

## **Consumer Perception towards the Green Marketing: A Study with Special Reference to Chennai City**

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**Abstract:** *Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. The present paper reviews the green marketing literature in various aspects, which include customer awareness, relationship between the customer awareness and usage of green products, effect of green products and benefits of the green products. The main purpose of this study is to investigate the factors which enhancing the green products attractiveness to consumers in Chennai city. A well-structured and close-ended questionnaire was used to collect the data from 188 respondents. The data was analyzed using percentage analysis, chi-square test and Friedman test. The results of the study show a bright future for green products in the present day situations and the factors which enhancing the green products attractiveness in consumers in Chennai city.*

**Keywords:** Consumers, Green Marketing, Green Products and Awareness

### **Introduction**

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. The concept of Green marketing is in intersection with “Environmental and Ecological Marketing”. But somehow, Green marketing is somewhat different in its own way. It’s not only about environmentally safe products, it’s more about a 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. Also it creates awareness through its promotions and advertising to sensitize consumers towards the needs of switching to green products and services. Initially consumers lack interest towards these products due to higher price but later due to its indispensable and profitable nature, cost-wise in long run too people started generating trust towards these products and slowly the concept of “Green marketing and Green Products” are rising in present day market. Since 1990’s researcher across world have actually started thinking about the concept and started analyzing the same blending with consumer’s perception and behavior. Majority of these researches happened in developed countries but these studies are still in pre- mature stage in nation like India. The

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sincere effort made by the researcher to find out the consumer perception about the green marketing in Chennai city.

### **Literature Review**

A lot of literature is available regarding green marketing, green products and consumer awareness regarding green products and perception of green products individually. There are a few studies of combined attempts regarding consumer awareness and perception regarding green products:

Rex and Baumann (2007) found that green marketing could learn lot of things from conventional marketing in discovering other means than labeling to promote green products like addressing a wider range of consumers, working with the positioning strategies of price, place and promotion and actively engaging in market creation.

Ottman (2008) wrote in Marketing Daily that “the power of green lies in marketers’ hand”. It was not engineers, lawyers or legislators that had the most power to clean up the environment. The creative folks who have the power to design and promote cleaner products and technologies and help consumers evolve to more sustainable lifestyles.

Chang and Fong (2010) made a survey of the consumers who had experienced purchasing green or environmental products in Taiwan and found that green product quality and green corporate image could bring green customer satisfaction and green customer loyalty.

Ali et al. (2011) evaluated the green purchase attitude and green purchase intention of Pakistan consumers and found that there are many customers who have positive and high intention to purchase green products but due to high prices and poorer qualities as compared to non-green products then do not buy them.

Maheshwari and Malhotra (2011) found that consumers are not overly committed to their environment and look to lay too much responsibility on industry and government.

Rao et al. (2011) suggests that if business offer environmental friendly products to consumers with affordable prices and high quality as compared to traditional products, along these consumers have positive intentions to purchase green products, green product purchase will be high.

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

Dr. Krishna kumar veluri (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. Consumer awareness on the availability of environmently friendly products and the influence of marketing efforts put by the marketers with reference to consumer non-durable. His study fid that respondents reacted positively about buying brands which are less damaging to environment.

Mohammad Azam(2014) in his study on Green Marketing: “Eco-Friendly Approach”. In this article he discusses 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 corporate have accepted the green production as they have seen the interest of customer was positive with these green products.

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## Objectives of the Study

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

1. To study the awareness about the green marketing among the consumers in Chennai city; and
2. To evaluate the factors which enhancing green products attractiveness to consumers in Chennai city.

## Research Methodology

The present study's core intention is to find out the customer perception towards the green marketing in Chennai city. The sample selection was done according to the sole discretion of the researcher focusing on the customers who know the importance of green marketing at present to safeguard the earth from the dangers. The customers of high-end product or service are considered to have adequate educational background. The sample selection also ensured that the customers spare 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 Chennai city. The data collection took about six month's time from January 2016 to June 2016. The Secondary data was collected from various published materials like journals, magazines, dailies, books, websites, expert views and so on. To fulfill the above objectives, 200 questionnaires distributed and collected from the consumers in Chennai city. Out of which 12 samples rejected due to inadequate information provided by the consumers. Finally, 188 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 analyzed by taking percentage analysis, chi-square test and Friedman test were used.

## Data Analysis and Discussion

**Table 1: Profile of Respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Male	115	61.2
Female	73	38.8
<b>Total</b>	<b>188</b>	<b>100.0</b>
<b>Age</b>		
Up to 25 years	39	20.7
26-35 years	80	42.6
36-45 years	50	26.6
Above 45 years	19	10.1
<b>Total</b>	<b>188</b>	<b>100.0</b>
<b>Educational qualification</b>		
Up to HSC	39	20.7
UG	93	49.5
PG	35	18.6
Professional	21	11.2
<b>Total</b>	<b>188</b>	<b>100.0</b>
<b>Monthly Income</b>		
Up to Rs.25,000	58	30.9
Rs. 25,001- 35,000	47	25.0
Rs. 35,001- 45,000	53	28.2
Above Rs.45,000	30	16.0
<b>Total</b>	<b>188</b>	<b>100.0</b>

Occupation		
Government	65	34.6
Private	92	48.9
Business	31	16.5
<b>Total</b>	<b>188</b>	<b>100.0</b>

Source: Primary data

Table 1 represents that demographic profile of respondents. It is noted from the study, majority 61.2% of respondents was male and 38.8% of respondents were female. In connection with age wise distribution of respondents, majority 42.6% of respondents are in the age group of 26-35 years, followed by 26.6% of respondents are in the age group of 36-45 years, 20.7% of respondents are in the age group of up to 25 years and 10.1% 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 30.9% of respondents monthly income was up to Rs.25,000, followed by 28.2% of respondents monthly income was Rs.35,001-45,000, 25% of respondents monthly income was Rs.25,001-35,000 and 16% of respondents monthly income was above Rs.45,000. Regarding occupation wise distribution of respondents, majority 48.9% of respondents were private employees, followed by 34.6% of respondents were government employees and 16.5% of respondents were business peoples.

**Table 2: Awareness about the Green Marketing**

	Source of Information	Frequency	Percent
Source of Information	Telecast Media	53	28.2
	Dailies/Magazines	88	46.8
	Companies/Activists	29	15.4
	Other sources	18	9.6
	<b>Total</b>	<b>188</b>	<b>100.0</b>
Level of Awareness about the green products	Complete Awareness	68	36.2
	Partial Awareness	73	38.8
	Little Awareness	11	5.9
	Very Little Awareness	36	19.1
	<b>Total</b>	<b>188</b>	<b>100.0</b>
Usage of Green product	More frequently	64	34.0
	Less frequently	80	42.6
	Occasionally	11	5.9
	On Necessity	33	17.6
	<b>Total</b>	<b>188</b>	<b>100.0</b>
Benefits of Green product	Full satisfaction	95	50.5
	Moderate satisfaction	63	33.5
	Little satisfaction	13	6.9
	No satisfaction	17	9.0
	<b>Total</b>	<b>188</b>	<b>100.0</b>
Effects of Green products	Protection-oriented	86	45.7
	High Quality	80	42.6
	High cost	13	6.9
	Waste of Money	9	4.8
	<b>Total</b>	<b>188</b>	<b>100.0</b>

Source: Primary data

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Table 2 shows that consumer's awareness about the Green marketing. In connection with the source of information, majority 46.8% of respondents were aware about the green marketing through dailies/magazines, followed by 28.2% of respondents were aware about the green marketing through telecast media, 15.4% of respondents were aware about the green marketing through companies/Activists and 9.6% of respondents were aware about the green marketing through the other sources. In terms of level of awareness about the green products, majority 38.8% of respondents were partially aware about the green products, followed by 36.2% of respondents were completely aware about the green products, 19.1% of respondents were very little awareness about the green products and 5.9% of respondents were little aware about the green products. Regarding usage of green products, majority 42.6% of respondents were usage of green products less frequently, followed by 34% of respondents were usage of green products more frequently, 17.6% of respondents were usage of green products on necessity and 5.9% of respondents were usage of green products occasionally. In terms of benefits of green products, majority 50.5% of respondents were fully satisfied at the time using green products, followed by 33.5% of respondents were moderate satisfied at the time using green products, 9% of respondents were not satisfied at the time using green products and 6.9% of respondents were little satisfied at the time using green products. Regarding effects of green products, majority 45.7% of respondents were utilized the green products for protection-oriented, followed by 42.6% of respondents were utilized the green products because of high quality, 6.9% of respondents were utilized the green products because of high cost and 4.8% of respondents were utilized the green products for waste of money.

### Null Hypothesis 1

There is no association between level of awareness and usage of Green products among the respondents in Chennai city.

**Table 3: Chi-square test for whether there is any association between level of awareness and usage of Green products among the respondents in Chennai city**

	Usage of Green product					Chi-square value	P value
	More frequently	Less frequently	Occasionally	On Necessity	Total		
Complete Awareness	47	5	0	16	68	358.864	0.000**
	69.1%	7.4%	0.0%	23.5%	100.0%		
	73.4%	6.3%	0.0%	48.5%	36.2%		
Partial Awareness	0	73	0	0	73		
	0.0%	100.0%	0.0%	0.0%	100.0%		
	0.0%	91.3%	0.0%	0.0%	38.8%		
Little Awareness	0	0	11	0	11		
	0.0%	0.0%	100.0%	0.0%	100.0%		
	0.0%	0.0%	100.0%	0.0%	5.9%		
Very Little Awareness	17	2	0	17	36		
	47.2%	5.6%	0.0%	47.2%	100.0%		
	26.6%	2.5%	0.0%	51.5%	19.1%		
<b>Total</b>	<b>64</b>	<b>80</b>	<b>11</b>	<b>33</b>	<b>188</b>		
	<b>34.0%</b>	<b>42.6%</b>	<b>5.9%</b>	<b>17.6%</b>	<b>100.0%</b>		
	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>		

Source: Primary data

Note: \*\*represents 1% level of significant.

Table 3 reveals that Chi-square test for whether there is any association between level of awareness and usage of Green products among the respondents in Chennai city. The chi-square value is 358.864 and corresponding p value is 0.000, which is less than 0.01. Therefore, the null hypothesis is rejected at 1% level of significant. Hence it is concluded that there is strong association between level of awareness and usage of Green products among the respondents in Chennai city.

**Null Hypothesis 2**

There is no association between benefits of Green products and usage of Green products among the respondents in Chennai city.

**Table 4: Chi-square test for whether there is any association between benefits of Green products and usage of Green products among the respondents in Chennai city**

Benefits of Green product	Usage of Green product					Chi-square value	P value
	More frequently	Less frequently	Occasionally	On Necessity	Total		
Full satisfaction	35	44	0	16	95	36.309	0.000**
	36.8%	46.3%	0.0%	16.8%	100.0%		
	54.7%	55.0%	0.0%	48.5%	50.5%		
Moderate satisfaction	19	21	11	12	63		
	30.2%	33.3%	17.5%	19.0%	100.0%		
	29.7%	26.3%	100.0%	36.4%	33.5%		
Little satisfaction	7	2	0	4	13		
	53.8%	15.4%	0.0%	30.8%	100.0%		
	10.9%	2.5%	0.0%	12.1%	6.9%		
No satisfaction	3	13	0	1	17		
	17.6%	76.5%	0.0%	5.9%	100.0%		
	4.7%	16.3%	0.0%	3.0%	9.0%		
<b>Total</b>	<b>64</b>	<b>80</b>	<b>11</b>	<b>33</b>	<b>188</b>		
	<b>34.0%</b>	<b>42.6%</b>	<b>5.9%</b>	<b>17.6%</b>	<b>100.0%</b>		
	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>		

Source: Primary data

It is noted from the above table, the chi-square value is 36.309 and corresponding p value is 0.000, which is less than 0.01. Therefore, the null hypothesis is rejected at 1% level of significant. Hence it is concluded that there is well-built association between benefits of Green products and usage of Green products among the respondents in Chennai city

**Null Hypothesis 3**

There is no association between Effects of Green products and usage of Green products among the respondents in Chennai city.

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**Table 5: Chi-square test for whether there is any association between Effects of Green products and usage of Green products among the respondents in Chennai city**

Effects of Green products	Usage of Green product					Chi-square value	P value
	More frequently	Less frequently	Occasionally	On Necessity	Total		
Protection-oriented	44	16	0	26	86	88.701	0.000**
	51.2%	18.6%	0.0%	30.2%	100.0%		
	68.8%	20.0%	0.0%	78.8%	45.7%		
High Quality	12	55	8	5	80		
	15.0%	68.8%	10.0%	6.3%	100.0%		
	18.8%	68.8%	72.7%	15.2%	42.6%		
High cost	8	0	3	2	13		
	61.5%	0.0%	23.1%	15.4%	100.0%		
	12.5%	0.0%	27.3%	6.1%	6.9%		
Waste of Money	0	9	0	0	9		
	0.0%	100.0%	0.0%	0.0%	100.0%		
	0.0%	11.3%	0.0%	0.0%	4.8%		
<b>Total</b>	<b>64</b>	<b>80</b>	<b>11</b>	<b>33</b>	<b>188</b>		
	<b>34.0%</b>	<b>42.6%</b>	<b>5.9%</b>	<b>17.6%</b>	<b>100.0%</b>		
	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>		

Source: Primary data

Since the p value is 0.000, which is less than 0.01. Therefore, the null hypothesis is rejected at 1% level of significant. Hence it is concluded that there storing association between Effects of Green products and usage of Green products among the respondents in Chennai city.

**Null Hypothesis 4**

There is no significant difference between the mean ranks with respect to factors enhancing green products attractiveness to consumers in Chennai city.

**Table 6: Friedman Test for whether there is any significant difference between the mean ranks with respect to factors enhancing green products attractiveness to consumers in Chennai city**

Strategies	Mean Rank	Chi-square value	P value
Affordable price and value from the product	4.75	86.503	0.000**
Product in Multiple Variety	3.83		
Promotional Offers with product	3.91		
Availability in Proximate Areas	4.54		
Satisfaction in Green Element	5.20		
Attractive package and Advertisement	4.34		
Eco-friendly product	4.36		
Eco-Labeling on product	5.07		

Source: Primary data

The above table represents that Friedman Test for whether there is any significant difference between the mean ranks with respect to factors enhancing green products attractiveness to consumers in Chennai city. Among the strategies, “Satisfaction of Green

Elements” (5.20) is most significant factor for attractiveness to consumers, followed by “Eco-Labeling on product” (5.07) another important factor for attractiveness to consumers. The least important factor is “Product in Multiple Variety” (3.83) for attractiveness to consumers. It is noted from the above, the chi-square value is 86.503 and p value is 0.000, which is less than 0.01. Therefore, the null hypothesis is rejected at 1% level of significant. Hence it is concluded that there is significant difference between the mean ranks with respect to factors enhancing green products attractiveness to consumers in Chennai city.

### Conclusion

It is observed from the study; the Green marketing is a tool for protecting the environment for the future generation. Now this is the right time to select “Green Marketing” globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. Green marketing is a tool for protecting the environment for the future generation. The study also found that the factors also enhancing the green products attractiveness to the consumers in Chennai city.

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