527
	N	270	270	270	270	270	270
Per2	Pearson Correlation	.454**	.395**	.457**	.604**	1	.483**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	Sum of Squares and Cross-products	172.856	146.167	168.156	201.967	335.367	160.833
	Covariance	.643	.543	.625	.751	1.247	.598
	N	270	270	270	270	270	270
Per3	Pearson Correlation	.417**	.482**	.466**	.428**	.483**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	Sum of Squares and Cross-products	157.611	176.833	170.111	141.833	160.833	330.167
	Covariance	.586	.657	.632	.527	.598	1.227
	N	270	270	270	270	270	270

** Correlation is significant at the 0.01 level (2-tailed).

Correlation between price of green product and consumer perception to purchase of the green product. According the above table, the Correlation of product/package related to price and the consumer perception to purchase of green product is low. The value of r is 0.482 which is lesser than 0.5. According to Analysis, It signifies that the price of green product have not correlated to consumer perception to purchase of the green product.

Correlations

	Ef1	Ef2	Ef3	Ef4	Per1	Per2	Per3
Ef1	Pearson Correlation	1	.381**	.521**	.397**	.462**	.457**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	Sum of Squares and Cross-products	427.930	159.930	212.874	166.463	174.656	173.122
	Covariance	1.591	.595	.791	.619	.649	.644
	N	270	270	270	270	270	270
Ef2	Pearson Correlation	.381**	1	.436**	.492**	.517**	.466**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	Sum of Squares and Cross-products	159.930	411.930	174.874	202.463	191.656	173.122
	Covariance	.595	1.531	.650	.753	.712	.644
	N	270	270	270	270	270	270
Ef3	Pearson Correlation	.521**	.436**	1	.400**	.528**	.481**

	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	Sum of Squares and Cross-products	212.874	174.874	389.985	160.407	190.489	173.956	147.111
	Covariance	.791	.650	1.450	.596	.708	.647	.547
	N	270	270	270	270	270	270	270
Ef4	Pearson Correlation	.397**	.492**	.400**	1	.529**	.481**	.439**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	Sum of Squares and Cross-products	166.463	202.463	160.407	411.796	196.056	178.722	161.944
	Covariance	.619	.753	.596	1.531	.729	.664	.602
	N	270	270	270	270	270	270	270
Per1	Pearson Correlation	.462**	.517**	.528**	.529**	1	.604**	.428**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	Sum of Squares and Cross-products	174.656	191.656	190.489	196.056	333.367	201.967	141.833
	Covariance	.649	.712	.708	.729	1.239	.751	.527
	N	270	270	270	270	270	270	270
Per2	Pearson Correlation	.457**	.466**	.481**	.481**	.604**	1	.483**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	Sum of Squares and Cross-products	173.122	173.122	173.956	178.722	201.967	335.367	160.833
	Covariance	.644	.644	.647	.664	.751	1.247	.598
	N	270	270	270	270	270	270	270
Per3	Pearson Correlation	.399**	.491**	.410**	.439**	.428**	.483**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	Sum of Squares and Cross-products	149.944	180.944	147.111	161.944	141.833	160.833	330.167
	Covariance	.557	.673	.547	.602	.527	.598	1.227
	N	270	270	270	270	270	270	270

** . Correlation is significant at the 0.01 level (2-tailed).

Correlation between environment friendly products and consumer perception to purpose of green product. According to Analysis of Correlation, the value of r is 0.529 in above table which is greater than .5 i.e moderate positive. It signifies that the environment friendly products impact on consumer perception to purchase the green product positively and influence their purchasing habit.

Correlations

		Cp1	Cp2	Cp3	Cp4	Cp5	Per1	Per2	Per3
Cp1	Pearson Correlation	1	.602**	.537**	.528**	.541**	.522**	.566**	.485**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	Sum of Squares and Cross-products	429.630	245.815	209.519	212.667	206.630	197.444	214.778	182.556
	Covariance	1.597	.914	.779	.791	.768	.734	.798	.679
	N	270	270	270	270	270	270	270	270
Cp2	Pearson Correlation	.602**	1	.525**	.356**	.514**	.464**	.511**	.452**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	Sum of Squares and Cross-products	245.815	388.207	194.659	136.333	186.615	166.822	184.289	161.778
	Covariance	.914	1.443	.724	.507	.694	.620	.685	.601
	N	270	270	270	270	270	270	270	270
Cp3	Pearson Correlation	.537**	.525**	1	.465**	.563**	.585**	.576**	.505**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	Sum of Squares and Cross-products	209.519	194.659	354.774	170.167	195.419	201.078	198.811	172.722
	Covariance	.779	.724	1.319	.633	.726	.748	.739	.642
	N	270	270	270	270	270	270	270	270
Cp4	Pearson Correlation	.528**	.356**	.465**	1	.525**	.534**	.488**	.353**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000

	Sum of Squares and Cross-products	212.667	136.333	170.167	377.500	188.167	189.500	173.500	124.500
	Covariance	.791	.507	.633	1.403	.700	.704	.645	.463
	N	270	270	270	270	270	270	270	270
Cp5	Pearson Correlation	.541**	.514**	.563**	.525**	1	.530**	.600**	.537**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	Sum of Squares and Cross-products	206.630	186.615	195.419	188.167	339.930	178.544	202.678	180.056
	Covariance	.768	.694	.726	.700	1.264	.664	.753	.669
	N	270	270	270	270	270	270	270	270
Per1	Pearson Correlation	.522**	.464**	.585**	.534**	.530**	1	.604**	.428**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	Sum of Squares and Cross-products	197.444	166.822	201.078	189.500	178.544	333.367	201.967	141.833
	Covariance	.734	.620	.748	.704	.664	1.239	.751	.527
	N	270	270	270	270	270	270	270	270
Per2	Pearson Correlation	.566**	.511**	.576**	.488**	.600**	.604**	1	.483**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	Sum of Squares and Cross-products	214.778	184.289	198.811	173.500	202.678	201.967	335.367	160.833
	Covariance	.798	.685	.739	.645	.753	.751	1.247	.598
	N	270	270	270	270	270	270	270	270
Per3	Pearson Correlation	.485**	.452**	.505**	.353**	.537**	.428**	.483**	1

Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
Sum of Squares and Cross-products Covariance	182.556	161.778	172.722	124.500	180.056	141.833	160.833	330.167
	.679	.601	.642	.463	.669	.527	.598	1.227
N	270	270	270	270	270	270	270	270

** . Correlation is significant at the 0.01 level (2-tailed).

Correlation between climate protection and consumer perception to purpose of green product. According to Analysis of Correlation, the value of r is 0.585 in above table which is greater than .5 i.e moderate positive. It signifies that the climate protection impact on consumer perception to purchase the green product positively in a moderate manner.

Conclusion

It is observed from the study; the Green marketing is a tool for awareness of green product, environment friendly products, protecting the climate on consumer perception to purchase the green product and influence their purchasing habit for the future generation. Correlation of product/package related to price and the consumer perception to purchase of green product is low. It will come with drastic change in the world of business if all nations will make strict roles becaalso enhancing the green products attractiveness to the consumers in Prayagraj.

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