
AN EMPIRICAL STUDY ON GREEN MARKETING TRENDS IN BANGALORE CITY

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Abstract: Green marketing is the marketing of products that are presumed to be environmentally safe. Marketing products and services based on environmental factors or awareness. Companies involved in green marketing make decisions relating to the entire process of the company's products, such as methods of processing, packaging and distribution. Green marketing can appeal to a wide variety of these issues: an item can save water, reduce greenhouse gas emissions, cut toxic pollution, clean indoor air and be easily recyclable. When put side by side with the competition, the more environmental marketing claims your product or service can make, the more likely it is the consumer will select it, provided the price point is not too much higher than the alternative. Studying the trends can give a guide to the manufacturer to concentrate on those areas to gain new consumers for their Green products. Making the right green product is not the end in itself it is to be informed through proper channel and using the right aid that may attract the consumers. The success of any Green product lies with this aspect. And finally the researcher has found the ways to improve the consumer appeal for Green products. Customer education and aggressive marketing is necessary. Green power marketers have offered a range of products to appeal to customers with varying price sensitivities and resource preferences

Keywords: Green marketing, toxic pollution, aggressive marketing, recyclable.

Introduction: Market penetration rates beyond 10% are achievable if market conditions are favorable to green power. Most markets, however, have experienced penetration rates of about 1% or less, similar to the United States. In general, green power markets are young and as is the case with most new markets, require time to develop. Based on our review, the following factors can aid in fostering the development of green power markets: aggressive and cooperative marketing efforts by utilities and competitive providers, incentives and other policies that reduce the cost of renewable energy, restructuring rules that give priority to green power customers, market rules that enable competition to ensue, certification standards that encourage new renewable development, government purchases that stimulate demand, and consumer education that addresses the availability and benefits of green power options. Mother Earth speaks "I am now happy to see that some of my wise warriors have realized the effect of global warming and climate changes happening all around, causing distress in various ways, to you and me and are trying hard to make both of us clean and green.

Eco-Superior: Another consequence of the recession may be a decline in so-called "planned obsolescence" in certain types of consumer products. Clothing, appliances, tools and other products, that break down after just a few months or years of use not only cause frustration and aggravation, they are also hard on consumer's pocketbooks and with more consumers trying to cut back on unnecessary spending, expect to see more high quality, long-lasting products in stores. This won't just help consumers save money, it will also conserve resources and reduce waste, improving

environmental sustainability. Many green businesses are already booming due to the rise in ethical consumerism around the world, and are well equipped to capitalize on this trend by developing innovative, "eco-superior" products that are not only greener than conventional alternatives, but also offer superior performance and durability.

Reduce, Reuse and Recycle: As concerns about waste and dwindling resources have grown, the three R's of green living have gained more attention from businesses that ever before and a grow, and a growing number of companies are developing creative solutions to reducing waste and resource consumption.

One such is Recycle Match, which operates on the philosophy that one company's trash is another company's treasure. Recycle Match matches businesses that have waste products such as used vinyl billboards, polyester textile waste and salvaged building materials with businesses that need them. The business offering the waste materials has the opportunity to make money off something it would otherwise need to pay to dispose of the business receiving the waste materials get a lower price than it would if it sourced the product through traditional channels and both businesses are able to protect the environment by reducing resource consumption and waste. Founded in 2009, Recycle Match has already helped keep more than 3 million pounds of waste materials out of landfills. In addition to personalized recommendations from friends, many green consumers are increasingly savvy about "green washing" and seek out reliable ecolabeling information and similar resources to help them make informed decisions about green products and

services. Although most eco labels are issued by nonprofit organizations, one way green businesses are capitalizing on the desire for reliable information is by turning retail stores into information resources that offer detailed information about the environmental impacts of particular products in the form of supplier scorecards or similar fact sheets.

Appealing to Green Consumers: Sensing the opportunity, many green products are now promoted with messages that lead “beyond green” and underscore such primary benefits as health, superior performance, good taste, cost effectiveness or convenience.

Organizations that test and structure green marketing: Thankfully, organizations such as the Federal Trade Commission (FTC) regulate some of the more popular green marketing claims in order to provide some way for consumers to compare apples to apples when considering one product against another. In addition to the FTC regulations, there are numerous third-party organizations and government bodies that serve to test and structure green marketing claims, including such things as the US National Organic Program, the Canadian Ecologo certification program, and the certified Vegan standard. The EcoLogo Program is a Type I eco-label, as defined by the International Organization for Standardization (ISO).

Strategy to Promote the Green Product: The impact of green power marketing on new renewable development has been limited so far. While price is not the only important driver of demand, companies offering lower priced products have generally obtained more customers. Retail competition can stimulate green power marketing activity. Many customers have purchased green power without switching suppliers. Certification and labeling programs can play an important role in shaping products. Government support can be an important facilitator of green power market development. DLF Global Forwarding and Emirates Sky Cargo has planned to partner to drive e-fright agenda across their networks which has the capability to save upto US \$4.9 billion annually.

Objectives of the Study:

1. To study the marketers Responsibility with regard to Green Products
2. To analyze the respondent’s response for going Green in day today life.
3. To study the important factors a marketing campaign should possess.
4. To analyze the degree of interest the manufacturers has in educating the consumers about Green Marketing.

Review of Literature: Number of researcher and study were done under Green Marketing and in a study by Accenture that polled people from Europe;

Asia and North America; nearly nine out of 10 consumers were willing to pay more for green products (those that reduced greenhouse gas emissions in particular). While the percentage of people willing to pay a premium for eco-friendly products will go up and down as times change. Environmental disasters increase awareness and interest in green products, for instance, while prosperous economic time’s often dull interest in general, the market for green products and services is growing every year as people become more aware of the impact of their consumer choices.

Author: Ina Landua in 2008 did a research on the topic “Gaining Competitive Advantage through Customer Satisfaction, Trust and Confidence in consideration of the Influence of Green Marketing”

Research Question/Purpose: Due to environmental legislation, economic influences and increasing concern about the environment among the general public, today’s businesses are becoming more committed to environmental issues. Some enterprises yet have implemented a green strategy. This thesis aims at identifying issues that determine the long term efficiency of green marketing and how confidence and trust plays a role in order to gain competitive advantage through customer satisfaction and customer retention. The common denominator of both CRM and green marketing is the creation of confidence, trust and value for customers. So, focus is laid on measures that lend credibility to company’s green marketing by interviewing experts and observing their opinions about green marketing and eco-labeling.

Design/Methodology/Approach: Interviews conducted with company professionals from IKEA and Konsum Gavleborg and a member of the municipality in Gavle, as well as findings from secondary sources of the company Nestle were used to investigate the company’s ways to respond to environmental concern and how they deal with green issues and ecological responsibility. The interviews provide valuable insights of the success of green marketing depending on the confidence between company and customer.

Findings: By analyzing the results of the interviews with the literature review, the thesis reveals that environmental responsibility and ecological orientation needs to be based upon the entire business strategy of a company and implemented in its core principles in order to deal effectively and efficiently with this issue.

Conclusions: Companies respond in different ways to ecological issues, through eco-labeling, cooperation with NGOs and energy saving production processes. In conclusion, it can be said that the need for customer relationship commitment, trust, confidence and loyalty as a result of satisfaction are as important

in customer relationship management as in green marketing, because competitive advantage can be achieved by environment related activities and motivates companies to go green to promote ecologically sustainable practices.

Originality/Value: This work seeks to make a contribution towards bridging the ends of CRM and green marketing. It indicates a relationship between eco-orientation and company performance and implicates, on the basis of the theoretical and empirical findings, that integrating ecological features and good performance in a company is not impossible. Trust and confidence are as important concepts in green marketing as in CRM.

Pride and Ferrell (1993) Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment Polonsky (1994) defines green marketing 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.

Research Methodology: The sample size taken for the research is 50 and the random sampling method was used by the researcher. And the research design is descriptive research. The method of data collection is both the primary and the secondary data. Primary data collected through questionnaire. Secondary data includes books, magazines and internet. Quantitative methods were used for analysis of the data. The tools used for analysis includes percentage analysis, Chi-Square test and Weighted Average Method.

Limitations of the Study:

1. Limited Number of samples used.
2. Time duration was less
3. Analysis and Interpretation

Awareness Level of Green Marketing

Particulars	Number of Respondents	Percentage
Yes	44	88
No	6	12
Total	50	100

Inference: From the above table it is observed that 88% of the respondent is aware of Green Marketing and 12% are not aware of the same.

Occupation and their extent of support for Green Products: To find if there is any relationship between Occupation and their extent of support for Green Marketing.

Null Hypothesis: There is no between Occupation and their extent of support for Green Marketing.

Alternative Hypothesis: There is relationship between Occupation and their extent of support for Green Marketing

S. N	O	E	(O-E)	(O-E) ²	(O-E) ² /E
1	26	26.88	-0.88	0.7744	0.02880952
2	12	10.92	1.08	1.1664	0.10681319
3	4	4.2	-0.2	0.04	0.00952381
4	5	3.84	1.16	1.3456	0.35041667
5	0	1.56	-1.56	2.4336	1.56
6	1	0.6	0.4	0.16	0.26666666
7	1	1.28	-0.28	0.0784	0.06125
8	1	0.52	0.48	0.2304	0.44307692
9	0	0.2	-0.2	0.04	0.2
Total					3.03

Level of Significance = 5%

Degrees of Freedom=(r-1)(c-1) = (3-1) (3-1) = 4

Chi Square = (O_i-E_i)²/E_i

Calculated Value = 3.03

Tabulated Value = 9.488

Calculated Value < Table Value

Therefore, Ho is accepted

Conclusion: There is no relationship between Occupation and their extent of support for Green Marketing.

Appeal that Green Marketing Makes

Particulars	No. of Respondents	Percentage
Save Water	6	12
Reduce Greenhouse gas emission	2	4
Cut toxic pollution	1	2
Clean Indoor Air	3	6
Use easily recyclable products	4	8
All the above	34	68
	50	100

Inference: Majority of the respondents (68%) feel that Green Marketing includes all the options given. 12% feel that Green Marketing is all about saving water. 6% has said that it means cleaning toxic pollution and 4% feel it is about reducing greenhouse emission. And 8% supports using recyclable products.

Level of interest to pay a little more for the Green Product Opinion about the following statement

Particulars	Accept	%	Reject	%
GM helps save money in the long run	42	84	8	16
GM helps companies to develop innovative products	38	76	12	24
GM gives the companies competitive advantage	40	80	10	20
The employees and consumers feel proud to be associated with an environmentally responsible company	39	78	11	22

Inference: This table shows that 84% of the respondent believes that Green Marketing saves money in the long run and 16% do not believe in the same. 76% of the respondent believes that GM helps

companies to develop innovative products and 24% does not believe. 80% of the respondents feel that GM gives the companies competitive advantage. And 78% support with the statement that the employees and consumers feel proud to be associated with an environmentally responsible company.

Extent to which the manufacturers educate the consumers about their Green Products

Particulars	No. of Respondents	Percentage
Extremely good	10	20
Good	26	52
Average	11	22
Poor	3	6
Extremely Poor	0	0
Total	50	100

Inference: From the above table it is clear that 52% of the manufacturers put much effort to educate the consumers, 22% feel that they are average in educating the consumers, 20% feel that it is extremely good and 6% says that the manufacturers are poor in educating consumers.

Respondent’s response for going Green in Office.

Particulars	Very often	Always	Rarely	Never	Weighted Average
	4	3	2	1	
Use energy saving bulbs	15	20	12	3	73.5%
Turn the lights off after office	8	22	18	2	68%
Does not use plastics packing materials	17	8	25	-	71%
Turn the computers and fans off	10	30	4	6	72%
Reuse Paper	7	8	28	7	57.5%
Use CNG for cars	18	21	9	2	78.5%
Never waste water	22	20	5	3	80.5%

Inference: 40% of the respondents feel that the prominent factors a marketing campaign should possess are both it must be Genuine and product must be priced relative to the usual products.

Suggestions: On the basis of the findings, the following suggestions are given to prop up Green products.

1. Even now there are people who are not aware of Green Marketing. It is the social responsibility of each manufacturer to make the people responsive to Green marketing and put in plain words their benefits in a way that attracts the customer. For this choosing the feel good marketing campaign is the crucial task.
2. Reprocessing the equipment is one of the primary aspects that are not conscious with most people. So the Government and the Manufacturers should put in effort to educate the people and thereby save our environment.

3. The important challenge with regard to Green Marketing is the lack of consensus by consumers, marketers and influential people. This setback occurs when the customers are not well-versed concerning the product and products manufactured are without their appeal. The primary aspect of marketing being analyzing the market and knowing the customers obligation is necessary with regard to Green marketing as well.
4. Educated people being more health conscious give more importance to health and safety than cost, performance, symbolism and status and convenience.
5. This facet should be set priority in deciding Green products.
6. The prominent factors a marketing campaign should possess are both it must be genuine which the customer’s utmost expectation is and also the product must be priced relative to the usual products.

Conclusion: “Any small ways of contribution towards the greening of earth can ensure that it would provide a comfortable and happy place for our future generation to come.” Despite some lingering misperceptions that “green products don’t work as well”, many of today’s green products actually work better than the alternatives they are designed to replace. Indeed, thanks to advances in technology and design, green is now becoming synonymous with

quality and can often command premiums because of it. Consider that a compact fluorescent light bulbs not only save money, they are more convenient since the bulbs don’t have to be replaced as often. “Organic” is the new gourmet. By 2050, cities all over the world will face potential meltdown, unless we make drastic improvements in energy generation, food and water supply, transport systems, waste disposal and building design.

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