

## A STUDY ON CONSUMERS AWARENESS AND WILLINGNESS TOWARDS GREEN MARKETING

**Nirmala .S \***

**Assistant Professor of Commerce, Krupanidhi College of Commerce and Management  
Koramangala, Bengaluru, Karnataka, India.**

\*Corresponding author | Received: 06/05/2021 | Accepted: 25/05/2021 | Published: 04/06/2021

**Abstract:** *The only that can be used to convey any message to prospective consumer is to through marketing. Green marketing is part of marketing which approaches to market the product without harming the environment. Since there is a need in bringing the awareness in younger generation about eco-friendly product green marketing can be applied because it includes many things like product modification, changes in production process packaging as well as modifying the advertisement. Organization believes that by adopting green marketing they can fulfill moral obligation to more socially responsible, So this research is conducted to understand about awareness level, willingness to buy and focuses on waste management.*

*Keywords: eco-friendly, consumer buying behavior and environment protection*

### Introduction

Green marketing products are believed to be environmentally safe. The concept of green marketing is popularizing because the awareness of protecting the environment is increasing among the people around the globe. Green marketing influences the buying behavior of the consumers. Most of the celebrities, large companies are prompting green products by adopting it in their lives. The study focuses on the awareness and willingness towards green marketing among the consumers.

### Objectives

1. To know the awareness level in consumers towards green marketing
2. If consumers are aware, are they willing to buy green products
3. To know whether green products are reduces the pollution.
4. to whether the green products focus on waste management.

### Statement of Problem

Green marketing helps to know the environmental benefits of green products. To make people aware about the benefits of green products proper promoting of products must be done. Though there is awareness among people, consumers ignore to adopt green products in their day to day life. The study is conducted to know the awareness and willingness to buy green products among the consumers.

## Review of Literature

Shrikanth R and D.Surya Naryana Raju, Assistant professor department of master of business administration CMR college of engineering and technology (affiliated to JNTU), Hyderabad, ANDHRAPRADESH-2012) conducted research on contemporary green marketing –brief reference to INDIAN scenario. This study was conducted to find out what actually green marketing is all about and to find out the current scenario of Indian market in adopting green marketing. The study was conducted as, green marketing is something that will continuously grow in both practices and demand.

Vasanthakumar N Bhat is associate professor of management science and program coordinator for health systems management program at lubin school of business, in his research was conducted to find the consumer awareness and attitude towards green branding and satisfaction. Reduction and wastage management strategies and provide the green design alternatives designer to design about the product which eco-friendly.

## Research Methodology

Research design

The research design used in this study is descriptive type of research.

Sample size:

The study is conducted on a sample size of 40 respondents from Bangalore.

Method of data collection:

The study made use of both primary and secondary data. Primary data was collected through a structured questionnaire. Secondary data was collected through internet and different websites.

Sample technique :

A sample random technique was used to study the respondents

Analysis of data:

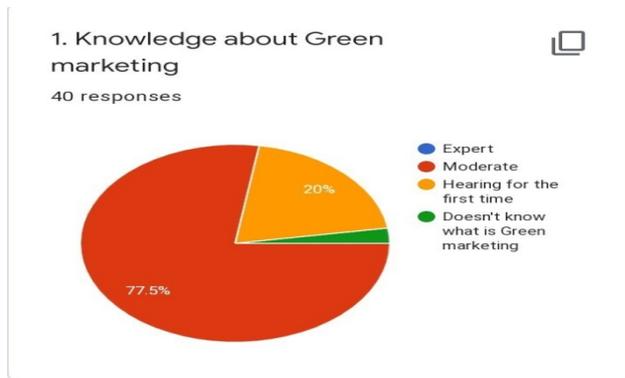
Data was analyzed by using simple percentage form.

## Limitations of Study

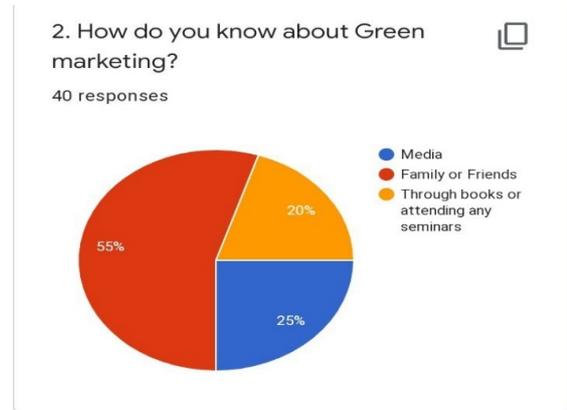
- 1.The study was limited with 40 people.
- 2.The study is dependent on the information given by the individual consumer.
- 3.Duration is less than 2 weeks
- 4.The information is taken randomly from consumers

**Analysis and Data Interpretation**

**Graph:1**



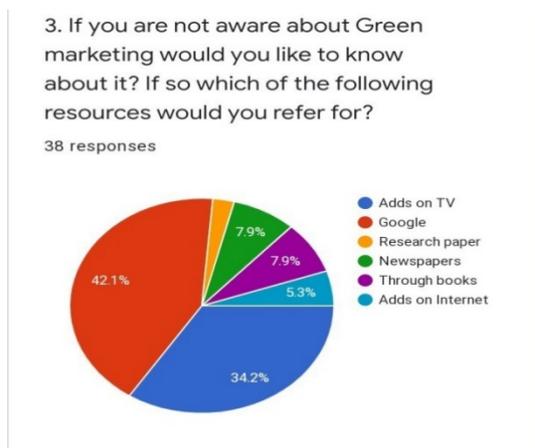
**Graph: 2**



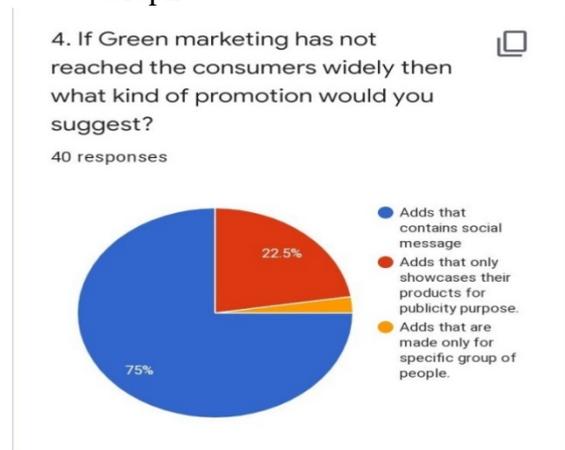
Graph 1: it is clear that 77.5% of people partially know about the green marketing meanwhile 20% people are having knowledge about green marketing for the first time and remaining neither expert nor doesn't have knowledge about green marketing.

Graph 2: This above chart shows that about knowledge gained by consumers regard green marketing. 55% of people are known from their family and friends, through media is 25% interestingly 20% from books which makes understand that all the mode of promotion are effective in reaching the customers.

**Graph 3:**



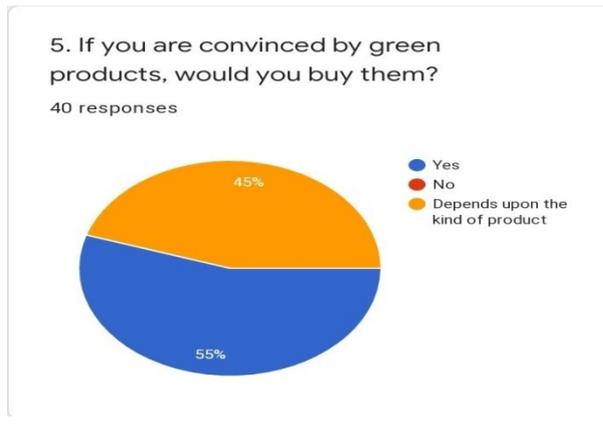
**Graph 4:**



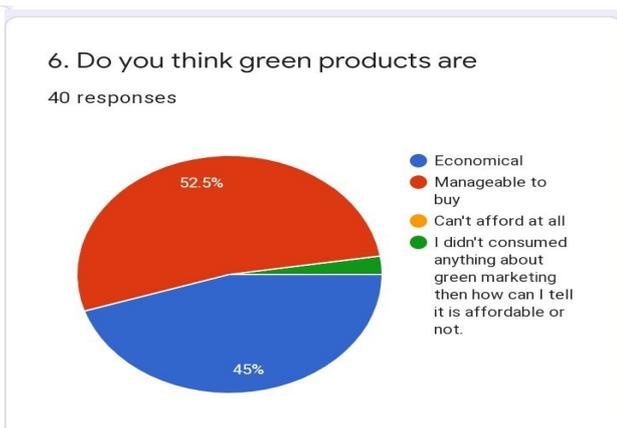
Graph: 3 This chart shows us which mode of promotion would be easier to communicate the highest Percentage is Google that is 42.1% meanwhile 34.2% prefer adds on internet 7.9%prefer both books and newspaper and 5.3% adds on internet which shows due to usage of smart mobile phones and internet people have initiated to search information about green marketing in Google.

Graph : 4 The above graph represent that 75% of people will accept that advertisements which contain social message while promoting their products that could be more effective. But 22.5% of people would prefer advertisement which is created for publicity purpose. So using the effective strategy in advertisements would bring good promotion for green marketing products.

Graph : 5



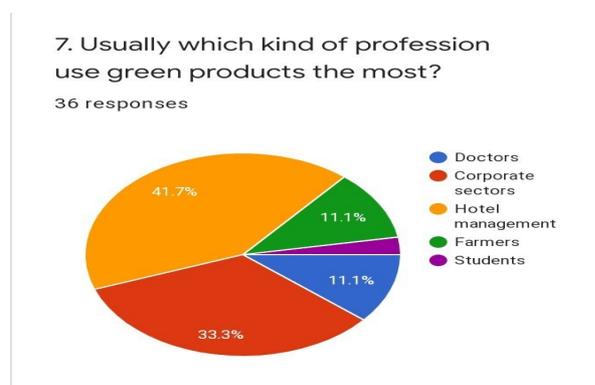
Graph : 6



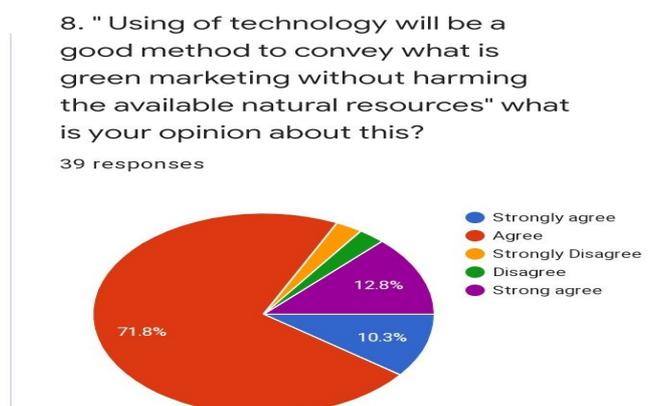
Graph : 5 the graph explained about that if the consumers are satisfied or convinced with green market product. 45% of them will definitely buy the products but 55% of people are depending upon the kind of the product means buying decision will depends on usage of the products.

Graph : 6 The graph will give details about that 52.5% of people are ready to buy product in their budget because they trust on green products are safe and healthy for the life. 45% of respondents are felt green market products are very expensive cannot affordable remaining 2.5% not yet.

Graph : 7



Graph :8

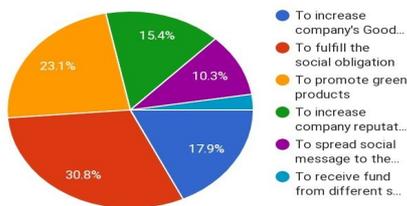


Graph : 7 This chart is quiet interesting because its shows which profession would use green products among the consumers 41.7% say it is good that hotel management use it. 33.3% by cooperate sectors but 11.1% is both by famers and doctors by this we can analyze that if hotel sectors uses green product customers will be happy and satisfied.

Graph : 8 This chart review that technology would convey the message of green marketing and its products by rating 71.8% and 12.8% had strongly agreed this would be the example that technology is also having good face of it. But at the same time 12.8% had strongly disagree for it.

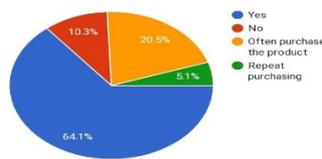
Graph: 9

9. Corporate sectors use green products because  
 39 responses



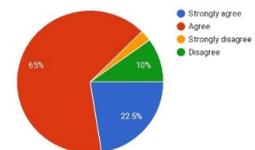
Graph: 10

10. Does green products help in waste management?  
 39 responses



Graph: 11

11. By adopting green products can we see our environment pollution free in future?  
 40 responses



Graph: 9: The above chart shows about various reasons to make use of green products by corporate sectors. 30.8% of companies are to fulfill the social obligation, 23.1% to promote green products, 17.9% to increase the company goodness and remaining about to receive fund and spread social message.

Graph: 10 The graph shows about the green products help in waste management. About 64.1% have agreed that green products helpful in waste management which is also one of add on advantages to the companies as well as society.

Graph: 11 The above graph disclosed that 65% of respondents will agree that our environment will be pollution free by adopting practice of purchasing green products which is provide health benefits. 22.5% are strongly agreed for environment will be pollution free but at the same time 10% are disagreeing with the above statement.

### Findings

1. The study reveals the majority of respondents have moderate knowledge about green marketing.
2. The main sources of information about green marketing are through family and friends.
3. The study reveals that now days consumers are preparing themselves to buy green market

product at least health related one.

4. The study reveals majority of consumers agree green products will help in waste management.
5. The main reason that we found in the survey why consumers are not opting green products much because most of the consumers are not affordable for the price of green product because green products are bit costlier than normal product.

### **Suggestions**

1. Green market is a contemporary topic. But only average people know about it. The marketing of promoting green products should increase.
2. Most of the respondent family, friends and Google are main sources of green products. Hence even companies, supermarket and institutions should also promote green products
3. The study reveals majority of consumers agreed that, if everyone adopts green products we can save pollution free environment in the future.
4. The green products are those which were introduced to safeguard our environment meanwhile the available natural resources are to be used wisely and this methodology should be implemented and followed by all kinds of sectors where consumers are attracted quickly.

### **Conclusion**

Green products are trending now because of the awareness that is created among the customers like global warming which has a bad impact on environment as well as all the living creature in order to safeguard them for future generations it is in our hand to find the best solution and that is green products, this should be adopted in our routine life. In order to make people understand the value green products among the consumers the only mode of communication is promotion so effective advertisements on different media like TV, Internet newspapers where people do watch more will create awareness in huge way and this in return helps in waste management and pollution free environment.

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