



LEARNING ON CUSTOMER ALERTNESS OF GREEN MARKETING IN NEW DELHI

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Abstract

The term green marketing refers to the planning, development and promotion of products or services that satisfy the needs of consumers for quality, output, prices and services without a negative effect on the environment with regard to the use of raw material, the consumption of energy, etc. The objective of this research is to induce an insight about the attention of green marketing. This paper analysis the awareness of green marketing in the minds of the consumers with reference to New Delhi suburbs. Simple random sampling method was used in collecting the primary data. The findings depict that 74.3% of the consumers are willing to pay more for the green products.

Key words: *Awareness, Green Marketing, Consumers, Environment, Products, Planet.*

Introduction

In plain English, green marketing refers to selling products or services by highlighting their environmental benefits. Some call it eco-marketing or environmental marketing and consumers recognize such brands by terms like "organic," "eco-friendly," "recyclable," or "sustainable." Green marketing refers to the method of promoting products or services supported their environmental benefits. The products or services could also be environmentally friendly in itself or produced in an environmentally friendly way. The term green marketing came into prominence within the late 2012's and early 2023's. These eco-friendly business practices include Sustainable Reduced or zero carbon footprints, Reduced or zero pollution, Recycled ingredients/materials, Eco-friendly packaging Reduced or zero plastic footprints. Today the planet faces more environmental issues than ever before, hence it's imperative for companies to form and market themselves as environment friendly. Green marketing is typically practiced by companies that are committed to sustainable development and corporate social responsibility. More organizations are making an effort to implement sustainable business practices as they recognize that they can make their products more attractive to consumers and also reduce expenses in packaging, transportation, energy and water usage, and more. Besides, businesses are increasingly discovering that demonstrating a high level of social responsibility can increase brand loyalty among socially conscious consumers.

Review of Literature

Bhanu Pratap Singh and Dr. Ruchi Kashyap Mehra (2023), the study reveals that the consumer awareness towards green marketing and buying behaviour of green products and green marketing impact on society. The author reveals that the people of the Indore city consumers are aware of green marketing. Deepa Ingavale and Auradha Gaikwad (2021), had observed that there is no significance relation between income, educational qualification and occupation with respect to awareness about the

Green Marketing. Nik Ramli Nik Abdul Rashid (2023), the study reveals that the Malaysian consumers will react positively towards eco-label. Polanski, Michael Jay (2028), the study reveals that green marketing covers more than a firm's marketing claim. The firms are responsible for the environmental



degradation but it the consumers who demand those products. So, it is not only the responsibility of the firms but also of the consumers.

Statement of the Problem

Green Marketing is the need of the hour. The Planet has been surrounded with waste made by man. The planet should be a better place to live in for the next generations. The only way to protect the planet is by spreading the awareness about the green marketing.

Objectives of the Study

The overall objectives of the study are to find out the awareness of the Green Marketing in New Delhi region. The following are the specific objectives of the study.

1. To induce an insight about the consumers awareness of Green Marketing
2. To know the consumers ‘willingness to pay more for Green Products.

To analyze the relationship between educational qualification and consumer awareness.

Hypothesis

H10: There is no relationship between consumer awareness and consumer willingness to buy green products

H20: There is no relationship between educational qualification and consumer’s awareness

Research Methodology

This study comprises of Primary and Secondary data. Primary data were collected from 70 respondents, on the basis of simple random sampling through well-structured questionnaire. The secondary data was collected from books, journals, published thesis and websites. The collected data was analyzed with the help of percentage method.

Data Analysis and Interpretation

Table 1 Are you aware of green marketing product?

| | |
|-----|----|
| Yes | No |
| 61 | 09 |

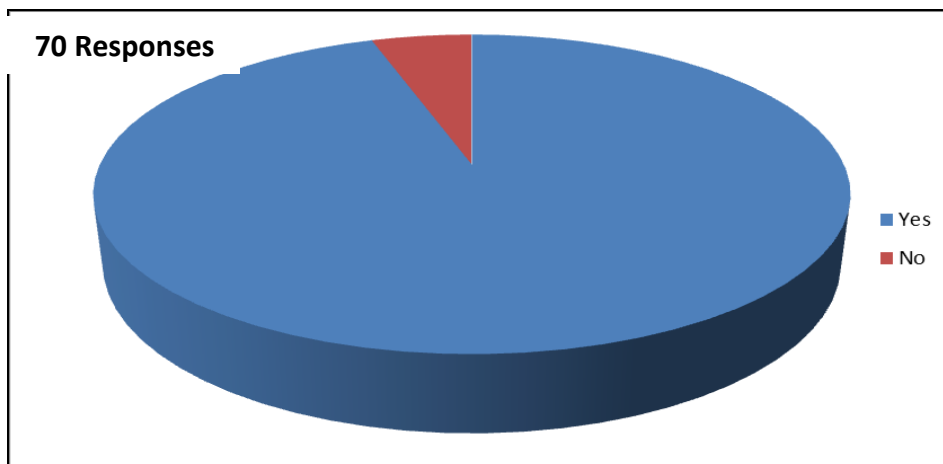


Figure 1

Out of the 70 consumers selected 87.1% are aware of green marketing products. 12.1% of the consumers are unaware about the green marketing products. This shows that majority of the consumers are aware about the green marketing products.

Table 2 How did you come to know about the green product?

| Friends | Relatives | Print Media | Social Media | Other |
|---------|-----------|-------------|--------------|-------|
| 10 | 03 | 04 | 37 | 16 |

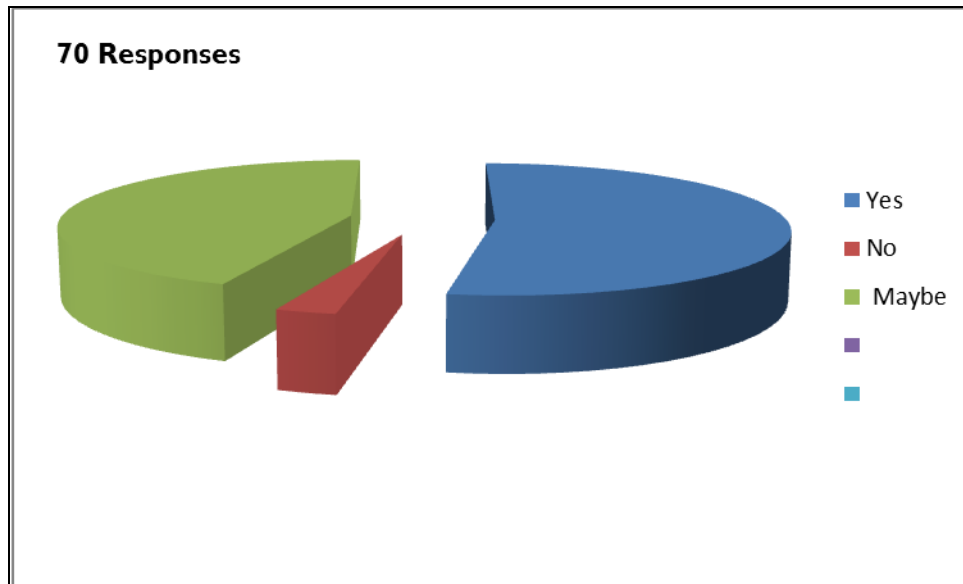


Figure 2

About 52.9% consumers came to know about the green products through social media. 14.3% were introduced to green products through their friends. This shows that social media enlightens the today's generation.

Table 3, Do you agree that green product will help in enhancing the environment?

| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|-------------------|----------|---------|-------|----------------|
| 06 | 01 | 18 | 24 | 21 |

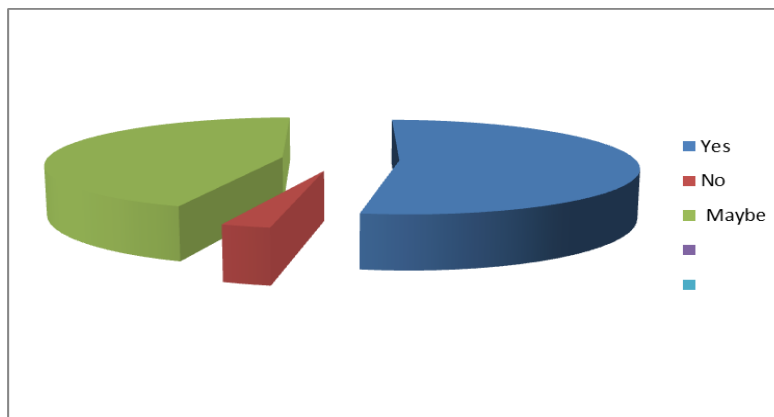


Figure 3



34.3% of the respondents agree that the green products will enhance the environment. 30% of the consumers strongly agree that using green products will definitely bring a change in the environment. 25.7% of the respondents are in a neutral state of mind. If proper measure is under taken they will definitely believe a change can be brought in the environment.

Table 4 Are you willing to pay more for green products?

| Yes | No |
|-----|----|
| 52 | 18 |

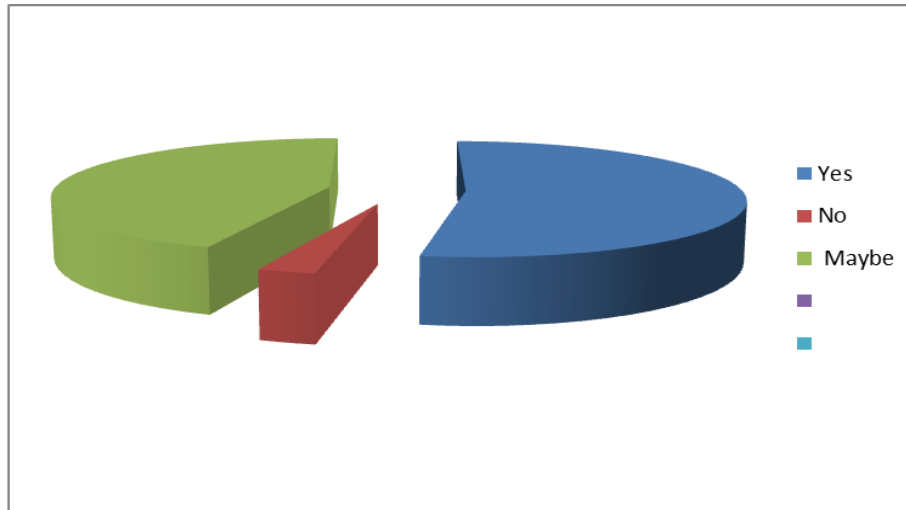


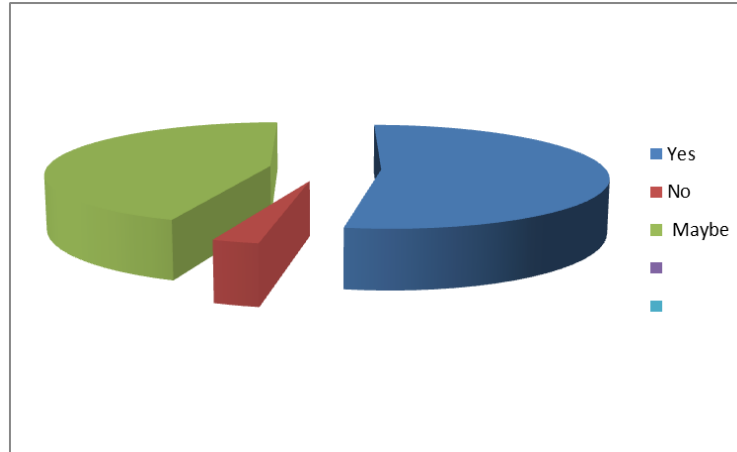
Figure 4

About 74.3% consumers are willing to pay more on green products. This shows that the consumers really care for the planet. 25.7% of the consumers are cost conscious and does not want to pay more.

Out of the respondents 78.6% have already recommended the products. This shows how responsible the consumers are caring the mother Earth.

Table 6 Are you satisfied with green products?

| Yes | No | Maybe |
|-----|----|-------|
| 37 | 02 | 31 |



About 52.9% are satisfied with the green marketing products. 44.3% is having a mixed feeling of the green products. As more than half of the consumers are satisfied it shows a greater scope for Green Marketing products in the years to come.

Table 7, Testing Hypothesis

| Awareness | Willing to Pay | | |
|--------------------|----------------|-----------|-------------|
| | No | Yes | Grand Total |
| No | 05 | 04 | 9 |
| Yes | 13 | 48 | 61 |
| Grand Total | 18 | 52 | 70 |

- A chi-square test of independence was performed to examine the relationship between consumer awareness and willingness to buy green products. The results of the test indicate that there is significant relationship between consumer awareness and willingness to buy green products of the respondent as indicated by chi square, $P = 0.05 > 0.002702$.

Table 8

| Awareness | Qualification | | | | | Grand Total |
|--------------------|------------------|------------------|----------|-----------|----------|-------------|
| | 10 th | 12 th | Others | UG | PG | |
| No | 0 | 1 | 0 | 7 | 1 | 9 |
| Yes | 1 | 18 | 2 | 37 | 3 | 61 |
| Grand Total | 1 | 19 | 2 | 44 | 4 | 70 |

- A chi-square test of independence was performed to examine the relationship between educational qualification and consumer awareness of the respondent. The results of the test indicate that there is not significant relationship between educational qualification and consumer awareness of the respondent of the respondent as indicated by chi square, $P = 0.255 > 0.05$

Findings

1. Overall, 87% of the people are aware about the green marketing products.
2. 52% of the consumers are aware about the green products through social media. This shows the influence of social media in today's generation.
3. 34.3% of the respondents agree that the green products will enhance the environment.



4. About 74.3% consumers are willing to pay more on green products.
5. Out of the respondents 78.6% have already recommended the products.
6. About 52.9% are satisfied with the green marketing products.

Suggestions

1. As the consumers are willing to pay more the Corporate must introduce green marketing extensively
2. Other promotional channels should be used effectively to spread awareness.
3. Companies can give price benefits to distributors to display their eco-friendly products.
4. Government must provide tax benefits for introducing eco- friendly products to the manufacturers.

Conclusion

Thus, in order to save the Planet. We should be socially responsible for helping the planet to be pollution free. Green Marketing is need of the hour. Today's generation is willing to pay extra caring for the environment. Social media has played a vital role in spreading awareness to the consumers and also consumers have spread about the green products available in the market.

References

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