

Awareness of Green Marketing and Its Influence on Consumer Perception with Reference to Bangalore City

Mr. Vinoj Wilfred¹

Research Scholar GITAM School of Business GITAM Deemed to be University Bengaluru
Campus, Karnataka, India
Vinojwilfred@gmail.com

Prof. M. V. Rama Prasad²

Professor and UGC Research Awardee GITAM School of Business GITAM Deemed to be
University Bengaluru Campus, Karnataka, India
rmusunur@gitam.edu

Dr. J.P. Senthil Kumar³

Assistant Professor GITAM School of Business GITAM Deemed to be University Bengaluru
Campus, Karnataka, India
Senthil.jp@gmail.com

<https://orcid.org/0000-0001-5104-1185>

Abstract

The concept of green marketing has become the buzzword in the last decade as a result of dramatic increase in environmental consciousness worldwide. Consumers are increasingly realizing the importance of protecting the environment through product choice while companies are increasingly considering the impact of their activities to the environment. The green and environment friendly marketing has gained more importance in India because our country has been facing environmental problems of increased pollution due to industrial growth and development. The present study is an attempt to analyze the influence of consumers' awareness of green and its impact on consumer perception. The data were collected from 130 consumers in Bangalore city. Convenient sampling technique was adopted to select the respondents. A structured questionnaire has been used to collect primary data from the sample respondents. The findings of the study indicate that the awareness of consumers on green marketing has a significant impact on consumer's perception.

Keywords: Green Marketing, Consumer Perception, Environment, Consumer Awareness

Introduction

Over the past few years, the environment has become a persistent public issue (Baumann & Rex, 2006) with some calling the 1990s as the “Earth decade”, or “the decade of the environment” (Bradley, 2007). Some environmental problems has been link to human consumption, and this has brought the environmental awareness in many parts of this world has increased and this has been further translated into their attitude towards purchasing green products. Many of these consumers not only give pressures on the firms but they also have taken personal steps to reduce

their personal impact on the environment via activities such as recycling and reusing their household items (Prakash, 2002). Consumers are demanding green options and are willing to pay a premium price (Charter & Polonsky, 1999).

For the purpose of establishing awareness towards green marketing, particularly on the aspect of products, previous research discovered that companies attempt to augment consumer awareness of the products and its environmental attributes in the hope of bringing about purchase behavior (Prakash, 2002). However, the actual nature of the link between environmental awareness and environmentally behavior is still to be established. Previous research by Bonni and Oppenheim (2008); Maheswari and Malhorta (2011); and Tolliver-Nigro (2009) have discovered that environmental awareness has little impact on behavior. Awareness of the benefits of a green product's use on the environment may have an impact on whether or not product is purchased and consumed (Murthy, 2010).

A green consumer can be identified to be one who avoids any product which may harm damage to any living organism, cause deterioration of the environment during process of manufacturing or during process of usage, and consume a large amount of non-renewable energy (Elkington, 1994). There have been a number of different factors which are instrumental in promoting green consumers to purchase green products. Extensive research over the years identifies; increased level of information availability on environmental sustenance, green advertising by corporation, increased concern for environment, and increase in popularity of green products by social and environmental charities (Ottman, 2008).

Review of Literature

Dahlstrom (2019) Green marketing and the implementation of green marketing tactics benefit the environment, developing economies, consumers, company strategy, product, production processes, and supply chain. Green marketing companies form strategic partnerships with the government, local communities, non-profit groups, industry experts, and competitors.

Kerin et al (2007), takes numerous forms. It stems from product development opportunities that arise from both consumer research and the company's Pollution Prevention programme. Employee suggestions on ways to decrease pollution and recycle items are sought through this programme. Companies that implement green initiatives may confront two major issues. To begin with, people may perceive that a product is of lower quality because it is green, and that the product is not truly green to begin with.

Rahbar, (2011) Learning these facts might play an influential role in the change of consumer purchasing behavior and create a positive perception toward environmentally friendly products. Consequently, research is important in particular geographical, sociological, situational and time settings.

Polonsky (2011) To put it in a simple term, marketing refers to "working in the market", in order to deliver the benefits that will meet the needs of consumers at large. But the term green marketing is not all about satisfying consumer needs or improving the living standard, it's about preserving the ecosystem, it's about defending against ecological damages we already caused by industrial advancement

Prothero (2019) Food manufacturers also want to improve food preservation to enhance the taste and freshness of their products. The cost of the foods would be lower; consumers could enjoy the convenience of pre-sliced ingredients, and waste peelings. It can be assumed that firms marketing goods with environmental characteristics will have a competitive advantage over firms marketing non-environmentally responsible alternatives. There are numerous examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs.

Cornwell (2018) While governmental regulation is designed to give consumers the opportunity to make better decisions or to motivate them to be more environmentally responsible, there is difficulty in establishing policies that will address all environmental issues. Hence, environment-friendly consumption may be characterized as highly a complex form of consumer behavior, both intellectually and morally as well as in practice.

Kaur (2017) has explained that Eco-label will be considered as a major tool for Environmental marketing. The government, the organizations and the customers have to put hands together in creating awareness of eco-friendly products. Marketing was to think how to make more consumption and green marketing is when we think how to consume less.

Objectives of the Study

1. To study the demographical factors of green marketing consumers
2. To investigate the influence of green marketing awareness on consumer perception.

Hypothesis

Based on the review of literature the following Hypotheses were developed:

- There is a significant impact of green marketing awareness on perception of the consumers

Methodology

The awareness level about green marketing was assessed using a five item structured questionnaire. The items were drafted based on the available literature, and were intended to assess the level of awareness of the respondents about the construct. The questionnaire had a five point scale. It also had a section that elicited the demographics of the respondents. The data were collected from 130 consumers in Bangalore city. Convenient sampling technique was adopted to select the respondents. A structured questionnaire has been used to collect primary data from the sample respondents. Consumer perception has been identifies as the dependent variable of the study. The independent variables identified to assess the level of green marketing awareness among consumers are; Purchase Intention, Eco- Labeling, environmental concern, Environmental concern and Purchase Behavior.

Data Analysis and Interpretation

Table 1: Demographic Profile

		Frequency	Percent
Age	Below 20 Years	10	7.6
	20-30 Years	44	33.8
	30-40 Years	36	27.6

	40-50 Years	30	23.0
	Above 50 Years	10	7.6
	Total	130	100.0
Gender	Male	85	65.3
	Female	45	34.7
	Total	130	100.0
Marital Status	Married	98	75.3
	Unmarried	32	24.7
	Total	130	100.0
Educational Qualification	Diploma	22	16.9
	Under Graduate	88	67.6
	Post Graduate	30	23
	Total	130	100.0
Occupation	Business	55	42.3
	Salaried	70	53.8
	Home Maker	5	3.84
	Total	130	100.0
Income	Below 10000	12	9.23
	10001-20000	43	33.0
	20001-30000	39	30
	Above 30000	36	27.6
	Total	130	100.0

In table 1, among the sample size drawn from the population, 65.3% of sample occupied by Male respondents and 34.7% of the respondents were females. Also, it is observed that, out of 130 respondents, 134 were married and 96 were unmarried. Majority of the respondents i.e., 67.6% have completed graduation and 23% respondents possess post-graduation followed by diploma holders with 16.9%.

Results are portraying frequency distribution of the respondents with respect to Monthly Income. Out of 130 respondents, 43 (33.1%) are having their income between 10001-20000/-, 39 (30%) respondents are earning in the range between 20001 - 30000/-. The respondents whose income is in the range of above 30000 are 36 (27.6%). Just above 9.23% of the respondents were recorded as below 10000 income.

Table 2: Reliability

Reliability provides the required precision for the testing instrument (Kerlinger, 1986). Only a reliable instrument can be considered to have the required validity. The internal consistency of reliability examines the consistency of the test scores within itself (DeVellis, 1991).

R e l i a b i l i t y S t a t i s t i c s	
Variables	Cronbach's Alpha
Purchase Intention	.899
Eco- Labeling	.722
Environmental Concern	.913
Purchase Behavior	.822

In table 2, the alpha coefficient suggesting that the variables have relatively high internal consistency. Since the calculated Cronbach's alpha values are higher than 0.7, the research can rely on the collected data for testing the research hypotheses.

Table 3: Correlations

C o r r e l a t i o n s					
Variables		Purchase Intention	Eco- Labeling	Environmental concern	Purchase Behavior
Purchase Intention	Pearson Correlation	1			
	Sig. (2-tailed)	0.00			
	N	130			
Eco- Labeling	Pearson Correlation	.618**	1		
	Sig. (2-tailed)	.000			
	N	130	130		
Environmental concern	Pearson Correlation	.939**	.843**	1	
	Sig. (2-tailed)	.000	.000		
	N	130	130	130	
	Pearson	.394	.488**	.714**	1

Purchase Behavior	Correlation	**			
	Sig. (2-tailed)	.000	.000	.000	
	N	130	130	130	130
**. Correlation is significant at the 0.01 level (2-tailed).					

The above table 3 explains about the co-relation between the Purchase Intention, Eco- Labeling, environmental concern, Environmental concern and Purchase Behavior. There is a positive correlation of 0.618 between Purchase Intention and Eco- Labeling. There is a strong and positive co-relation of 0.943 between environmental concern and Purchase Intention. Further it's found that A positive co-relation of 0.394 was found between price Purchase Intention and Purchase Behavior.

Factors Influence of Green Marketing Awareness on Consumer Perception

Present research paper is attempting to find the factor influencing influence of green marketing awareness on consumer perception. To measure the factors, the regression model is applied.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.883	.837	0.117	3.65523

The regression model summary shows that the R value is 0.883 and adjusted R square value is 0.837 (83%). This indicates that 11.7% of the variation of Green Marketing Awareness on Consumer Perception explained by Purchase Intention, Eco- Labeling, environmental concern, Environmental concern and Purchase Behavior. The result of ANOVA test is given below.

Table 5: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	293.294	4	199.714	117.873	0.000
	Residual	177.561	125	2.913		
	Total	470.855	129			

The ANOVA table shows the fitness of the model. The calculated F value (117.873) from the ANOVA test shows fitness of the model (p-0.000). The significance values are less than 0.05. Hence, the null hypothesis is rejected. Study concluded that the factors i.e., Purchase Intention, Eco- Labeling, environmental concern, Environmental concern and Purchase Behavior are significantly influence on Green Marketing Awareness on Consumer Perception.

Conclusion

We must try to motivate their customer toward green marketing by different awareness program and provide information about the green products and its ecological benefit. The philosophy that underlies for the green marketing should be delivered in mass consumer bases. Besides, for green marketing to be effective marketers must maintain three things: being genuine, educate their customers about green products, and give them the opportunity to participate in their social responsibility to save the green planet. Green product 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 product becomes the norm rather than an exception or just a fad. The green product and its important started creating an awareness and help for the sustainable development, which is the required for the future generation. Study found that Purchase Intention, Eco-Labeling, environmental concern, Environmental concern and Purchase Behavior are significantly influence on Green Marketing Awareness on Consumer Perception. The present study was conducted in the Bangalore city, Karnataka with a modest sample. A study with further higher sample, with more variables will help in bringing out a better picture about the concept. It is expected that more studies will be done in this interesting area.

References

- Alkhaldi, F. (2015). Green Marketing–Concept, Awareness and Linkage with Consumer Purchase Decision. *International Journal of Management Sciences and Business Research*, 4.
- B. (2010).
- Bhatia, M., & Jain, A. (2013). Green marketing: A study of consumer perception and preferences in India. *Electronic Green Journal*, 1(36).
- Borin, N., Lindsey-Mullikin, J., & Krishnan, R. (2013). An analysis of consumer reactions to green strategies. *Journal of Product & Brand Management*.
- Choshaly, S. H. (2017). Consumer perception of green issues and intention to purchase green products. *International Journal of Management, Accounting and Economics*, 4(1), 66-79.
- Church, J. M. (1994). A market solution to green marketing: Some lessons from the economics of information. *Minn. L. Rev.*, 79, 245.
- Finisterra do Paço, A. M., & Raposo, M.
- Gano-an, J. C. (2018). Consumers' preferences on the use of eco-friendly bags: A green marketing perspective. *Journal of Economics, Business & Accountancy Ventura*, 20(3), 357-362.
- Jagadish, A. A Study on the Impact of Green Marketing on Consumer Perception in Bangalore, India.

- Jayaraman, V., Singh, R., & Anandnarayan, A. (2012). Impact of sustainable manufacturing practices on consumer perception and revenue growth: an emerging economy perspective. *International Journal of Production Research*, 50(5), 1395-1410.
- Khare, A. (2020). Antecedents to Indian consumers' perception of green apparel benefits. *Research Journal of Textile and Apparel*.
- Ko, E., Hwang, Y. K., & Kim, E. Y. (2013). Green marketing'functions in building corporate image in the retail setting. *Journal of Business Research*, 66(10), 1709-1715.
- Le, Q. H. (2021). Factors affecting consumer purchasing behavior: A green marketing perspective in Vietnam. *The Journal of Asian Finance, Economics and Business*, 8(5), 433-444.
- Leal Filho, W., Finisterra Do Paco, A., & Raposo, M. L. B. (2009). Identifying the green consumer: A segmentation study. *marketing*, 3, 4.
- Lee, K. (2008). Opportunities for green marketing: young consumers. *Marketing intelligence & planning*.
- McDonald, S., & Oates, C. J. (2006). Sustainability: Consumer perceptions and marketing strategies. *Business strategy and the environment*, 15(3), 157-170.
- Mokha, A. K. (2017). Green marketing: A study of consumer perception on using eco-friendly products. *Asian Journal of Research in Business Economics and Management*, 7(8), 298-309.
- Nagaraju, B., & Thejaswini, H. D. (2014). Consumers'\perception analysis-market awareness towards ecofriendly fmcg products-a case study of mysore district. *IOSR Journal of Business and Management*, 16(4), 64-71.
- Newell, S. J., Goldsmith, R. E., & Banzhaf, E. J. (1998). The effect of misleading environmental claims on consumer perceptions of advertisements. *Journal of Marketing Theory and Practice*, 6(2), 48-60.
- Parker, B., Segev, S., & Pinto, J. (2010). WHAT IT MEANS TO GO GREEN: CONSUMER PERCEPTIONS OF GREEN BRANDS AND DIMENSIONS OF" GREENNESS". In *American Academy of Advertising. Conference. Proceedings (Online)* (p. 99). American Academy of Advertising.
- Parthiban, V. N. (2016). Consumer Perception towards the Green Marketing: A Study with Special Reference to Chennai City. *International Journal of Management and Development Studies*, 5(4), 52-60.
- Basha, S. M., & Ramaratnam, M. S. (2017). Construction of an Optimal Portfolio Using Sharpe's Single Index Model: A Study on Nifty Midcap 150 Scrips. *Indian Journal of Research in Capital Markets*, 4(4), 25-41.
- JagadeeshBabu, M. K., SaurabhSrivastava, S. M., & AditiPriya Singh, M. B. S. (2020). INFLUENCE OF SOCIAL MEDIA MARKETING ON BUYING BEHAVIOR OF MILLENNIAL TOWARDS SMART PHONES IN BANGALORE CITY. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(9), 4474-4485.

- Agrawal, D. K. (2022). An Empirical Study On Socioeconomic Factors Affecting Producer's Participation In Commodity Markets In India. *Journal of Positive School Psychology*, 2896-2906.
- DrSanthosh Kumar, V., & Basha, S. M. (2022). A study of Emotional Intelligence and Quality of Life among Doctors in PandemicCovid 19. *International Journal of Early Childhood*, 14(02), 2080-2090.
- JagadeeshBabu, M. K., SaurabhSrivastava, S. M., & AditiPriya Singh, M. B. S. (2020). INFLUENCE OF SOCIAL MEDIA MARKETING ON BUYING BEHAVIOR OF MILLENNIAL TOWARDS SMART PHONES IN BANGALORE CITY. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(9), 4474-4485.
- Krishnamoorthy, D. N., & Mahabub Basha, S. (2022). An empirical study on construction portfolio with reference to BSE. *Int J Finance Manage Econ*, 5(1), 110-114.
- Shaik, M. B., Kethan, M., Jaggaiah, T., & Khizerulla, M. (2022). Financial Literacy and Investment Behaviour of IT Professional in India. *East Asian Journal of Multidisciplinary Research*, 1(5), 777-788.
- Basha, S. M., & Kethan, M. (2022). Covid-19 Pandemic and the Digital Revolution in Academia and Higher Education: an Empirical Study. *Eduvest-Journal of Universal Studies*, 2(8), 1-648.
- Kethan, M., & Basha, M. (2022). Relationship of Ethical Sales Behaviour with Customer Loyalty, Trust and Commitment: A Study with Special Reference to Retail Store in Mysore City. *East Asian Journal of Multidisciplinary Research*, 1(7), 1365-1376.
- Dilli, S., Venkatarathnam, N., & Naidu, R. (2022). A Study On Stress Management Practices And Its Influence On Organizational Behavior Among Information Technology Employees. *Journal of Positive School Psychology*, 6(10), 2174-2182.
- Basha, S. M., Kethan, M., & Aisha, M. A. A Study on Digital Marketing Tools amongst the Marketing Professionals in Bangalore City.
- Dr. M Kethan, Dr. Mohammed Khizerulla, S Chandra Sekhar, Mahabub Basha S. A study on issues and challenges on production of handloom sector with special reference to rayalaseema and costal region of Andhra Pradesh. *Int J Appl Res* 2022;8(6):89-95. DOI: 10.22271/allresearch.2022.v8.i6b.9823
- Polonsky, M. J. (1994). An introduction to green marketing. *Electronic green journal*, 1(2).
- Punitha, S., Aziz, Y. A., & Abd Rahman, A. (2016). Consumers' perceptions of green marketing in the hotel industry. *Asian Social Science*, 12(1), 1.
- Rahahleh, A. H., Moflih, M. A., Alabaddi, Z. A., Farajat, J., & Nawaf, S. (2020). The Impact of Green Marketing on Green Consumer Behavior in Jordan. *Int. J. Bus. Manag*, 15, 36-48.
- Rahman, A. S., Barua, A., Hoque, R., & Zahir, M. R. (2017). Influence of green marketing on consumer behavior: a realistic study on Bangladesh. *Global Journal of Management And Business Research*.
- Smith, K. T., & Brower, T. R. (2012). Longitudinal study of green marketing strategies that influence Millennials. *Journal of Strategic Marketing*, 20(6), 535-551.

- Soerjanatamihardja, K. A., & Fachira, I. (2017). Study of perception and attitude towards green marketing of Indonesian cosmetics consumers. *J. Bus. Manag.*, 6, 160-172.
- Song, Y., Qin, Z., & Qin, Z. (2020). Green marketing to Gen Z consumers in China: Examining the mediating factors of an eco-label-informed purchase. *Sage Open*, 10(4), 2158244020963573.
- Sujith, T. S. (2017). Awareness of Green Marketing and Its Influence on Buying Behaviour of Consumers in Kerala. *International Journal of Scientific Research and Management*, 5(7), 6156-6164.
- Szabo, S., & Webster, J. (2021). Perceived greenwashing: the effects of green marketing on environmental and product perceptions. *Journal of Business Ethics*, 171(4), 719-739.
- Wang, Y., Huscroft, J. R., Hazen, B. T., & Zhang, M. (2018). Green information, green certification and consumer perceptions of remanufactured automobile parts. *Resources, Conservation and Recycling*, 128, 187-196.
- Wu, S. I., & Chen, Y. J. (2014). The impact of green marketing and perceived innovation on purchase intention for green products. *International Journal of Marketing Studies*, 6(5), 81.