

An Analysis of Relationship between Indian Customer's Demographics and their Level of Awareness towards Green Marketing

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Abstract:- Environmental concerns have grown attention in business as well as in consumer life throughout the world. The growth of green marketing has opened the door of opportunity for companies to co-brand their products into a distinct product line. While awareness is the first action to build the brand in the mind of the consumer, considering this fact the green marketing techniques could explain the direct result of green marketing awareness amongst customers. As an output of these, numbers of businesses have increased rate of targeting the customers, who are fretful about the environment issues. These same customers have an interest in grouping environmental problems into their buying choices through their incorporation into the method and content of the promoting approach. The present research aims to analyze the relationship between Indian consumer's demographics and their depth of consciousness towards green marketing. To accomplish the objectives of the study we have collected the data from responded about demographics and their awareness towards green marketing. Data Analysis performed with the help of SPSS-21. The present research will provide significant implications to the marketer for developing their marketing strategy.

Keywords:- Green Marketing, Strategy, Traditional Marketing, Indian Consumer.

I. INTRODUCTION

Green marketing includes development and marketing of products and services that meet customers want and need for performance, quality, reasonable pricing and convenience without having a adverse input on the environment. Definition according to the American Marketing Association, green marketing is that the selling of product that are likely to be environmentally safe. Thus green marketing consolidates a broad vary of events, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet shaping green marketing isn't an easy task wherever many meanings come across and controvert every other; an example of this can be the existence of variable social, environmental and retail definitions attached to this term. Other similar terms used are environmental promoting and ecological promoting.

➤ Evolution of Green Marketing

The green marketing has developed over a period of time. In the late 1980s and early 1990s, term Green Marketing came into fame. The progress of green marketing has three stages. The first stage was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. The second stage was "Environmental" green marketing, and the focus shifted on clean technology that involved designing innovative new products, which take care of pollution and waste issues. The third phase was "Sustainable" green marketing. It came into prominence within the late Nineties and early 2000. Such a product or service is also environmentally friendly in it or created and packaged in an environmentally friendly approach. The clear assumption of green marketing is that prospective consumers can read a product or service's "greenness" as a benefit and base their buying call according to that. The not-so-obvious supposition of green marketing is that consumers are going to be ready to pay a lot of for green products than they might for a less-green comparable various product - associate assumption that has not been verified (Peattie, 1995).

Number of literature discuss green marketing and pays attention to the relationship between customers demographics and environmental schemes concerning. The study focused on the concept of green marketing and performs the analysis to know the connection between Indian consumer demographics and their level of awareness towards green marketing.

II. LITERATURE REVIEW

Green marketing has been an essential academic research topic from its evolution. Attention was drawn to the topic within the late seventies once the American Marketing Association organised the initial-ever workshop on —Ecological promoting in 1975 that resulted within the first book on the topic entitled —Ecological marketing by Henion and Kinnear in 1976. Peattie and Crane (2005) claim that despite the first development, it was only in the late 1980s that the idea of Green Marketing made an presence because of the customers growing interested in green goods. The green marketing has developed over a period of time. According to Peattie (2001), the growth of green marketing has three phases. The first section was

termed as "Ecological" green marketing, and during this age all marketing activities were concerned to help environment problems and provide remedies for environmental problems. The second phase was "Environmental" green marketing, and the attention shifted on clean technology that consist of designing innovative new products, which take care of pollution and waste issues. The third phase was "Sustainable" green marketing. It came into fame within the late 1990s and early 2000. During the 1990s, the concern for environment increased and resulted in increasing challenges for the companies. According to Dr. Monire Panahi (2014), consumers are very much thoughtful in a few factors. These factors are consumer's loyalty regarding green product, global warming and environmental safety, quality of product, concern about extra price and luxury.

The progress of green marketing and the green buyer is "perhaps the greatest opening for business and invention the industrial world has ever seen" (Cairncross 1992) and Ekta Rastogi (2017), studied what green marketing is all about and how can a business concern be additional competitive by using green marketing ways to achieve a competitive edge over others. All over the globe, the demand for green product is rising, and as such, there is a concern for understanding how green is a green product. This irresistible increase within the overall environmental consciousness among completely different shopper profile there has been efforts undertaken by companies to "go green". There is a spot within the literature on the understanding of what shoppers think about a green or organic product is, for instance in terms of amount of organic elements in the final product. (Cervellon et al. 2010)

III. RESEARCH METHODOLOGY

The presented methodology of study is based on the descriptive research design. The underlying aim of the study is to investigate the relationship between Indian consumer's demographics and their level of awareness towards green marketing. The researcher has undertaken the descriptive approach to recognize how change in one or more variables has an effect on the other variable. The presented methodology of study is based on the type of descriptive research. The researcher has undertaken the descriptive approach to study the description of the phenomenon and also the peculiar characteristics associated with the population of study. As per Cooper and Schindler, (2006), a descriptive study may be undertaken in a magnitude of studies and may be simple or complex. It is also as demanding as any other research design and demands high standards of design and execution. The simplest descriptive study comprises of a question or hypothesis which is a univariate, or with one variable. It asks question or state something regards size, distribution, form or the existence of a variable. A descriptive study helps to establish which variable is causing a certain type of behavior.

The methodology for the research was undertaken in a systematic approach. It was initiated with a research objective, followed by generation of hypotheses that leads data collection, analysis of the collected data, interpretation and concluded with testing the hypotheses.

A. Research Question

Q1: What role plays by gender in the awareness of green marketing?

Q2: Is there any association exist between the customer income and awareness level of green marketing?

Q3: Does education level of customers matter in the awareness of green marketing?

B. Objectives of the Study:

The study is conducted with a view to achieve the following objectives: To analyse the role of Indian customer gender in the level of consciousness towards green marketing. To find the connection between Indian customer income level and their awareness towards green marketing. To ascertain the relationship between Indian customer education level and their awareness towards green marketing.

C. Hypotheses

- H0: There is no relationship between Gender and Level of Awareness towards green marketing amongst Indian customers.
- H0: There is no relationship between Income and Level of Awareness towards green marketing amongst Indian customers.
- H0: There is no relationship between Education Level and Level of Awareness towards green marketing amongst Indian customers.

D. Research Design

Research Approach: Quantitative approach

Research Type: Descriptive Research.

Method of data collection: Survey (for primary data).

Instrument: Well Organized Questionnaire.

Sampling method: Convenience Sampling

Sample size of this research: 60

E. Data Collection

The primary data was collected from 60 customers. Additionally, the secondary data was collected at multiple stages to understand, describe and augment the study.

F. Sources of Data

Following sources are used to collect the data:

➤ Primary Data Source

Primary Data was collected by means of conducting survey.

A comprehensive survey via personal interview of customers in Nashik city was undertaken by means of a structured questionnaire.

➤ *Secondary Data Source:*

Literature on consumer buying behavior and consumer digital buying behavior. Conference and seminar proceedings. Books, journals, newspaper and websites etc.

G. Instrument of Research

A questionnaire was used as an instrument (form / tool) to collect answers to the well structured questions. The questions were mostly numeric scale to measure the demographics and opinion of the respondents relevant to

the subject of study. The said instrument was used in order to collect data of a large number of customers, relatively easily and economically. It also provided quantifiable answers that were relatively easy to analyze. The pilot survey carried out, the changes were made so as to improve the pre-tested final questionnaire:

➤ *Data Analysis:*

Data Analysis performed with the help of SPSS-21.

Demographics		Frequency	Percentage
Gender	Male	41	68.3
	Female	19	31.7
Age	Less than 20	26	43.3
	20 to 30	9	15.0
	30 to 40	8	13.3
	Above 40	17	28.3
Income	Less than 2 Lakhs	2	3.3
	2 Lakhs to 4 Lakhs	17	28.3
	4 Lakhs to 7 Lakhs	31	51.7
	Above 7 Lakhs	10	16.7
Education Level	Below Graduation	4	6.7
	Graduation	34	56.7
	Post Graduation and Above	22	36.7

Table 1:- Sample Characteristics

• *Hypotheses Testing*

H1: There is relationship between Gender and Level of Awareness towards green marketing amongst Indian customers.

H0: There is no relationship between Gender and Level of Awareness towards green marketing amongst Indian customers.

		N	Mean	Std. Deviation	Std. Error Mean
Gender	Male	41	4.2195	1.29445	.20216
	Female	19	4.4737	.90483	.20758

Table 2:- Group Statistics

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig.(2 Tailed)
Gender and Level Awareness towards green marketing	Equal variances assumed	2.495	.120	-.771	58	.444

Table 3:- Independent Sample Test

• *Interpretation*

Hypothesis test carried out with help Independent t-Test. The output of Independent t-Test confirmed that, there is no relationship exists between gender and level of awareness towards green marketing. This result confirm acceptance of null hypothesis as 'P' value is .444 which is greater than 0.05.

H2: There is relationship between Income and Level of Awareness towards green marketing amongst Indian customers.

H0: There is no relationship between Income and Level of Awareness towards green marketing amongst Indian customers.

Income and Level of Awareness towards green marketing				
	N	Mean	Std. Deviation	Std. Error
Less than 2 Lakhs	10	2.1000	.56765	.17951
2 Lakhs to 4 Lakhs	17	4.1176	1.16632	.28287
4 Lakh to 7 Lakhs	23	4.1739	1.19286	.24873
Above 7 Lakhs	10	4.9000	.31623	.10000
Total	60	3.9333	1.31312	.16952

Table 4:- Descriptive

Income and Level of Awareness towards green marketing			
Levene Statistic	df1	df2	Sig.
10.462	3	56	.000

Table 5:- Test of Homogeneity of Variances

Income and Level of Awareness towards green marketing					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	44.864	3	14.955	14.726	.000
Within Groups	56.869	56	1.016		
Total	101.733	59			

Table 6:- ANOVA

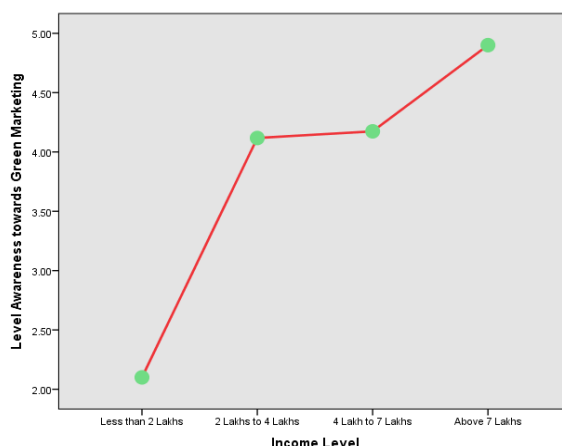


Fig 1:- Mean Plot of Income Level and Level of Awareness towards Green Marketing

• Interpretation

Hypothesis test carried out with the help of one way ANOVA. Result of ANOVA showed ‘P’ value less than 0.05 with ‘F’ value 14.726 which confirm rejection of null hypothesis. Output of one way ANOVA reveals that, there is relationship exist between income and level of awareness towards green marketing. The fig 1, Mean Plot of Income Level and Level of Awareness towards green marketing also confirm the relationship between income and level of

awareness towards green marketing as the level of awareness towards green marketing gets increased with the level Income of respondents.

H3: There is relationship between Education Level and Level of Awareness towards green marketing amongst Indian customers.

H0: There is no relationship between Education Level and Level of Awareness towards green marketing amongst Indian customers.

Education Level and Level of Awareness towards green marketing				
	N	Mean	Std. Deviation	Std. Error
Below Graduation	4	2.7500	1.50000	.75000
Graduation	34	3.6765	1.29616	.22229
Post Graduation and Above	22	4.5455	1.05683	.22532
Total	60	3.9333	1.31312	.16952
Model	Fixed Effects		1.22579	.15825
	Random Effects			.45911

Table 7:- Descriptives

Education Level and Level of Awareness towards green marketing			
Levene Statistic	df1	df2	Sig.
4.827	2	57	.012

Table 8:- Test of Homogeneity of Variances

Education Level and Level of Awareness towards green marketing					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.088	2	8.044	5.353	.007
Within Groups	85.646	57	1.503		
Total	101.733	59			

Table 9:- ANOVA

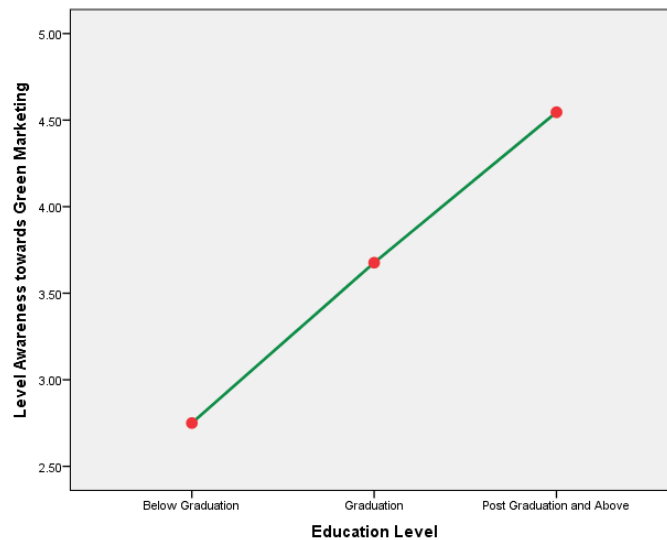


Fig 2:- Mean Plot of Education Level and Level of Awareness towards Green Marketing.

• *Interpretation*

Hypothesis testing carried out with help of one way ANOVA. Result of ANOVA showed ‘P’ value less than 0.05 with ‘F’ value 5.353 which confirms rejection of null hypothesis with help of one way ANOVA. Result reveals there is relationship exist between income and level of awareness towards green marketing. The fig 2, Mean Plot of Education Level and Level of Awareness towards green marketing also confirm the relationship between income and level of awareness towards green marketing as the level of awareness towards green marketing gets increased with the level Education of respondents.

• *Findings*

The gender of the respondent does not affect the level of awareness towards green marketing amongst Indian customers. The test statistics reveals that, there is relationship exists between income and level of awareness towards green marketing. One way ANOVA reveals that there is relationship exist between income and level of awareness towards green marketing.

• *Suggestions and Implications*

Prior to formulate the marketing strategies for green products Marketers need to thing about all the segments of demographics including income and education. It was noted that the gender not affect the level of awareness towards green marketing amongst Indian customers, so

green product manufacturer can gender neutralised product. While setting the marketing strategies for green products marketers can set the strategies according to various level of customers’ income level. As more intensive marketing strategy for low income level customers as compare to high income level customers. Green marketing promotion prospective marketer can formulate the strategy more profoundly for low education level customers as compare to the high level education level customers.

IV. DISCUSSION AND CONCLUSION

Green marketing is a quite latest phenomenon and also it is increasing awareness between customers and businesses about reducing the adverse effect on the environment. Environmental issues are given more importance these days. This paper guide us to know the various strategies, which can implement by companies for motivating green environment and also aimed at converting the consumer minds and their views towards environment. Well in this scenario, many corporate has taken green marketing further and as a part of their company strategy just to build brand image, gain the attention of the customers. Present study confirm the significance of customer demographics in relation with the awareness level towards green marketing amongst Indian customers, which can help to marketers to formulate the marketing strategies.

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