



# Awareness of Green Marketing and its influence on Buying Behavior of Consumers - A Study with reference to Rural Mangaluru Taluk

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## Abstract

*The green marketing concept is mainly concerned with protection of ecological environment. Green the color which indicates pure in quality and fair or just in dealing. Green marketing incorporates wide range of activities such as changes in production process, modification in product, changes in packaging, and modifying advertising. It helps increasing the awareness of collaborative marketing among industries. In corporate language green marketing is in terms of taking benefit of changing the customer attitude towards the products and brand. Customers attitude are changing towards the environment to encourage innovation for conservation and benefits from this source of innovation are certain to outlive our current generation.*

*This paper mainly studies the consumer's beliefs and attitude on environmental protection and their buying behavior of environment friendly products in rural areas of Mangaluru Taluk. The collection of primary data for the present study by using a structured questionnaire, in addition to the secondary data. The study will shows awareness of green marketing and the customers beliefs towards green marketing.*

**Keywords :** *Green marketing, Green products, Consumer beliefs, Environment.*

## Introduction

Today the green development has been growing quickly in the world. Green marketing is one of the aspects of green development. It is promoting of environment friendly products and services. Green marketing ending up more well known as more people become concerned with ecological issues and decide that they need to spend money in a way that is kinder to the planet. With respect to this consumers are assuming responsibility and doing the right things. Awareness of consumers and inspiration keep on driving change in the market place, notably through the introduction of all the more environment friendly products and services. Green marketing includes various different concepts, such as making eco- friendly products, utilizing environment friendly packaging, adopting manageable business practices, or concentrating advertising endeavors on messages that convey a product's green advantages. While comparing the Indian consumers with the consumers of developed countries are much less awareness of global warming issues. Successful marketing concept has always been identifying

the trends and positioning the products and services in way that satisfying the needs of the consumers.

In India Green is the symbolic color of eco-consciousness. The developing customer awareness is about the reality of products and the concern over approaching worldwide environmental emergency. Today Green Marketing has moved from a pattern to a method for a business and organization should recognize the value of implementing green concept and incorporating this concept into their marketing project and communicating the green concept to the consumers.

## Objectives of the Study

- ☞ To study the consumer beliefs and attitudes on green products in the rural area.
- ☞ To study the consumer awareness on the availability environment friendly products and services in rural villages.
- ☞ To study the influence of green marketing efforts put by the marketers with reference to rural consumers.

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### Study Design and Methodology

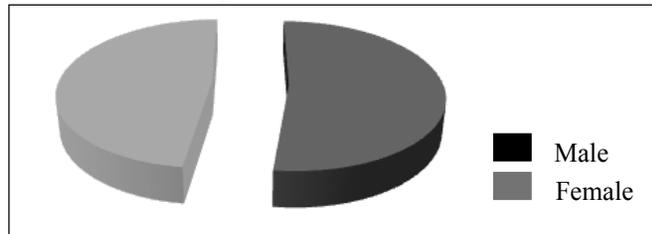
The universe of the study is the selected rural areas in Mangaluru taluk of Dakshina Kannada district. The sampling size of the respondents is 100. The respondents were randomly selected from the selected areas. The study has been conducted using the primary data. To get broad knowledge about the study the survey method has been adopted. Information has been gathered by interview schedule specially designed for the purpose. Accordingly, the spot observations and discussions were also used for verifying the information. The primary data collected on various aspects has been organized in the tabular form. Such organized data has been analyzed with the help of different statistical tools like percentage, average, etc. for drawing meaningful conclusion. Along with the primary data, secondary data has been collected from newspapers, books, and internet.

### Data Analysis and Interpretation

**Table and Graph 1:** Showing Gender of the Respondents

Gender	Frequency	Percentage
Male	54	54.0
Female	46	46.0
Total	100	100.0

Source of data: Survey

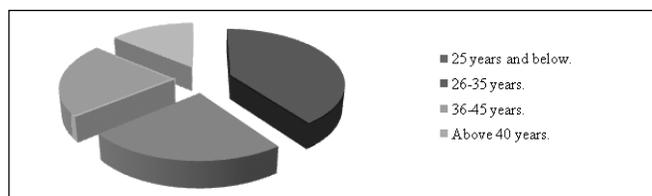


**Interpretation:** In the above Table and graph majority of the respondents are male i.e.54%.

**Table and Chart 2:** Showing the Age of the Respondents

Age	Frequency	Percentage
25 years and below.	40	40.0
26-35 years.	24	24.0
36-45 years.	22	22.0
Above 40 years.	14	14.0
Total	100	100.0

Source of data: Survey

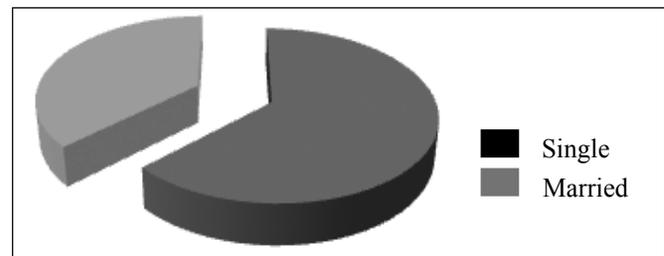


**Interpretation:** In the above Table majority of the respondents are in the age group of 25 and below (40%). Second largest number of respondents is in the age group of 26-35(24%). Whereas 22% in the age group of 36-45(26%) and remaining 14% are in the age group above 40 years.

**Table and Chart 3:** Showing the Marital Status of the respondents

Marital Status	Frequency	Percentage
Single	63	63.0
Married	37	37.0
Total	100	100.0

Source of data: Survey

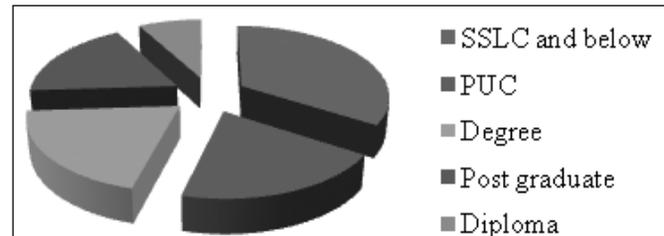


**Interpretation:** In the above Table majority of the respondents are single i.e. 63% and 37% of respondents are married.

**Table and Chart 4:** Showing Educational Qualification of the respondents

Educational qualification	Frequency	Percentage
SSLC and below	34	34.0
PUC	20	20.0
Degree	20	20.0
Post graduate	18	18.0
Diploma	08	08.0
Total	100	100.0

Source of data: Survey

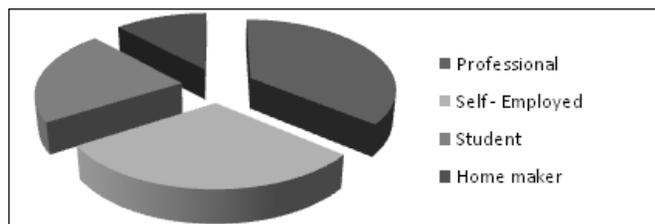


**Interpretation:** In the above Table shows that out of total respondents, majority of respondents are SSLC and below i.e.34%, 20% and 20% PUC and Degree.18% of them completed their Post Graduate and remaining 8% of them have completed their Diploma.

**Table and chart 5:** Showing Occupation of the respondents

Occupation	Frequency	Percentage
Self Employed	36	36.0
Professional	30	30.0
Student	22	22.0
Home maker	12	12.0
Total	100	100.0

Source of data: Survey



**Interpretation:** Above Table shows that out of total respondent, 36% of them are self employed, 30% of them are professionals and 22 % of them are students and remaining 12% of them is home maker. Therefore it is clear that majority of the respondents are professionals.

**Table and Chart 6:** Showing the geographical area of the respondents.

Area	Frequency	Percentage
Rural	51	51.0
Urban	16	16.0
Semi Urban	34	34.0
Total	100	100.0

Source of data: Survey

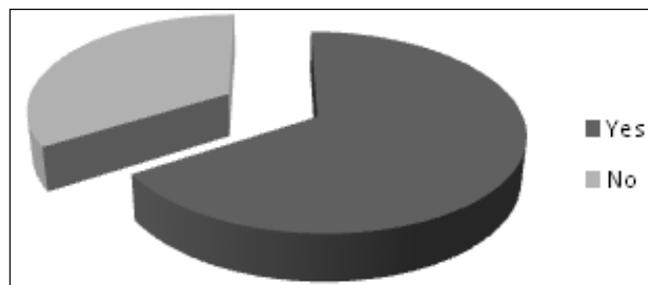


**Interpretation:** In the above Table 51% of the respondents belonging to the rural, 34% from semi urban and 16% respondents belonging to urban area.

**Table and Chart 7:** Showing the number of respondents aware of and using green products.

Aware of Green Products	Frequency	Percentage
Yes	66	66.0
No	34	34.0
Total	100	100.0

Source of data: Survey

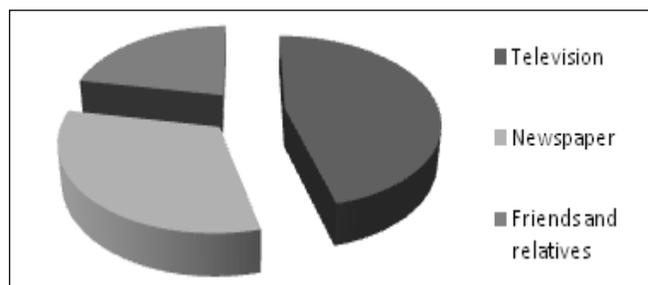


**Interpretation:** The above Table shows that 66% of the respondents are aware of green products and using of them and 34% of the respondents are not using green marketing products.

**Table and Chart 8:** Showing the through which the respondents Aware about Green marketing.

Awareness	Frequency	Percentage
Television	46	46.0
Newspaper	32	32.0
Friends & relatives	22	22.0
Total	100	100.0

Source of data: Survey

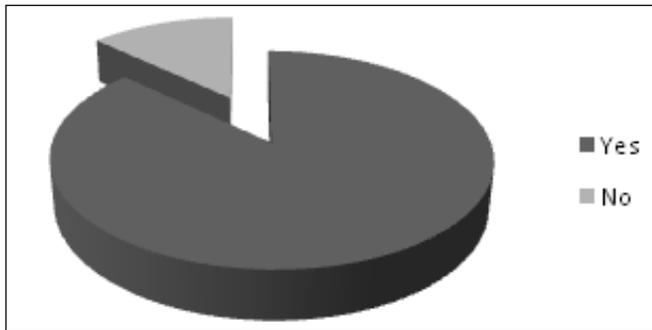


**Interpretation:** The above Table shows that 46% of the respondents were influenced by television, 32% of the respondents were influenced by Newspaper and 22% of the respondents were influenced by the Friends and relatives. Therefore, it is clear that majority of the respondents were influenced by television.

**Table and Chart 9:** Showing the opinion of the Respondents whether green marketing products less damages to the environment.

Less Damages to the Environment	Frequency	Percentage
Yes	87	87.0
No	13	13.0
Total	100	100.0

Source of data: Survey

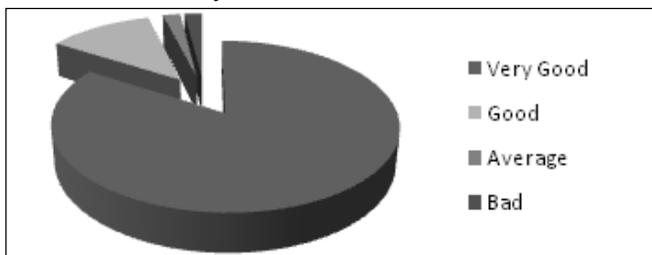


**Interpretation:** Above Table shows that 87% of the respondents opinioned that green products will not damages the environment and 13% of the respondents opinioned that green products also will damages the environment.

**Table and Chart 10:** Showing the Respondents opinion about the performance of Green Products over non green products.

Performance	Frequency	Percentage
Very Good	84	84.0
Good	12	14.0
Average	02	02.0
Bad	02	02.0
Total	100	100.0

Source of data: Survey

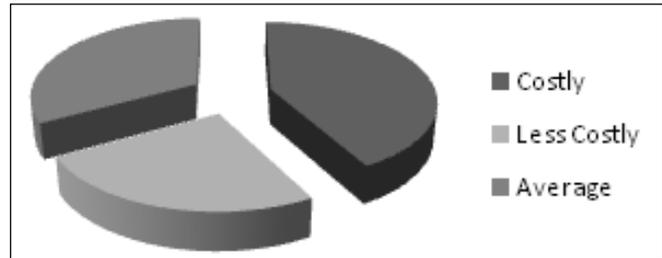


**Interpretation:** Above Table shows that 84% of the respondents opinioned that the performance is very good, 12% of the respondents opinioned that good, 2% of the respondents opinioned that average and 2% of the respondents opinioned that performance is bad of green products over non green products.

**Table and Chart 11:** Showing the opinion about the cost of the green products.

Price	Frequency	Percentage
Costly	42	42.0
Less Costly	25	25.0
Average	33	33.0
Total	100	100.0

Source of data: Survey

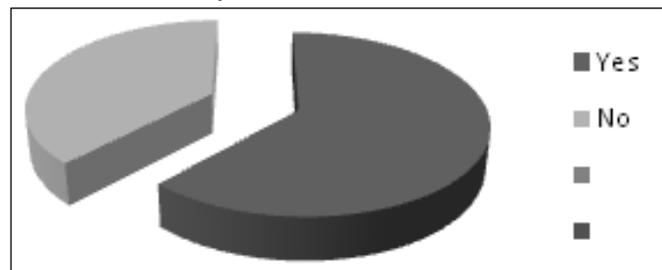


**Interpretation:** Above Table shows that 42% of the respondents opinioned that Green products are costly, 33% of the respondents opinioned average cost and 25% of the respondents opinioned less costly.

**Table and Chart 12:** Showing the changes in the Buying Behavior after Aware of Green Products

Changes	Frequency	Percentage
Yes	62	62.0
No	38	38.0
Total	100	100.0

Source of data: Survey



**Interpretation:** In the above Table shows that 62% of the respondents had changes in their buying behavior after aware of green products and remaining 38% of the respondents had no changes in their buying behavior. Therefore, it is clear that majority of the respondents had changes in their buying behavior after knowing about green products.

**Table and Chart 13:** Showing the Fear Faced by the Respondents While Using Green Product

Fear	Frequency	Percentage
Fear of security	22	22.0
Lack of knowledge	36	36.0
Any other	42	42.0
Total	100	100.0

Source of data: Survey

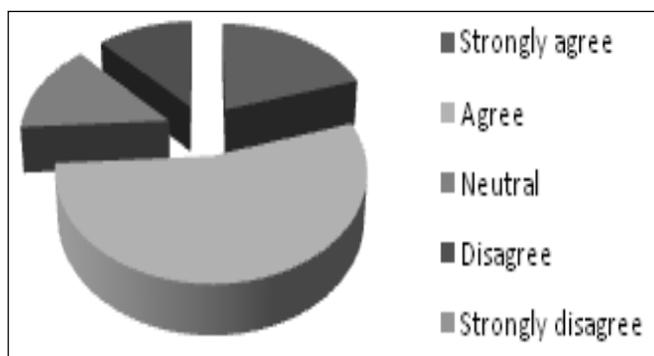


**Interpretation:** Above Table shows that 42% of the respondents fear about any other reason while using green products, 36% of the respondents fear about lack of knowledge while using green products and 22% of the respondents are fear of security while using green products. Therefore, it is clear that majority of the respondents fear about any other reason while using green products.

**Table 14:** Showing Green Products will become the part of the protection of Environment.

Response	Frequency	Percentage
Strongly agree	20	20.0
Agree	54	54.0
Neutral	14	14.0
Disagree	12	12.0
Strongly disagree	Nil	Nil
Total	100	100.0

Source of data: Survey



**Interpretation:** Above Table shows that 54% of the respondents are agree, 14% of the respondents are Strongly agree 14% and 12% of the respondents Neutral and disagree regarding Green products will become the part of protection of environment. Therefore, it is clear that majority of the respondents agree that Green Products will helps to protect our natural environment.

**Table and Chart 15:** Showing the purpose using Green Products more.

Purpose	Frequency	Percentage
Environment Friendly	72	72.0
Easily Available	04	04.0
Less costly	10	10.0
Any other	14	14.0
Total	100	100.0

Source of data: Survey



**Interpretation:** Above Table Shows that 72% of the respondents are using green products for the purpose because of it is environment friendly and 14 % of the respondents are using green products for the purpose their personal reason, 10% of the respondents are using green products for the purpose of available at less cost and remaining 4% of the respondents are using green products for the purpose that it is easily available. Therefore, it is clear that majority of the respondents are using green products for the purpose that it is environment friendly.

### Findings

- ✎ The study reveals that majority of the respondents are male.
- ✎ It is clear that majority of the respondents belonging to 25 years and below age group.
- ✎ Majority of the respondents are unmarried.
- ✎ It shows that the majority educational qualification of the respondents is SSLC.
- ✎ The majority of the respondents are self employed.
- ✎ It is clear that majority of the respondents from rural area.
- ✎ The study reveals that majority of the respondents are aware of the concept of green marketing and green products.
- ✎ The study shows that the majority of the respondents are aware of green products through television.
- ✎ It shows that majority of the respondents says that the green products will not damages the natural environment.
- ✎ The study shows that the majority of the respondents opinioned that the performance of the green products are very good over non green products.
- ✎ It reveals that the majority of the respondents opinioned that green products are costly.
- ✎ The study reveals that the majority of the respondents say that there is change in buying behavior after knowing about green products in the market.
- ✎ The study shows that the majority of the respondents are using green products because they are environment friendly.
- ✎ It shows that majority of the respondents agrees that the green marketing concept will become the part of environment protection in future.



## Suggestions

- ❖ The companies should give best vender award to taking initiation for implementation of green marketing practices.
- ❖ The government should spend more amounts on research and development for innovating environment friendly technologies.
- ❖ The government should provide subsidies to them who are practicing green marketing concept.
- ❖ There should be an establishment of some more institutions to create awareness of green marketing and green products among the marketers and consumers.
- ❖ There should be a close relationship between green marketing practices and green marketing performance.
- ❖ There should be a provision for providing information to the green consumers that the green products will not only having environment benefit but personal too.
- ❖ The companies should carry the green philosophy by using recycled containers and packaging.
- ❖ The companies should take responsibility to educate customers on both the money saving and green aspects of green products.

- ❖ The companies should try to prove that the green products and services are actually environment friendly.
- ❖ There is need of supervision of price of the green products so that company gives value for money by providing quality products.

## Conclusion

Green marketing is part of the marketing which is very important from social, economical and ethical point of view as it has motive of spreading awareness among the people about environmental issues. This is helping to maintain the environment clean and green by producing eco-friendly products.

This study shows the existence of gap between an environment value and action value. The gap is between the consumer's behavior and being green. This paper has presented various aspects of consumer behavior and shown that preference of consumer for green products could be influenced by marketing. Over all it is clear that all the companies should go for green marketing concept to protect the natural environment. The study suggests there is greater use of marketing brands to sell green products which are eco-friendly.

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