



Full Length Research Article

CUSTOMERS' PERCEPTION ABOUT GREEN MARKETING

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ARTICLE INFO

Article History:

Received 17th September, 2016
Received in revised form
22nd October, 2016
Accepted 29th November, 2016
Published online 30th December, 2016

Key Words:

FMCG,
Corporate Social Responsibility,
Demography,
Green Marketing,
Customer Delight.

ABSTRACT

Due to the environmental issues, green products have got more attention during the latest years and the availability of such products is increasing. It has been the global concern for the purpose of the preservation of the environment. This study aims to study the perception of consumers about green marketing. The corporate firms perceive that green marketing is an effective tool not only to achieve the organizational goals and but also to gain competitive advantage and build brand equity also as the greener firms are preferred nowadays. The government of India has made it mandatory for the organizations to be socially responsible. The firms are using Corporate Social Responsibility as green marketing strategy. Fast Moving Consumer Goods (FMCG) sector is a considerably large sector in the economy. As the corporate firms are constantly in search of new ideas for customer delight, this paper attempts to give an in depth insight into demography of customers in order to get the newer ideas that could be turned into effective marketing strategies.

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INTRODUCTION

The modern era is dedicated to sustainable environment. The need of green marketing is being realised in the whole world. The consumers throughout the globe are aware of the bad impact of non-eco friendly products on the health and environment. Environmentalism has emerged out as very important aspect. As a consumer is more aware with high expectations, it has become the important duty of the corporate firms to go for those products and procedures which are not harmful for environment and health of the consumers. The concern of consumers towards environment and family is considerably increased. Consumers have started demanding a green product. The Government of India is has also taken several measures to initiate such moves. The FMCG sector is one of growing industry that concern about the green marketing issues. The objective of the study is -To study the perception of consumers about Green Marketing with special reference to FMCGs. Huge amount of literature is available related to the topic. A few of it is highlighted as follows-

There has been a whole wealth of research, using a variety of segmentation variables, attempting to profile the environmentally conscious members of the population in general.

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The measures that have been used fall into two distinct categories: socio-demographics, such as sex, age, education and social class (Schlegelmilch *et al.*, 1994), and personality measures, such as locus of control, alienation, conservatism and dogmatism (e.g. Balderjahn, 1988; Crosby *et al.*, 1981; Henion and Wilson, 1976; Kinnear *et al.*, 1974). Given the relative ease with which socio-demographics can be measured and applied, it is not surprising these have been the most widely used variables for profiling purposes. However, recent evidence illustrates that "there is very little value in the use of socio-demographic characteristics for profiling environmentally-conscious consumers in the UK" (Schlegelmilch *et al.* 1994) with only very weak relationships uncovered on a bivariate basis. The limited utility of sociodemographics may be explained by the fact that the environment is no longer a marginal issue; indeed, "environmental concern is becoming the socially accepted norm" (Schwepker and Cornwell, 1991). Thus, it perhaps should not be expected that high levels of green purchasing behaviour would only be reflected in certain socio-demographic sectors of the consumer base. Personality variables have been found to have somewhat higher linkages to individuals' environmental consciousness (Kinnear *et al.*, 1974; Schwepker and Cornwell, 1991). (Ramakishen *et al.* (2010) understood that the factors for going green as Goodwill, Differentiation, Competition, Pressure Groups, Government Pressure, Customer Demand, New Market Entry. Green marketing has been defined as 'all activities designed to

generate and facilitate any exchanges intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment (Polonsky, 2011). The study by Ann Kronrod *et al* (2012) highlighted and explained the surprising prevalence of assertive environmental messages in the media.

MATERIALS AND METHODS

The research is a combination of exploratory and descriptive research. Non Probability Convenience sampling method is use to draw the sample.

Table 1.

Cronbach's Alpha	No. of items
0.689	17

Table 2.

Independent Variable- Gender		Sum Of Squares	Df	Mean Square	F	Sig.
Customers' Belief	Between Groups	.430	1	.430	.535	.466
	Within Groups	159.365	198	.805		
	Total	159.795	199			
Perceived Utility	Between Groups	4.326	1	4.326	5.098	.025
	Within Groups	167.994	198	.848		
	Total	172.320	199			
Perceived Environment Friendliness	Between Groups	7.672	1	7.672	7.550	.007
	Within Groups	201.203	198	1.016		
	Total	208.875	199			
Perceived Health Friendliness	Between Groups	5.333	1	5.333	4.471	.036
	Within Groups	236.167	198	1.193		
	Total	241.500	199			
Perceived Superior Quality	Between Groups	4.711	1	4.711	4.769	.030
	Within Groups	195.609	198	.988		
	Total	200.320	199			
Taste	Between Groups	.442	1	.442	.527	.469
	Within Groups	165.913	198	.838		
	Total	166.355	199			
Perceived Reasonability of Price	Between Groups	1.732	1	1.732	1.698	.194
	Within Groups	202.023	198	1.020		
	Total	203.755	199			
Perceived Availability	Between Groups	.097	1	.097	.117	.732
	Within Groups	163.903	198	.828		
	Total	164.000	199			
Purchases Decision	Between Groups	.097	1	.097	.073	.787
	Within Groups	261.903	198	1.323		
	Total	262.000	199			
Product Preference	Between Groups	6.310	1	6.310	7.210	.008
	Within Groups	173.285	198	.875		
	Total	179.595	199			
Keenness	Between Groups	.172	1	.172	.144	.705
	Within Groups	237.023	198	1.197		
	Total	237.195	199			
Good self image	Between Groups	7.601	1	7.601	6.756	.010
	Within Groups	222.779	198	1.125		
	Total	230.380	199			
Preserve Earth	Between Groups	.002	1	.002	.002	.969
	Within Groups	244.353	198	1.234		
	Total	244.355	199			
Peer Pressure	Between Groups	8.776	1	8.776	9.234	.003
	Within Groups	188.179	198	.950		
	Total	196.955	199			
Impulse Buy	Between Groups	.802	1	.802	.704	.402
	Within Groups	225.518	198	1.139		
	Total	226.320	199			
Post Purchase Satisfaction	Between Groups	1.865	1	1.865	1.929	.166
	Within Groups	191.415	198	.967		
	Total	193.280	199			
Need of world	Between Groups	.000	1	.000	.000	.985
	Within Groups	255.875	198	1.292		
	Total	255.875	199			

Environmental agencies, which are populated with people who perceive protecting the environment as a highly important issue, should understand that not all consumers are as informed and concerned about the environment. David L. Loudon and Albert J. Della Bitta (2010) signified that the "green" movement is growing extensively and marketers are seeking to cash in on an environmental awakening.

Universe will be the customers of FMCG group of Jaipur city in India and of the age group of 18 and above. The sample size is 200. Collected data is analyzed with the help of SPSS (Statistical Package for Social Sciences) using frequency distribution and ANOVA. Cronbach's alpha is used to demonstrate internal consistency of the scale. The result of the data analysis is as follows:

RESULTS AND DISCUSSION

Reliability Statistics

In the study, there are 17 number of attributes are taken. After analyzing the data, the value of Cronbach Alpha is found to be 0.689. It indicates good internal consistency of the scale.

male and female consumers regarding utility of green products.

- The f value for interaction between gender and perceived environment friendliness is 7.550 with degree of freedom 1 which is significant at 0.01 level.
- It means that there is significant difference between male and female customers perception with respect to

Table 3.

Independent Variable- Age		Sum Of Squares	Df	Mean Square	F	Sig.
Customers'Belief	Between Groups	3.557	2	1.778	2.242	.109
	Within Groups	156.238	197	.793		
	Total	159.795	199			
Utility	Between Groups	4.931	2	2.466	2.902	.057
	Within Groups	167.389	197	.850		
	Total	172.320	199			
Environment Friendliness	Between Groups	2.314	2	1.157	1.103	.334
	Within Groups	206.561	197	1.049		
	Total	208.875	199			
Perceived health friendliness	Between Groups	5.465	2	2.732	2.280	.105
	Within Groups	236.035	197	1.198		
	Total	241.500	199			
Superior Quality	Between Groups	2.078	2	1.039	1.032	.358
	Within Groups	198.242	197	1.006		
	Total	200.320	199			
Good in Taste	Between Groups	2.525	2	1.263	1.518	.222
	Within Groups	163.830	197	.832		
	Total	166.355	199			
Fair Price	Between Groups	.372	2	.186	.180	.835
	Within Groups	203.383	197	1.032		
	Total	203.755	199			
Proper Availability	Between Groups	.606	2	.303	.365	.695
	Within Groups	163.394	197	.829		
	Total	164.000	199			
Purchases Decision	Between Groups	10.467	2	5.234	4.099	.018
	Within Groups	251.533	197	1.277		
	Total	262.000	199			
Product Preference	Between Groups	1.062	2	.531	.586	.557
	Within Groups	178.533	197	.906		
	Total	179.595	199			
Keenness	Between Groups	1.893	2	.946	.792	.454
	Within Groups	235.302	197	1.194		
	Total	237.195	199			
Good Self Image	Between Groups	3.685	2	1.842	1.601	.204
	Within Groups	226.695	197	1.151		
	Total	230.380	199			
Preserve Earth	Between Groups	3.820	2	1.910	1.564	.212
	Within Groups	240.535	197	1.221		
	Total	244.355	199			
Peer Pressure	Between Groups	5.808	2	2.904	2.993	.052
	Within Groups	191.147	197	.970		
	Total	196.955	199			
Impulse Buy	Between Groups	1.977	2	.988	.868	.421
	Within Groups	224.343	197	1.139		
	Total	226.320	199			
Post Purchase Satisfaction	Between Groups	7.858	2	3.929	4.174	.017
	Within Groups	185.422	197	.941		
	Total	193.280	199			
Need of world	Between Groups	.339	2	.170	.131	.877
	Within Groups	255.536	197	1.297		
	Total	255.875	199			

From the above Table no 2, this can be observed that

- The f value for interaction between perceived utility of green products and Gender is 5.098 with degree of freedom 1 which is significant at 0.05 level.
It means that the perception of utility differs significantly in male and female customers. In the light of this the null hypothesis namely "There is no significant difference between male and female
- Customers with respect to utility of green products "is rejected. Therefore, it can be concluded that there is a significant difference between the perceptions of the

environment friendliness of green products. In the light of this the null hypothesis namely "There is no significant difference between male and female customers perception with respect to environment friendliness of green products" is rejected. Therefore, it can be concluded that male and female vary significantly in terms of perceptions of green as healthy product. environmental friendliness of green products.

- The f value for interaction between gender and attribute Healthy products is 4.471 with degree of freedom 1 which is significant at 0.05 level. It means that there is

significant difference in the perception of male and female customers with respect to perception of green products as healthy products. In the light of this the null hypothesis namely "There is no significant difference between male and female customers perception with respect to green products as healthy products" is not rejected. Therefore, it can be concluded that there is a significant difference between the perceptions of the male and female consumers.

- The f value for interaction between gender and attribute Perceived superior Quality products is 4.769 with degree of freedom 1 which is significant at 0.05 level. It means that there is significant difference between the perception of male and female customers with respect to perceived good quality of green products. In the light of this the null hypothesis namely "There is no significant difference between male and female customers about perceived good quality of green products" is rejected. Therefore, it can be concluded that there is a significant difference between the perceptions of the male and female consumers
- The f value for interaction between gender and preference of green product over a non green one is 7.210 with degree of freedom 1 which is significant at 0.01 level. It means that there is significant difference between the perception of male and female customers in of preference of green product over a non- green. In the light of this the null hypothesis namely "There is no significant difference between male and female customers preference of green product over a non green" is rejected. Therefore, it can be concluded that there is a significant difference between the preferences of the male and female consumers.
- The f value for interaction between gender and perception of good self image is 6.756 with degree of freedom 1 which is significant at 0.01 level. It means that there is significant difference between the perception of male and female customers in terms of relating the self image with green products. In the light of this the null hypothesis namely "There is no significant difference between male and female customers in terms of relating the self image with green products" is rejected. Therefore, it can be concluded that there is a significant difference between the perception of the male and female consumers in terms of relating the self image with green products .
- The f value for interaction between gender and peer influenced buying is 9.234 with degree of freedom 1 which is significant at 0.01 level. It means that there is significant difference between the perception of male and female customers in terms of peer influenced buying. In the light of this the null hypothesis namely "There is no significant difference between male and female customers in terms peer influenced buying" is rejected. Therefore, it can be concluded that there is a significant difference between the perceptions of the male and female consumers in terms peer influenced buying.
- The f value for interaction between gender and unplanned purchase of green products is .704 with degree of freedom 1 which is not significant. It means that there is no significant difference between the male and female customers in terms of unplanned purchase of green products In the light of this the null hypothesis namely "There is no significant difference between the

of male and female customers in terms of unplanned purchase of green products" is not rejected Therefore, it can be concluded that there is no significant difference between of the male and female consumers in terms of unplanned purchase of green products.

From the above table no 3, this can be observed that

The f value for interaction between gender and satisfaction with green products is 4.174 with degree of freedom 2 which is significant at 0.05 level. It means that there is significant difference among the customers of different age groups with respect to satisfaction with green products. In the light if this the null hypothesis namely "There is no significant difference among the customers of different age groups with respect to satisfaction with purchased green products" is rejected. Therefore, it can be concluded that there is a significant difference between the satisfaction of the customers of different age groups. The limitation of this study is that it is clearly based on some factors and is done on basic 2 demographic factors i.e. Gender and Age, It is indicated that there is a significant difference in the perception of the male and female population on their views about green marketing. Whereas, when different age groups, the results were not so different i.e. the perceptions of people from the age group of 18-60, were more or less alike. It was also seen that majority of the people surveyed is aware of and believe that green products are beneficial for them as well as the environment. Companies should engage the customers in green marketing by encouraging them to participate and engage in the campaign or directly with the product. As the demography wise perceptions are explored in this study the marketers should meet customer choices and preferences based on gender not the age. For future studies the factors like income, lack of time, guilt for the environment, habits, values, packaging, and brand name can be used to explore newer ideas for the creation of marketing strategies.

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