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## GREEN MARKETING RESEARCH IN INDIA

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**Abstract:** "Green Marketing "as a new concept in the modern market has born in the present globalised world .It is a phenomenon which has developed.

The rising number of consumers who prefer and/or willing to buy eco\_friendly products is creating opportunity for eco-friendly businesses. Operational Sustainability; Service companies and manufacturers can improve operational sustainability by reducing energy and water consumption, minimizing pollution, using greener material.

The paper describe "Green Marketing" as new business and samples of green marketing in India and after sampling composed by five retail markets , the aim was to understand if there are considerable differences among market places and their consumers .

Finding of this research are;

- Education level has a moderator effect on model
- Environment awareness is significantly important in environment friendly products.
- Age , gender and material statues have a moderator affect on model Consumer having low income level are not affected from price. Middle income group are more conscious on environment the price.

**Keywords:** Green Marketing, India, Research.

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**Introduction:** "Green Marketing is the marketing of products that are presumed to be environmentally safe."

It including of a broad range of activities such as product modification, changes to the production process, packaging changes as well as modifying advertising.

In 2010 , dovetail partner published a green marketing article titled "growing sales in growing markets" .The article pointed out that for many companies trying to participate in the "Green Economy" green marketing might be the first time they truly attempt to introduce a new product or address an entirely new market.

India has good rank in "Green Marketing" between another countries.

**Sample of green marketing in India:**

**Indian railway \_digital tickets("IRCTC" has allows its customer carry PNR number of their E\_ticket on their mobile and laptop. )**

**NO polythene carry bags for free**(polythene carry bags to customer only if customer are ready for pay it.)

**Lead free paints from KANSAINEROLAC**(The hazardous heavy metal like lead, mercury, chromium, arsenic and antimony can have adverse effect on human.)

**Wipro's green machines**(It was Indian's first company to launch environment friendly computer peripheral for the Indian market)

State Bank Of India (Green IT @SBI by using eco & power friendly equipment in its 10000 new ATM, not only saved power costs but also set the right example for others to follow .)

**The Research in Warangal:** The study considered a sample composed by five retail markets (In the south city in India, Warangal).The sample comprehended: Sponsore, More, 3 branches Reliance( main cross, Warangal,Subedari)

They were not chosen randomly but in a way to create a diverse sample and to cover most of the business panorama available on the market.

**Findings:** Educational level has a moderator affect for high graduated ,green price and green product feature affect green purchasing .

Consumer having low income level are not affected from price. Middle income group are more conscious on environment the price.

Age (16-35 group/36-45age group/46 years old or over)

16-35 age group; pays attention to all aspects expect price while purchasing a green product.

36-45 age group; price properties should be stressed . 46 years old or over group; are affected only from the promotion .

**Marital :** Unmarried consumers are affected from promotion activities in environment-friendly products.

As married and having children consumers are more sensitive about product features ,promotions activities that bring this to the forefront should be carried out.

**Gender:** While green promotion ,environment awareness ,green price, green product features affect green purchasing for male consumers but for female only green promotion affect purchasing behavior.

**Discussion:** The result of this project is important because of marketplaces are in a small city

(Warangal) , but it is similar to the another researches .

Results of the search show us that retail markets should taken gender into consideration in their green marketing strategies. Advertisements broadcasted should be oriented to women , apart from stating price, features and environment –friendly aspect of the products. But for male should be oriented programs, product features. According to this result unmarried consumers are affected only from promotion and hence weight should be given to promotion activities in environment-friendly products instead of its price and so on. As married and having children consumers are more sensitive about product features promotions activities that bring this to the forefront should be carried out. 16-35 age group pays attention to all aspects expect price while purchasing a green product .For 36-45 age group , price properties should be stressed. Consumers of 46 years and more age group are affected only from the promotion.

In the study conducted on educated while only green promotion affects green purchasing for elementary school graduates , for high school graduated green price and green product features affect green

purchasing and environment awareness, green product features and green promotion affect green purchasing for undergraduate and graduate school, graduate consumers.

In the study conducted on income, this result shows that consumers having low income level are not affected from prices thought , They are affected from promotion activities .On the other hand middle income group are more conscious on environment and is a group that also conscious on environment and is a group that also considers the price.

**Conclusions:** The findings in 5 retail markets in Warangal city show that the practice of green market research is quite limited in markets and that the way green market research is carried out is not similar within the companies of the sample that do carry it out.

In general , they tend to focus on products instead of consumers. As for future research ;GMR (Green Marketing Research) should be in investigating the use of GMR in the tourism, energy and in the transportation sector. Alternatively it would be attractive to investigate further the reason why companies do not carry out GMR unless they perceive a green interest from consumers.

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