

Is Green Marketing really a Miraculous Gizmo in the Hands of Green Marketing Personnel- Myths & Facts

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ABSTRACT

Today's world is often considered as always on the wheel world which depicts a peculiarity that it is very dynamic, each second plays a pivotal role in changing the business scenario, consumers are now effectively aware of their rights and duties towards the society which in turn points towards the business, telling them the fact that now he is no more a dumb customer only. He is equally concerned about the environment and supports the missions of business in the process. They very often look around themselves various adds, hoardings etc asking them to protect the environment by 3R's or by using eco friendly packaging, jute packets etc. this change has also led towards the change in consumption pattern of the individuals e.g.- use of eco friendly crackers in diwali etc. these changes are made in alignment with an urge to protect the natural environment for the coming generation. There are numerous amount of literature available on the topic. Our objective was to see that really green marketing of products helps a big deals to the business firms, for this purpose we choose descriptive research design, data has been collected through secondary sources. Data has been further analyzed and it was found that though it could be often concluded that- it can be called as a miraculous gizmo but to some extent only as if only influences the consumer awareness and not his buying behavior in majority of cases.

Keywords : Environment, Consumers, Green Marketing.

I. INTRODUCTION

The main aim of any advertising is to lure a potential customer to finally become a consumer. So, finally in order to check the efficacy of green advertising of our product we need to compare the response of our product before such green marketing and after the campaign and results will be concluded positive only if it was able to attract its potential or targeted customers. Hence, it is of immense importance to see whether the green advertising has an impact on customer buying behavior or not.

Now a days, businesses are run by a common motto that- by the society and for the society. Both, the business firms as well as customers are becoming aware and join hands to protect the environment. Government has also made several norms regarding the protection of environment like it has fixed a certain percentage of earning of these companies which is mandatorily to be

used for social causes, it has made up several special economic zones also etc. We can see everywhere hoardings and plea requesting us to save the flora and fauna. This continuous and ongoing change in the economic environment has grown the need to promote the green marketing.

This concept of green marketing/ organic products is getting a tremendous popularity also it has put forth various new avenues for the firms to increase their market share, provided they know the tactics to exploit the situation. In certain cases, consumers are somehow confused that whether the manufacturer of such products actually adhered the norms and are the products in reality eco- friendly. Here comes to rescue such firms Green Marketing. Green marketing campaigns and advertisements help build the creditability of manufactures. This is the reasons now companies are switching towards these personnel as a savior, these personnel try to lure the target audience,

spread the genuine and necessary information and awareness and finally tries to turn them into a consumer. Green Marketing is a non- personal promotional tool of enterprises. According to the American Marketing Association, “Advertising is any paid form of non-personnel presentation & promotion of goods, services or ideas by an identified sponsor”. Hence, relationship between consumer buying behavior and green marketing could be considered as an interesting task & is also of great significance in this field.

II. METHODS AND MATERIAL

A. Review of Literature

According to **Joseph & Rupali korlekar(2012)**, there is a scope for in-depth studies on green marketing to be conducted in developing countries like India, not only on understanding consumers’ perception but to study the detailed profile of such consumers who have a more positive attitude towards green marketing and green products.

Philip Kotler & Kevin Lane Keller (2011): Companies that mound —green programs can face two main problems: consumers may believe that product is of inferior quality of being green and consumers feel the product is not really that green to begin with.

Vijay Jain et al (2010) summarized the three C’s process for green marketing implementation as Consumer Value Positioning, Calibration of Consumer Knowledge and Credibility of product.

Artee Aggrawal et al (2010) outlined that Eco-responsible (Green) organizations have a tough task to optimise their product offering mix in such a way so that they can not only attract customer towards them but also can have their products price competitive.

Ramakishen et al (2010) understood that the factors for going green as Goodwill, Differentiation, Competition, Pressure Groups, Government Pressure, Customer Demand, New Market Entry.

Charles W Lamb et al (2004) explained that —Green Marketing has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as

ecologically sound, marketers can convey concern for the environment and society as a whole.

Robert Dahlstrom (2011) examined that Green Marketing has positive influences on multiple participants in the economy. The environment, developing economies, consumers, corporate strategy, the product, production processes, and supply chain benefit from green marketing. Green marketing firms establish strategic alliances with government, local communities, nongovernmental organizations (NGOs), industry experts, and competitors.

The study conducted by **Sourabh Bhattacharya (2011)** states that the green marketers in India should carry out heavy promotional campaigns, because majority of the Indian consumers are price-sensitive and are not sure about the quality of green products.

According to **Roger A Kerin et al (2007)**, Green Marketing takes many forms. It comes from product development opportunities that emanate both from consumer research and its —Pollution Prevention Pays program. This program solicits employee suggestions on how to reduce pollution and recycle materials.

Arun Kumar & N. Meenakshi(2009) : Consumers have to play an important role if companies have to be made responsible for preservation of the environment. They should stop buying products of companies which are polluting the environment. Apart from companies, NGOs also have very important roles to play. NGOs should carry out research and tell the companies how they can make their process more environment-friendly.

Rajan Saxena(2010) maintained that Green products and services are today increasingly being accepted by both the companies and customers. Following are some of the arguments in favor of green marketing which makes it profitable for the firm/organization.

- An aware customer now insists on a green product and packaging material.
- Aware customers are joining together to form interest groups which lobby for eco-friendly products and legislation to protect their environment.
- Given the choice, customers tend to buy eco-friendly products.

The study by **Altaf Khan(2011)** about the Indian companies practicing the Green Marketing Concepts as follows :

- Samsung Electronics has adopted modern environmental conservation activities, such as the developing of environmental-friendly products and service and maintaining a safe and pleasant working environment at factories, based on Green Management and the Life-Cherishing philosophy.
- Tuna manufacturing company has modified their fishing techniques because of the increased concern over drift-net fishing and the resulting death of dolphins.
- Toyota, the most popular automobile industry, introduced the Prius, which is the first hybrid car that is more environmental-friendly compared to other cars.
- Xerox, the pioneer photo copier company introduced a —high quality\ recycled photocopier in an attempt to satisfy the demands of firms for less environmentally harmful products.

B. Rationale of Study

In today's world of cut throat competition and numerous number of firms coming up with the sole aim of generating profits only, customers are not sure about the creditability of these firms. How one could decide which product to buy, which product meets its claims. Thus to help the customers in deciding which products to buy, it plays an important role. However it could not be said that only a successful green advertising is the only basis on which one makes his choices. The study is conducted to help marketing personnel evaluate the customer response & to help them frame suitable strategies.

C. Analysis Objectives

Objective of undertaking the study is to see the influence of green marketing on customer attitude and to see whether there is a relationship between customer buying behavior and green advertising.

D. Analysis Methodology

The study is descriptive in nature, which constructed a profile of respondents with the necessary information on the topic. Structured interview schedule design was frames to fetch information from 200 respondents,

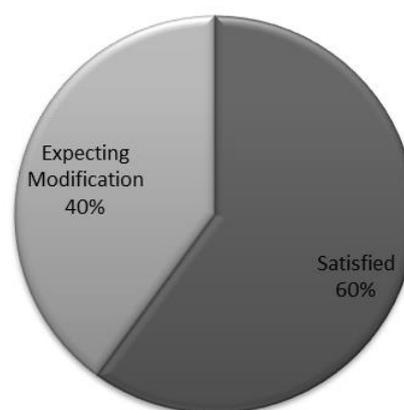
which were randomly selected by using multi stage random method. Secondary data has been used for the study. Data has been collected from available online papers, journals etc.

III. RESULTS AND DISCUSSION

A. Analysis and Interpretation

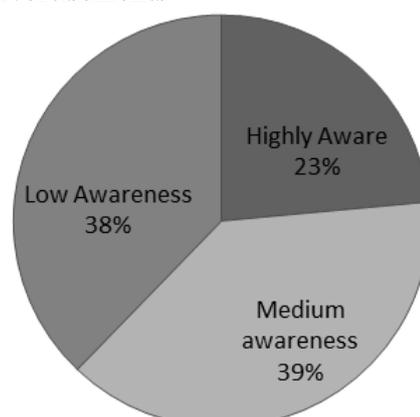
According to survey, 120 respondents were satisfied with the available green product whereas remaining 80 respondents were expecting a modification in them. If we talk about percentage figure, 60% accepted the available green product whereas 40% wanted some improvement.

Satisfaction Level in % form

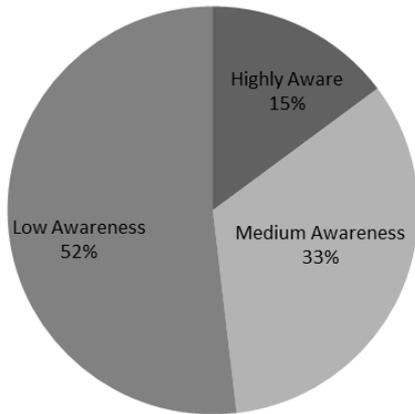


Next in line, if we talk about the level of awareness then, out of 119 advertisement viewers 28 had the high level of awareness, 46 had medium level of awareness & 45 had low level awareness. Out of 81 non- advertisement viewers 12 had high level of awareness, 27 had medium level awareness and 42 had low level of awareness.

Awareness Regarding Green Products in viewers of Green Advertisements



Awareness Regarding Green Products in Non-Viewers of Such Advertisement

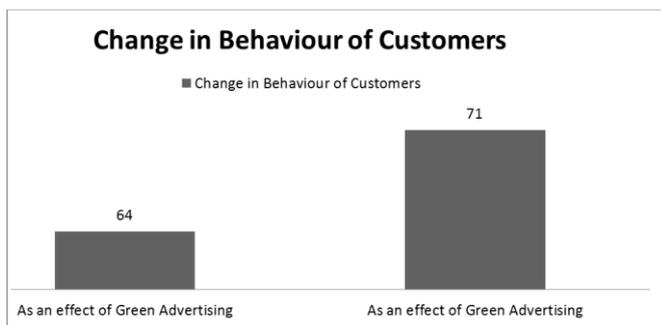


When this available data was merged using the chi square method, it revealed that after viewing green advertisement this number rose to 71 from 64 whereas there was no impact on non- advertisement viewers, it remained to 8.

Furthermore, a study shows that in India 25% of consumers are opting for eco- friendly products & 28% can be considered as health conscious because of this growing inclination of consumer towards ecofriendly product, firms are producing more and more ecofriendly products.

B. Results and findings:

- Majority of respondents are comfortable with the available green product i.e. 60%.
- 40% wanted a modification on them.
- Green Advertisement viewers buying habit increased from 64 to 71.



IV. CONCLUSION

Above study shows that green advertising influences Consumer awareness and not his buying behavior. Consumers prefer green products based on personal

interest and their choice of quality of products available. So, it could be concluded that green advertising enables consumers to acquire awareness and does not revise his buying behavior. Hence, green marketing could not be the whole sole miraculous gizmo, it only helps in informing and creating awareness in the potential customer which further can help firms to increase market share.

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