

A study on factors affecting on green marketing and green practices in selected areas of Tamilnadu

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Abstract:

First and foremost, a good green marketing program is one that either: adds renewables that would not already be added or supports renewable projects that might not otherwise continue to operate. If these things are already happening and being paid for by all, then the program doesn't meet the bottom-line test: green marketing programs must make a difference. A sign of a good green marketing program is one that has strong links to local environmental groups and that achieves broad support among regional and national groups with an interest in promoting renewable power. Public Service of Colorado, for example, has developed a close working partnership with the Land and Water Fund and other environmental groups in the state. In this objective of the Study focus on the factors affecting on the green marketing.

Keyword: Green Marketing, Eco friendly, packaging products

Introduction:

Green marketing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the environment. It includes a broad range of activities like product modification, changing the production process, modified advertising, change in packaging, etc., aimed at reducing the detrimental impact of products and their consumption and disposal on the environment. Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way. The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. Companies all over the world are striving to reduce the impact of products and services on the climate and other environmental parameters. Marketers are taking the cue and are going green. Green marketing offers business bottom line incentives and top line growth possibilities. While modification of business or production processes may involve start-up costs, it will save money in the long term. For example, the cost of installing solar energy is an investment in future energy cost savings. Companies that develop new and improved products and services with environmental impacts in mind give themselves access to new markets, substantially increase profits and enjoy competitive advantages over those marketing nonenvironmentally responsible alternatives. According to a recent study for North

America, Eco Markets 2009 (Kate Rusnak, 2009), respondents attributed some importance to all of the purchasing factors indicated in the survey, price and performance were ranked as most important in a list that also included environmental and social considerations. Comparing "green" packaging products against traditionally used containers, bags and sacks revealed that slightly more purchasers believe that green packaging costs more while 30% see it as costing the same. Throughout the Eco Markets study, findings suggest there is plenty of room for green product growth in the marketplace. When it comes to selecting green products, eco-labels can increase trust and confidence in green products. However, selling environment-friendly products is almost as difficult as cleaning it up. It entails much more than a new package, using recycled material instead of virgin ones and natural and organic ingredients instead of artificial ones. Marketers have historically faced an uphill battle when it comes to marketing eco-friendly goods. Simply put, it is difficult to influence consumer purchase behavior without first impacting attitudes and values (Thøgersen and Olander, 2002). These values, however, take a concerted effort over a long period of time to change.

Review Of literature:

Green Marketing - Insights Dileep Kumar (2010) analyzed that how far the hotel business organizations in the tourism sector meet the customer 's needs through green marketing effort and how they influence the consumer behaviour and their satisfaction by inducing environmentally responsible behaviour. 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 Agrawal et al (2010) outlined that Eco-responsible (Green) organizations have a tough task to optimize 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. Ramakrishna et al (2010) understood that the factors for going green as Goodwill, Differentiation, Competition, Pressure Groups, Government Pressure, Customer Demand, New Market Entry. 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. The study by Saloni Pawan Diwan & B. S. Bodla (2011) observed that it is not a smooth sailing of the ship carrying green products and services in the sea of intense competition. The boat can encounter an iceberg of increased cost and prices and inflated claims of —greenness. 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. Selvakumar & Ramesh Pandi (2011) indicated that Green Marketing is not all about manufacturing green products and services but encompassing all those marketing activities that are needed to develop and sustain consumers 'eco-friendly attitudes and behaviour in a way that helps in creating minimal detrimental impact on the environment. The study by Moloy Ghoshal (2011) examined that green marketing was still in infancy. In the perception of marketing scholars, green marketing refers to eco-level and market segmentation and the role of structural factors and economic incentives in influencing consumer behavior. The green marketers must

understand to satisfy two objectives: improved environmental quality and customer satisfaction. The study by Ann Kronrod et al (2012) highlighted and explained the surprising prevalence of assertive environmental messages in the media. 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. The study by Murugesan (2008) underlined that firms may use green marketing as an attempt to address cost or profit related issues. Disposing of environmentally harmful byproducts, such as polychlorinated biphenyl contaminated oil are becoming increasingly costly and the firms that can reduce harmful wastes may incur substantial cost savings. Charles W Lamb et al (2004) explained that —Green Marketingl 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

OBJECTIVE OF THE RESEARCH

The objective of the present study is –

1. To determine the factors affecting Green purchasing behaviour among Indian consumers
2. To determine most important and least important factors affecting green purchasing behaviour

Data Analysis:

Gender of the respondents

Gender	Frequency	Percent
Male	416	59.9
Female	278	40.1
Total	694	100

Factoranalysis is a statistical method used to describe variability among observed variables in terms of a potentially lower number of unobserved variables called factors. In other words, it is possible, for example, that variations in three or four observed variables mainly reflect the variations in a single unobserved variable, or in a reduced number of unobserved variables. Factor analysis searches for such joint variations in response to unobserved latent variables. The observed variables are modeled as linear combinations of the potential factors, plus "error" terms. The information gained about the interdependencies between observed variables can be used later to reduce the set of variables in a dataset.

Factor analysis is related to principal component analysis (PCA) but not identical. Because

PCA performs a variance-maximizing rotation of the variable space, it takes into account all variability in the variables. In contrast, factor analysis estimates how much of the variability is due to common factors ("communality"). The two methods become essentially equivalent if the error terms in the factor analysis model can be assumed to all have the same variance.

In order to carry out the factor analysis, the principal components method was used to extract the factors. The variables were grouped into eleven factors and, all together, account for 53.43 per cent of the total variance. In order to facilitate the understanding and interpretation of the results, the factors were rotated using the Varimax method.

Factors affecting Green Marketing

Factor-1 Concern for health and environment		Loading
1	Awareness of green product like fuefficient vehicles should be spread	0.746
2	I am concerned about me and my family'shealth	0.657
3	The uses of green product can save ourearth	0.605
4	Consumption of green products will positively affect the environment	0.646
5	When I have a choice between two equal products, I always purchase the one whichislessharmfultootherpeopleand the environment	0.604
6	I am concerned about my environment	0.505
Factor-2 Eco-buying attitude		
1	I make every effort to buy paper productsmade from recycled paper	0.696
2	I use a low-phosphate detergent (or soapfor my laundry	0.692
3	I have convinced members of my family or friends not to buy some productswhich are harmful to the environment	0.533
4	I try only to buy products that canbe recycled	0.636
5	I promote environmental awareness by working in different social campaign	0.618
Factor-3 Social Responsibility		
1	To save energy, I use public transport as much as possible	0.571
2	I buy energy efficient householdappliances	0.691

3	I have switched products for ecological reasons	0.642
Factor-4 Eco-certification		
1	It looks like a green Product	
2	Quality is the only criteria when I look green product	0.713
Factor-5 Social awareness and value		
1	I get value for money while buying Green product	0.588
2	There are campaigns to provide awareness of saving environment	0.711
3	Now a day's people are more environment friendly then ever	0.608
Factor-6 Lifestyle		
1	It is prestigious to buy green products	0.796
2	Green products are high quality products	0.693
Factor-7 Absence of marketing		
1	The green products are not well promoted in the market	0.637
2	The green products are not available at affordable prices	0.571
2	I look for variety while buying eco-friendly products	0.612
Factor-9 Brand consciousness		
1	I am not brand conscious for eco friendly products	0.7384
Factor-10 Indifferent attitude		
1	I usually purchase the lowest priced product, regardless of its impact on society	0.621
2	Since one person cannot have any effect upon pollution and natural resource problems, it doesn't make any difference	0.527

S.No	Factors	Mean	Std. Deviation
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1	Concern for health and environment	3.88	0.92
2	Eco buying attitude	2.99	0.76
3	Social Responsibility	3.21	0.90
4	Eco certification	3.27	0.79
5	Social awareness and value	3.41	0.78
6	Lifestyle	3.25	1.04
7	Absence of marketing	3.29	1.03
8	Promotion	3.23	1.02
9	Brand consciousness	2.53	1.24
10	Indifferent attitude	2.50	1.02
11	Packaging	3.61	1.19

Result from showed that Concern for health and environment was considered as most important factor by the Indian consumers in green purchasing behaviour, followed by packaging as the second, Eco- certification as the third, and Lifestyle as the fourth most important factor while Indifferent attitude is considered as least important factor, followed by brand consciousness and eco-buying attitude.

Conclusion:

A clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

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