Consumer Awareness And Perception Towards Green Marketing: An Empirical Study In Bangalore City

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Abstract

Green marketing refers to the process of selling the products and services based on their interest and environmental benefits to the society. Green marketing is typically practiced by many environmental companies that are committed to environmental and social responsibility. Green marketing is a new strategy to protect society and environment. The main thrust of the study is to measure the relationship among consumer awareness and perception toward green marketing with reference to Indian Tobacco Company (ITC) Limited. Study finds that there is positive association between gender and annual income of ITC consumers in Bangalore city and concluded that there is relationship between consumer awareness, consumer perception, environmental concerns, and consumer buying decision of green marketing products of ITC cosumers in Bangalore city.

Keywords: Green Marketing, Consumer awareness, Environment, Perception.

Introduction

Green marketing is one of the strategies that can help to the companies selling their products and services achieve their primary goals of the business **(Papadas, K. K et al, 2019).** These types of strategies focuses on create on sustainable environmental benefits. Green marketing is processes by which individuals and groups and environmental groups fulfill their demand and objectives through a strategic approach that minimize the effects of negative environmental impact **(Chung, K. C, 2020).** In this manner, Green marketing has scope of exercises of showing which incorporates different items, creation of new items, measures, building cycle and promoting. Because of environmental quick changes, a significant worry for the environmentalist and individuals are to protect the mother of earth **(Sharma, A. P. 2021).** The biggest challenge for green marketing product companies is how to create environmental friendly marketing communication with mix platforms that is mandatory for green marketing activities by various companies **(Nandish, J et.al 2021).** Consumers demand new eco-friendly green products by assessing features like quality, price, labeling and durability etc. and similarly green products companies also taking initiative

fulfilling the requirement of consumers **(Tsai, P. H., et.al 2020).**

Review of Literature

Papadas, K. K et al, (2019) Studied strategic green marketing effects on internal green marketing orientation. It is found that there is insufficient focus on strategic green marketing in different companies in United States and also reveals that moderating role of internal green marketing action towards the development of sustainable green environment. Study concluded that new strategies could be implemented to build on current literature drivers and outcomes of sustainable green marketing.

Sharma, A. P. (2021) explored purchasing behavior of consumer towards green products. It is analyzed personal factors affecting green purchase; green purchase; and green marketing mix. Study analyzed various concern for eco-environment, eco-labeling and perceived usefulness have been identified as major influencers of green consumer behavior. Further, found that Lack of environmental knowledge, price, perceived associated risks, organizational image, trust, and willingness to pay has been identified as barriers, creating a gap between attitude and actual purchase behaviour of consumers towards green products

Tsai, P. H., et.al (2020) evaluated brand image effects on consumer's purchase in green marketing. Analyzed evolution indicators and sub-indicators influence on network relationship in green marketing. Study found that improve the tangible effects of their green marketing strategies by stimulating consumer's purchase intentions of the environmental consumers in green marketing.

Cui, L. et.al (2020) explored coordination issues of the green agri-food supply chain under background of farmer's green farming and retailers green marketing. Study found that the two-echelon green agri-food supply chain composed of a farmer and a retailer, a revenue-sharing contract was established that takes the cost of farmer's green farming and retailer's green marketing into account. It is concluded that the revenue-sharing contract is beneficial to not only increase the greening level, but also improve both the farmer's profit and the retailer's profit in agri- foods.

Chung, K. C. (2020) analyzed sustainable consumption behavior of customers affects the sustainable development of the society. Study reveals the benefits of green hotel management in protecting the earth and establish a green marketing – oriented model through stress cognitive theory. It is found that stakeholders and executive corporate social responsibility hotels could indirectly increase consumer loyalty to the image of the hotel through green marketing in hotel industry.

Objectives of the study

- To measure the relationship between consumer awareness and perception towards green marketing.

Hypothesis

H_1: There is no significance relationship between consumer awareness, perception, environmental concern and consumer green marketing.

Research Methodology

The type of research is carried out for the study is empirical in nature. The primary data is collected using survey method and the instrument is used for collecting data is through questionnaire. A five-point Likert's scale will be used for independent variables like consumer awareness, consumer perception and environmental concern and dependent variables like consumer buying of green products where '1' and '5' indicates a least and most agreed statement respectively. A sample size of 107 consumers is collected from Bangalore for further analysis and the analysis of primary data will be done using SPSS 24.

Analysis and Interpretation

Variable	Measure	Frequency	%	Variable	Measure	Frequency	%
Gender	Male	76	71	Age in years	Below 30	18	16.8
	Female	31	29		30-40	57	53.3
Education qualification	Graduate	79	73.8		40-50	24	22.4
	Non graduate	10	9.3		Above 50	8	7.5
	Post graduate	18	16.8	Occupation	Student	18	16.8
Marital status	Single	26	24.3		Employed	29	27.1
	Married	81	75.7		Others	60	56.1
				Annual income (Rs. In Lakhs)	Below 2	18	16.8
					2-5	29	27.1
					5-10	34	31.7
					Not applicable	26	4.2
	Total	107	100		Total	107	100

(Computed own source)

From the above table 1, it is found that 76% are male Indian Tobacco Company consumers. It is also observed that 79% are having post graduate as their education qualification. Then, it is found that 57% of ITC consumers fall in the age group below 30 to 40 years. The least percentage of ITC consumers are above 50 years old consumers towards to green marketing.

Independence of attributes between Gender and Annual Income of employees in Green marketing of ITC consumers in Bangalore city

Test Statistics

	Annual Income (Laks)	Gender
Chi-Square	26.598[a]	18.925[b]
df	2	1
Asymp. Sig.	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 35.7.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 53.5.

Since p value is less than 0.05, the null hypothesis is rejected and alternative hypothesis accepted. Study reveals that there is association between gender and annual income of ITC consumers in Bangalore city.

Significant difference between gender and consumer perception

ANOVA

ConsumerAwareness

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.547	1	13.547	14.992	.000
Within Groups	94.883	105	.904		
Total	108.430	106			

Since p value is less than 0.05, the Null hypothesis H0 is rejected at 5% level of significance and we conclude that there is no significant difference between gender and consumer perception

Correlation for relationship between consumer awareness, perception, environmental concerns and consumer purchase decision in green marketing

Correlations

		Consumer Awareness	Consumer Perception	Environmental Concern	consumer purchase decision
Consumer Awareness	Pearson Correlation	1	.347**	.271**	.198*
	Sig. (2-tailed)		.000	.005	.041
	N		107	107	107
Consumer Perception	Pearson Correlation	.347**	1	.223*	.419**
	Sig. (2-tailed)	.000		.021	.000
	N	107	107	107	107
Environmental Concern	Pearson Correlation	.271**	.223*	1	.136
	Sig. (2-tailed)	.005	.021		.161
	N	107	107	107	107
consumer purchase decision	Pearson Correlation	.198*	.419**	.136	1
	Sig. (2-tailed)	.041	.000	.161	
	N	107	107	107	107

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The correlation coefficient of consumer awareness and consumer perception is 0.347 which indicates that 34.7% positive relation between consumer awareness and consumer perception in ITC consumers in Bangalore city. Similarly, correlation coefficient of consumer awareness and environmental concern is 0.271 which indicates that 27.1% positive relation between consumer awareness and environmental concern of green marketing products. Likewise correlation coefficient of consumer awareness and consumer purchase decision is 0.198 which indicates that 19.8% positive relation between consumer awareness and consumer purchase decision in green marketing products of Indian Tobacco Company consumers. Study concludes with similar results of (**Harshith Babu et.al 2020**). Since the p value is less than 0.05, the null

hypothesis H0 is rejected at 5% level of significance. Hence, we conclude that there is relationship between consumer awareness, consumer perception, environmental concerns, and consumer buying decision of green marketing products of ITC.

Conclusion

Consumers have shown positive attitude towards green marketing products at the same time many consumers are concerned with availability and quality of the products in markets. The main of the study is to measure the relationship between consumer perceptions, awareness with respect to green marketing products of Indian Tobacco Company in Bangalore city. Study found that there is association between gender and annual

income of ITC consumers in Bangalore city and conclude that there is relationship between consumer awareness, consumer perception, environmental concerns, and consumer buying decision of green marketing products of ITC.

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