

**DEMOGRAPHIC IMPACT OF GREEN MARKETING & CONSUMER PERCEPTION;
AN EXPERIMENT WITH BENGALURU CITY USING CORRESPONDANCE
ANALYSIS**

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Abstract:

Demand for environment friendly products and services have always been on rise over the past few decades only among the educated and elite class of the society. But today most of the customers especially of Indian Market have gained a lot of consciousness about environment friendly products and as a result we can find that the sales of such Green Marketed products are gaining momentum in market. Every company strives to build a good brand name in the market; companies with good existing brand name are trying their best to hold it on. Companies use green marketing as a potential promotional tool in order to gain competitive advantage and also create a brand for itself. In this article researchers have attempted analyze the impact of green marketing based on various demographic variables using statistical tools. Consumer perception towards various green marketing strategies used by marketers is studied in this article

Key words:- green marketing, brand, environment, Indian market & Consumer perception

INTRODUCTION

Every time business tries to change itself in accordance to the emerging trends, business houses never forget to check the level of consumer education and awareness that is prevalent in the society. We should not forget that in the current environment the customer education is very much improved in comparison with the past decades. Customers have now started to ask a lot of questions, we can also find that through the advent of internet their knowledge has gone up to a great scale. Customers want business houses to please them in all ways; they not only want that mere self-satisfaction but also require business houses to help in improving the society. Keeping these expectations in mind business houses have found it very challenging to survive in this competitive environment. Though business firms believe that marketing is the best communication tool available to communicate with its stake holders, they have realized that this tool needs to be sharpened more so that all expectations are met at due course.

Thus here comes a new way of marketing, a new idea, a new concept or a new strategy called as Green Marketing. “My product doesn’t damage the environment” this has become a key slogan to many companies which engage in green marketing, this type of marketing has persuaded existing and many prospective customers towards companies. With strict environment laws in place, especially plastic ban in place have moved most of the companies to carry out green marketing to attract customers. On the other hand we should not forget that customers’ expectations are also a strong force behind the concept of green marketing. There is always a question of success & question of ethics that follow this new concept of green marketing, people always have certain unanswered questions about new strategies of business firms. These questions cannot be avoided by firms just like that, thus there is a need to prove that green marketing is a successful tool of promotion and really mean environment friendly marketing and the customers are not fooled end of the day.

This strategy of green marketing has also led firms to establish a brand for themselves in the society and gain strong positive oriented brand equity. We can find that most companies have set a goals based on green marketing, companies have come up with sustainability goals that include increasing product recycling to reduce carbon emissions by at least 20 percent. These goals do not remain just as goals and we can find that firms have been pushing such goals to become a reality by communicating and orienting all the stakeholders about the same. With the advent of

internet and web 2.0 it has therefore become easier for companies in communicating the same and creating awareness about environment friendly products. Cut throat competition that is prevailing, have paved way for green marketing to gain momentum as a best strategy that can be used to gain competitive advantage and also do a proper product positioning.

This article primarily focuses to find the effectiveness of green marketing and customer's perception about the concept of green marketing, as we discussed earlier there are a lot of unanswered questions that revolve around green marketing thus through this article researchers attempt to give some possible solutions and learning's to the society.

OBJECTIVES:

1. To study the significant relationship between demographic variables and various green marketing strategies.
2. To study the significant relationship between demographic variables and consumer perception.
3. To provide possible suggestions based on the findings.

HYPOTHESIS

The following hypotheses have been framed to achieve the objectives of the study:

H0: Demographic variables have no significant relationship & independent of green marketing strategies.

H1: Demographic variables has significant relationship & not independent of green marketing strategies.

RESEARCH METHODOLOGY

Researchers have used both primary and secondary data that has been collected through structured questionnaire, articles, journals and various websites respectively. In order to meet the study objectives over 150 questionnaires were distributed among customers who are living in Bengaluru City, Karnataka by employing convenience sampling method. Among all only 139 questionnaires were completed appropriately among all aspects both online and offline. SPSS version 20 has been deployed to conduct the statistical analysis.

REVIEW OF LITERATURE

Narula, S. and Desore, A. (2016) In this article we can find that this paper aims to investigate existing research in green marketing with special reference to consumer behaviour and identify challenges both in practice and research, offering valuable insights for both the communities. While reviewing the existing literature in the paper, the authors define the scope of green marketing as a standalone discipline and discuss all aspects of green consumer behaviour and present opportunities for researchers.

Kumar, P. (2015) This paper attempts to explore green marketing innovations in small Indian firms which serve as decisive dimensions for developing green identity of small firms in the market. We can find that there are six important dimensions of green marketing through this paper namely marketing compliance, marketing strategic partnership, marketing environmental commitment, marketing green team, marketing benchmarking and marketing (environmental) ethical behaviour.

J. Dean, T. and F. Pacheco, D. (2014) This article proves that when environmental marketing is practised correctly it can represent promising opportunities for value creation and market growth. Further the article also brings to light that for many companies; the practice of environmental marketing has delivered disappointing results. Researchers also emphasize the importance of strategies that target commercial markets for green products, which represent valuable opportunities for growth.

ANALYSIS & FINDINGS

Table 1 displays the chi square analysis for the effect of various demographic variables on various green marketing strategies & consumer perception towards green marketing. It is very evident that age, salary, marital status & occupation have significant impact on the green marketing strategies & consumer perception. Also there is to be understood that there is a significant relationship between the number of dependents & mode of purchase with the consumer perception towards green marketing strategies.

Table 1:- Chi Square Analysis between various Demographic Variables and green marketing strategies & consumer perception towards green marketing

Pearson Chi-Square Tests

		Green Design or logo on a product helps in building the brand of a product	"Care for Environment" Slogan of a product helps in gaining brand equity for a product	Green Disposal Characteristic of a product helps in developing the brand of a product	Green Packaging (Bio Degradable Packaging) of a product influences to promote the brand more	In general, how interested are you in trying a brand which is green marketed?	Are you interested to pay more for green marketed products?	Are you interested in refereeing & suggesting green marketed products to your family & friends?
ageC	Chi-square	21.529	20.745	11.561	5.077	29.240	9.641	15.337
	df	8	8	8	8	8	8	8
	Sig.	.006 ^{*,b,c}	.008 ^{*,b,c}	.172 ^{b,c}	.749 ^{b,c}	.000 ^{*,b,c}	.291 ^{b,c}	.053 ^{b,c}
genderC	Chi-square	4.835	3.240	4.712	7.244	3.479	2.514	2.302
	df	4	4	4	4	4	4	4
	Sig.	.305 ^b	.518 ^b	.318 ^b	.124 ^b	.481 ^b	.642 ^b	.680 ^{b,c}
occupationC	Chi-square	14.854	15.415	14.102	40.107	30.404	10.808	31.911
	df	16	16	16	16	16	16	16
	Sig.	.535 ^{b,c}	.494 ^{b,c}	.591 ^{b,c}	.001 ^{*,b,c}	.016 ^{*,b,c}	.821 ^{b,c}	.010 ^{*,b,c}
Marital Status	Chi-square	9.610	3.796	1.943	1.521	16.018	9.156	7.542
	df	4	4	4	4	4	4	4
	Sig.	.048 ^{*,b}	.434 ^b	.746 ^b	.823 ^b	.003 ^{*,b}	.057 ^b	.110 ^{b,c}
Number of Dependents	Chi-square	11.110	23.924	10.063	6.530	44.831	11.922	19.148
	df	12	12	12	12	12	12	12
	Sig.	.519 ^{b,c}	.021	.610 ^{b,c}	.887 ^{b,c}	.000 ^{*,b,c}	.452 ^{b,c}	.085 ^{b,c}
SalaryC	Chi-square	12.828	17.353	10.368	12.900	29.866	14.693	21.204
	df	12	12	12	12	12	12	12
	Sig.	.382 ^b	.137 ^{b,c}	.584 ^{b,c}	.376 ^{b,c}	.003 ^{*,b}	.259 ^{b,c}	.047 ^{*,b,c}
For what purpose do you buy frequently?	Chi-square	3.417	3.810	4.672	6.851	5.575	5.260	18.817
	df	8	8	8	8	8	8	8
	Sig.	.906 ^{b,c}	.874 ^{b,c}	.792 ^{b,c}	.553 ^{b,c}	.695 ^{b,c}	.729 ^{b,c}	.016 ^{*,b,c}
PlaceC	Chi-square	3.507	8.321	2.844	5.941	1.027	.344	6.666
	df	4	4	4	4	4	4	4
	Sig.	.477 ^b	.081 ^b	.584 ^{b,c}	.204 ^{b,c}	.906 ^b	.987 ^b	.155 ^{b,c}

Which Mode of	Chi-square	15.445	6.250	11.729	4.318	30.614	16.789	14.966
Purchase do you	df	8	8	8	8	8	8	8
prefer?	Sig.	.051 ^b	.619 ^b	.164 ^b	.827 ^b	.000 ^{a,b}	.032 ^{a,b}	.060 ^{b,c}

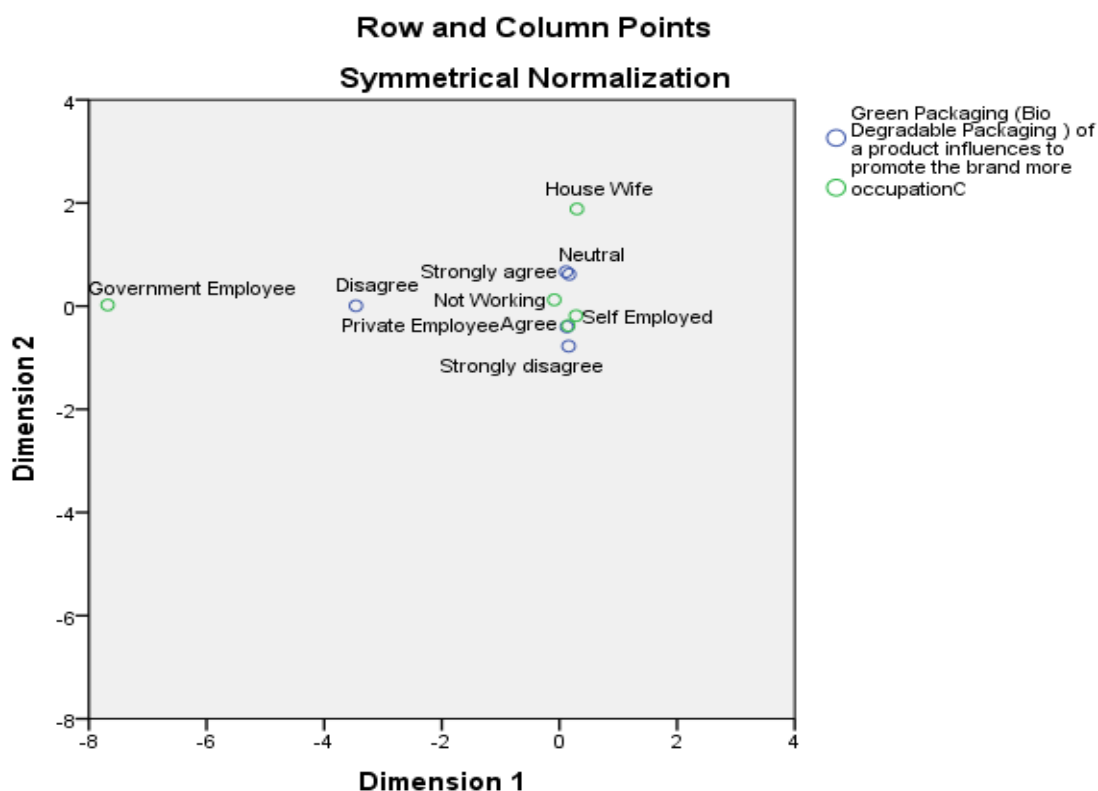
Results are based on nonempty rows and columns in each innermost subtable.

*. The Chi-square statistic is significant at the .05 level.

b. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

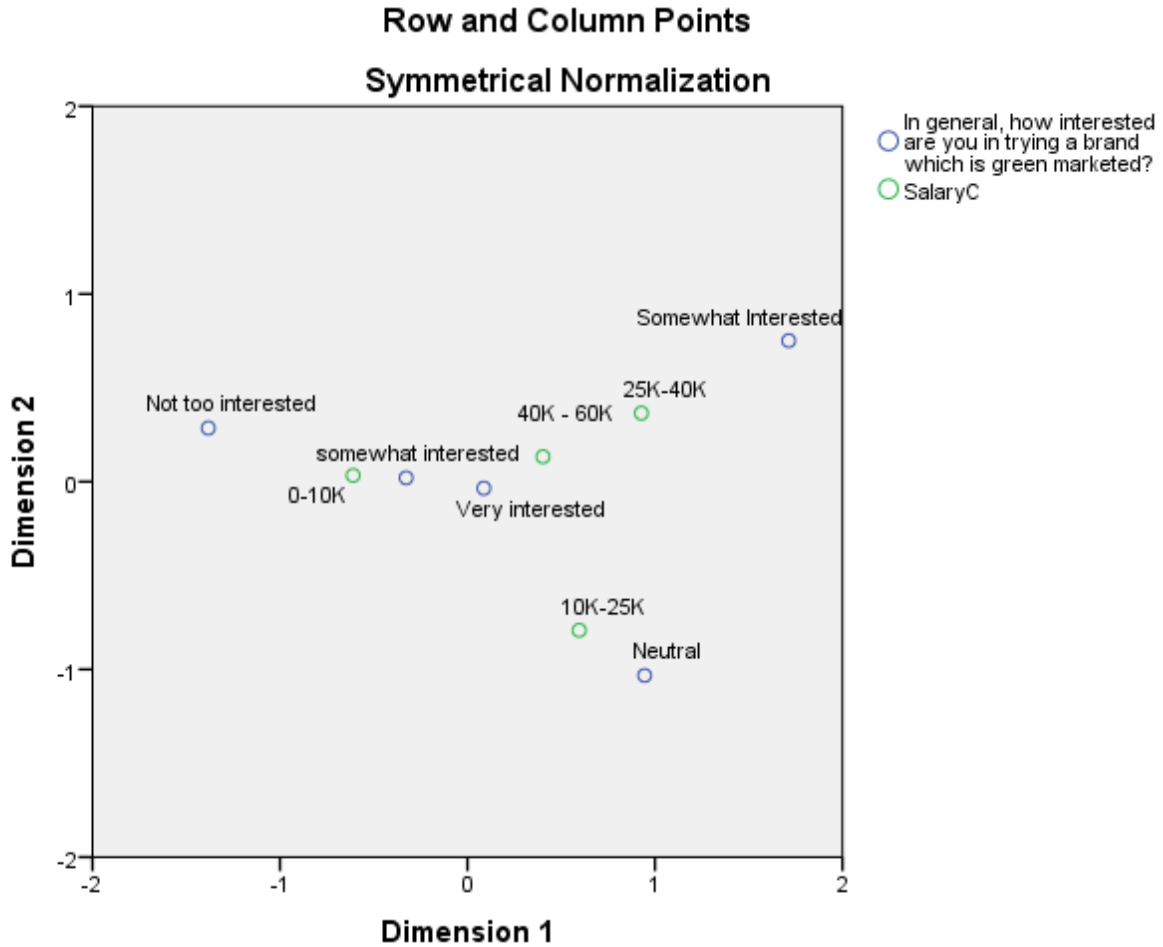
c. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

Figure 1:- Occupation & Green Packaging



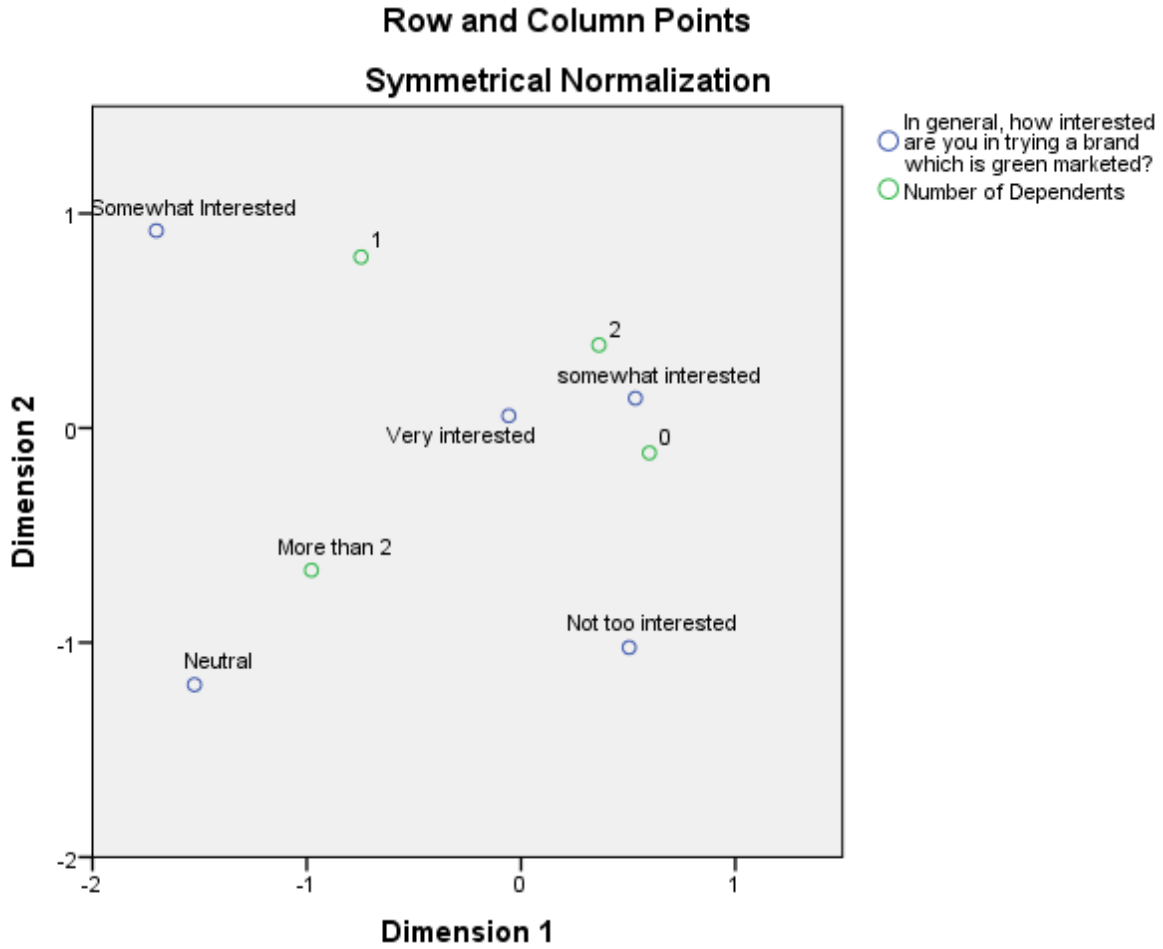
This above Figure 1 clearly interprets the Non Working group which includes students mainly and the Private Employees Agree that the Green Packaging/ Bio Degradable Packaging of a product influence to promote a brand among the people. We can understand the reach of awareness clearly through this figure, the special quality of green packaging has impressed the majority of private employees a lot.

Figure 2: Salary & Consumer Perception



Through the above Figure 2 we can get a clear cut idea upon which class has the more interest towards green marketed products. A majority of non working class mostly the student’s show a more interest towards green marketed products, again their interest can be outcome towards marketing strategies & initiatives. Majority of respondents earning less than 10K show great interest towards green marketed products, we can also find that respondents earning 10K to 25K also are very actively responding towards green marketing brand building strategies.

Figure 3: Number of Dependents & Consumer Perception



The above Figure 3 helps us to have a very clear understanding about the number of dependents each have and the impact of that on the consumer perception towards green marketed products. We can clearly find that respondents having less number of dependents possess great interest towards green marketed products, there can be many reasons for this. People with more dependents might not think of using something new or they may not get much attracted to the green marketing strategies used as they are not ready to take up because they see a risk in it.

Table 2: Marital Status & Consumer Perception

Correspondence Table						
Marital Status	In general, how interested are you in trying a brand which is green marketed?					
		Neutral	Not too interested	somewhat interested	Somewhat Interested	Very interested

Married	3	2	8	7	21	41
Un Married	6	7	47	3	34	97
Active Margin	9	9	55	10	55	138

The above Table2 acts as a great evidence to the experiment conducted, we can clearly find that unmarried respondents show more interest towards green marketed products. There can be many reasons for the same, awareness level, dependency, education, age factors and etc. But on a major context the table2 clearly speaks on our desired outcome for the study.

SUGGESTIONS

- 1) **GREEN AS STATUS & IMAGE:** Environmental issues and Climate change problems have dragged marketers close to the concept of green marketing. Awareness among the general public has led people to think about sustainable environmental growth, this awareness itself has transformed as a campaign and there are a lot of emerging brand ambassadors. Being a brand ambassador of green marketing is seen as a pride and it gives an image and social status to citizens. Upcoming marketers can use this formula of green marketing to succeed in their activities.
- 2) **TARGET COMMERCIAL MARKET:** Government ban & restriction over plastic usage can be viewed as boon to boost green marketing in commercial market. Plastic alternatives and renewable energy can be marketed in the commercial market by highlighting its environment friendly characteristics.
- 3) **COST & PRICE REDUCTION:** Indian market is a very price conscious market; customer's interest over the price of the product is very strong over here. Green marketing is also cost friendly as the cost for raw materials and the huge amount spent on non-renewable resources are saved. Marketers can attempt in establishing this strategy to the commercial market and attract more people towards their product.
- 4) **SUSTAINABLE DEVELOPMENT:** People involvement is the best way to achieve sustainable development; sustainable development is long term growth. Organisations who try to achieve long term success should not forget about growing together by protecting the environment is the best way where they can get good reputation for themselves and also focus on environment success.

CONCLUSION & SCOPE FOR FURTHER STUDIES

Green marketing cannot be generalized as a success formula to all marketers, because there are many organization who have failed drastically using this formula. It is very simple that if green marketing is done in the right way it can bring best outcomes to business units, but how to put it in right way & what strategies can be used are the questions of every marketer. Technology advancement and environmental issues have led people to concentrate more on Green Marketing; still it is the effort of every marketer who needs to consider the concept of Green Marketing after doing an complete environmental analysis with reference to their business units. This study can be used as a step ahead for future research; most of the analysis in this article give way to future research and studies.

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