Customer's Perception Regarding Green Marketing

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ABSTRACT

In recent decades, consumers and producers have voiced concerns about the effects of products on the environment. Products that are thought to be "green" or environmentally friendly, such as low-power (energy-efficient) electrical appliances, organic foods, lead-free paints, recyclable paper, and phosphate-free detergents, have drawn the attention of both consumers and manufacturers. The significance of the Green Marketing Concept is also being recognized by marketers in India. While there has been a lot of global research on green marketing, there hasn't been much scholarly study done in India on customer perceptions and preferences. An overview of environmental issues is given in this research, along with information on consumers' green values, awareness of environmental issues, and green habits and products. Consumers place a high value on green products, research has provided useful insights for green product marketers and indicates the necessity to create marketing communication campaigns supporting green products. This study supports the idea that customer preference and purchase decisions are positively influenced by general green values, consumer awareness of green practices and products, and consumer perceptions of the seriousness of marketing firms' commitment to green marketing.

Keywords: green marketing, consumer preferences, green products, marketing communication campaign

INTRODUCTION

Despite the fact that environmental issues affect every aspect of human activity, only few academic fields have included green issues in their literature. This holds true for marketing in particular. Businesses have started to alter their practices in an effort to accommodate society's "new" concerns as it grows more aware of environmental issues. Certain businesses have embraced environmental management systems and waste minimization quickly, incorporating environmental concerns into all aspects of their operations. The emergence of magazines like "Business Strategy and the Environment" and "Greener Management International," which are dedicated to spreading research on businesses' environmental behavior, is one indication of this. Marketing is one industry where environmental issues have been extensively covered by both professional and popular press. In the popular press, phrases like "Green Marketing" and "Environmental Marketing" are often used. Globally, a lot of governments have tried to control green marketing practices because they are so concerned about them.

The introduction of toxins into the natural environment that have a negative impact on the environment is known as pollution. surroundings One of the biggest threats to humanity on Earth is pollution. All living things in an environment are negatively impacted by pollution, which makes it harder for them to survive. The day will come when our planet turns into a boiling pot and a desert if pollution doesn't stop. Pollution can take many different forms, originate from many sources, and have various effects.

The early 1920s saw the beginning of the industrial revolution, and businesses' guiding principles were to create goods at minimal cost. Because the demand for the product was so great, there was no need to market it and businesses could sell whatever was produced. Industry competitiveness began in the early 1930s. There was greater choice for customers among the companies. Businesses have developed a notion known as the "Selling Concept" in an effort to outsell the competitors. Through personal selling, advertising, and other means, businesses have attempted to persuade customers. A new idea known as the "marketing concept" first surfaced in 1960. According to this concept, businesses should analyze and identify their consumers' demands and take all necessary steps to meet them more effectively than their rivals. Companies began to focus on community and society in addition to customer satisfaction and organizational profitability around 1970, ushering in an era of societal marketing. The environmental problem began when industries oversupplied the market with goods in an attempt to meet consumer demand for ever-increasing incomes, disregarding the environment or the planet Earth. This led to dangerous circumstances such as the depletion of natural resources, pollution of the environment, an increase in greenhouse gases, deforestation in tropical regions, acid rain, global climate change, hazardous waste, and a hole in the ozone layer (Rojsek, 2001). Environmental consciousness has increased as a result of pollution, the loss of non-renewable natural resources, and the effects of climate change (Douglas 2006: 458). To handle the perilous situation, the government has now implemented several rules. In addition, consumers are now more worried about the environment and are starting to demand items that have less of an adverse influence on the environment. In an effort to preserve the environment, government regulatory agencies and non-governmental organizations have vigorously pushed businesses to embrace green practices (Bateman & Zeithaml 1983: 132). Businesses have embraced the idea in order to protect Mother Earth and satisfy consumer demand for green products. But this is just the start. To fully become green and save the planet Earth, a great deal more work needs to be done. Green marketing is now at its evolutionary stage.

Unfortunately, most individuals think that green marketing only includes promoting or advertising environmentally friendly items. Consumers most frequently link phrases like "phosphate free," "recyclable," "refillable," "ozone friendly," and "environmentally friendly" with green marketing. Although these are assertions made in the context of green marketing, green marketing is, generally speaking, a much larger notion that may be applied to industrial, consumer, and even service goods. For instance, resorts all over the world are starting to market themselves as "Eco tourist" establishments, i.e., establishments that "specialize" in nature experiences or run in a way that reduces its influence on the environment [May 1991, Ingram and Durst 1989, Trombis 1991].

The goal of the AMA workshop was to investigate how marketing affects the environment by bringing together academics, industry professionals, and decision-makers in public policy. Ecological marketing was

described at this workshop as the study of the advantages and disadvantages of marketing initiatives related to pollution, the depletion of non-energy resources, and energy. [Kinnear and Henion 1976b, 1] Three main elements make up this early definition:

1) it is a subset of all marketing activity;

2) it looks at both good and negative actions;

3) it only looks at a certain set of environmental challenges.

Throughout time, green marketing has changed. Peattie (2001) identifies three stages in the development of green marketing. These stages are as follows:

1. Ecological Green Marketing: The goal of all marketing initiatives was to raise awareness of environmental issues and offer solutions.

2. Environmental Green Marketing: This strategy emphasizes green products and clean technology that reduce waste and pollution.

3. Sustainable Green Marketing: The focus was on moving the industry closer to more sustainability. The goal has been to create, produce, and deliver sustainable goods and services with the motto "meeting the needs of the present without compromising the ability of future generations to meet their own needs" in order to reach the triple bottom line. Goods and Services

REVIEW OF LITERATURE

According to Pollonsky (1994) and Charter et al. (2002), the idea of traditional marketing appears to serve as the basis for the concept of green marketing. Prakash (2002) asserts that there is significance in the interaction of the public policy process, the marketing discipline, and the environment. Environmental marketing (Coddington, 1993), ecological marketing (Fisk, 1974; Henion and Kinnear, 1976), green marketing (Peattie, 1995; Ottman, 1992), sustainable marketing (Fuller, 1999), and greener marketing (Charter and Polonsky, 1999) are some of the terminology used to characterize this relationship.

However, identifying green marketing is a difficult task. Henion and Kinnear's "Ecological Marketing," the first book on green marketing, was released in 1976. Numerous further publications on the subject have been released since then. According to Polonsky (1994), Henion and Kinnear (1976) defined ecological marketing as "the study of the positive and negative aspects of marketing activities on pollution, energy depletion, and non-energy resource depletion."

It appears that marketing and the environment are not always good friends, even if many writers highlight the benefits of green marketing. This is because their objectives frequently diverge. Glorieux-Boutonnat (2004) asserts that marketing is primarily concerned with luring customers and creating lucrative sales quickly, and it often only considers the environment to the extent that it aids in accomplishing those objectives. By adopting more environmentally friendly products or minimizing the quantity of energy or material used, environmental

management seeks to lessen the impact of production on natural resources. Conversely, marketers aim to persuade and entice customers using any means possible, such as upgrading to more opulent packaging with increased message space or switching to materials that are more aesthetically pleasing to them.

OBJECTIVES OF THE STUDY

The main goal of the study is to find out Customer's Perception regarding Green Marketing and their buying behaviour. The objectives of the study are as under:-

1. To study the awareness of Green Marketing among customer's
2. To study the factors influencing the purchase of green products

RESEARCH METHODOLOGY

Research design for this study is descriptive in nature because it describes the customer's perception of green marketing. This study use secondary data collection technique. The data is collected from various sources such as journals government articles, magazines, research papers, books, and news articles.

Customer's Perception regarding Green Marketing

The people who answered the poll were aware of green practices and products. However, the majority of respondents were unaware of the steps taken by the Indian federal and state governments, non-governmental organizations, and corporate organizations to promote green marketing practices. This suggests that these organizations need to improve their marketing communications and aggressively tell their clientele about their green initiatives. It was discovered that customers knew the most about green products from television and newspapers.

For a number of variables that are thought to be environmental concerns, all customers have given the matter a higher seriousness rating. Regarding environmental degradation, consumers were largely in accord, and they could favor green products over conventional ones in order to save the environment. Marketers can develop innovative environmentally friendly items and inform customers of their advantages.The seriousness of different environmental challenges has been regarded highly by respondents.The answers have marketing ramifications for creating marketing communication campaigns because a higher mean score indicates that consumers are more concerned about the same issue, which might be utilized to promote green products.

Customers overwhelmingly agreed that green marketing strategies are vital, ranking "manufacturing eco-friendly products" as the most crucial strategy, followed by "educating customers to use products in an environmentally friendly manner."

Companies should provide more information about benefits of green marketing. Consumers needs to be educated and made aware of the environmental threats. Green marketing campaign and advertising also needs to be done. Companies should be taken to control false promise and claims by the marketer to maintain trustworthiness of green products. Companies should provide some incentive's so that consumers purchase

the product. Companies also work on their manufacturing part and provide consumer's more reliable, safe for use or organic products

CONCLUSION

This is the ideal moment to choose "Green Marketing" on a worldwide scale. If all countries adopt rigorous policies, the business landscape will undergo a significant upheaval since green marketing is crucial to protecting the environment from pollution. Because it has an impact on the environment and society, green marketing should be pursued with much greater vigor rather than being seen as just another marketing strategy. Given the seriousness of the global warming danger, it is critical that green marketing become the standard rather than the exception or perhaps a passing trend. Recycling of paper, metals, plastics, and other materials in a safe and non-toxic way for the environment needs to become much more standardized and widespread. The usage of energy-efficient lights and other electrical products needs to become the standard. It is also the duty of marketers to educate consumers about the advantages and necessity of green products over non-green ones. Customers are eager to spend extra for a cleaner, greener environment, according to green marketing. Lastly, there is a need for suppliers, industrial purchasers, and consumers to exert pressure on manufacturers to reduce their harmful effects on the environment. In developing nations like India, the significance and applicability of green marketing are even greater. Green marketing takes into account making products and businesses greener. It is imperative that green marketers do not overlook the financial implications of their efforts. Managers must comprehend what green marketing entails. What needs to be greened—the system, the procedures, or the goods—should be made apparent. Transparency in information is one of the key elements of green marketing. The information that is shared needs to be accurate and supported. To fully realize the potential of green marketing, much more research is required as the field is still in its infancy.

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