



# Awareness of Consumers on the Green Marketing Initiatives of Corporates

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**Abstract**— The threatening alarm of Global Warming pushes the corporates towards sharing the responsibility of making a safe environment for all by involving themselves as a party to the Social Contract – an invisible agreement lying between the society and corporates. This growing importance of an eco-friendly approach, has paved the way for a new dimension of marketing – the Green Marketing. Green marketing is still found at its nascent stage due to the lack of awareness of consumers on eco-friendly activities of corporates. In order to bring in the awareness of green marketing, the corporates are bound to educate their consumers on the importance of environmental protection rather than adopting the green marketing initiatives. To make green marketing successful it is essential that the corporates adopt these functions with the approach of volunteerism and responsibility over the society and environment which has given them existence and survival.

**Keywords**— Green Marketing, Green issues, Environment-Friendly, FMCGs and services, Consumer awareness.

## I. INTRODUCTION

An intelligent marketer is the one who not only convinces the consumer, but also involves the consumer in marketing his product. Today, many corporates have started realizing that they should be environment-friendly. They believe in the achievement of both social and environmental objectives as well as financial objectives. The threatening alarm of Global Warming pushes the corporates towards sharing the responsibility of making a safe environment for all by involving themselves as a party to the Social Contract – an invisible agreement lying between the society and corporates. This growing importance of an eco-friendly approach, has paved the way for a new dimension of marketing – the Green Marketing.

According to the American Marketing Association, “**green marketing** is the marketing of products that are presumed to be environmentally safe”[1]. Hence, green marketing involves a broad range of activities, including product modification, changes to the production process, changes in packaging, as well as modifying advertising.

Green marketing cannot be perceived to be just one more approach to marketing, but has to be pursued with much vitality, as it has an environmental and social dimension involved into it. It is highly important for the marketers that they make green marketing as one of the norms of marketing procedure rather than an exception or just a fad.

Though environmental protection is the trend of the day, green marketing is still found at its nascent stage due to the lack of or low awareness of consumers on the eco-friendly activities performed by the manufacturers and service providers. Yet the limited awareness of consumers on green marketing pressurises the marketers and researchers to do a lot of research on green marketing to fully explore its potential. Measuring the level of awareness of consumers has been of great importance to the marketers as they need to bear the greatest responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones and motivate them to pay more to maintain a cleaner and greener environment.

## II. GREEN MARKETING – A REVIEW

India is growing at 9% annually and expected to double its energy consumption between 2005 and 2030, is under pressure to take action for providing clean environment for all future generations to come. In

India, around 25% of the consumers prefer environmental-friendly products, and around 28% may be considered healthy conscious. Therefore, there is a lot of diverse and fairly sizeable untapped segment in India which green marketers can serve through offering eco-friendly products for profitability and survival in the era of globalization[2].

The first wave of Green Marketing occurred in the 1980s. Corporate Social Responsibility (CSR) Reports started with the ice cream seller Ben & Jerry's where the financial report was supplemented by a greater view on the company's environmental impact.

In 1987, a document prepared by the World Commission on Environment and Development defined sustainable development as meeting "the needs of the present without compromising the ability of future generations to meet their own need". This became known as



the Brundtland Report and was another step towards widespread thinking on sustainability in everyday activity.

Two tangible milestones for wave of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America.

In the years after 2000 a second wave of Green marketing emerged. By now CSR and the Triple Bottom Line (TBL) were widespread. Such publications as a 2005 United Nations Report, a book by Al Gore in 2006 and the UK Stern Report brought scientific-environmental arguments to the public in an easy-to-understand way[3].

Therefore, surely this is time right to inject sustainable development into the marketing mix to help address some of the gritty issues currently facing our planet.

### III. STATEMENT OF THE PROBLEM

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. There is growing interest among the consumers all over the world regarding protection of environment. As a result, green marketing which speaks for growing market for sustainable and socially responsible products and services becomes inevitable for corporates.

Various studies by environmentalists indicate that consumers are concerned with the environment and are changing their behavioural pattern so as to be less hostile towards it. The level of green marketing initiatives of manufacturers and marketers is based on the level of awareness of consumers on green marketing.

Therefore, the present study "AWARENESS OF CONSUMERS ON THE GREEN MARKETING INITIATIVES OF CORPORATES" has been endeavoured by the researcher to analyse the level of awareness of consumers on green marketing initiatives of corporates.

### IV. OBJECTIVES OF THE STUDY

The following are the objectives of this study,

#### *Primary Objective*

To study the level of awareness of consumers on green marketing initiatives of corporates.

#### *Secondary Objectives*

1. To find out the level of awareness of consumers of FMCGs on green marketing initiatives of corporates.
2. To understand the level of awareness of consumers of durable goods on green marketing initiatives of corporates.
3. To identify the level of awareness of consumers of services sector on green marketing initiatives of corporates.

4. To provide suitable suggestion to the marketers of FMCGs, Durables and Services Sector with regard to the level of awareness of consumers on green marketing initiatives of corporates.

### V. RESEARCH HYPOTHESES OF THE STUDY

To test the level of awareness of consumers on green marketing initiatives of corporates, the following research hypotheses have been proposed:

1. There is a significant association between the level of awareness of consumers of FMCGs on green marketing initiatives of corporates and their age.
2. There is a significant association between the level of awareness of consumers of durable goods on green marketing initiatives of corporates and their age.
3. There is a significant association between the level of awareness of consumers of services sector on green marketing initiatives of corporates and their age.
4. There is a significant association between the level of awareness of consumers of FMCGs on green marketing initiatives of corporates and their sex.
5. There is a significant association between the level of awareness of consumers of durable goods on green marketing initiatives of corporates and their sex.
6. There is a significant association between the level of awareness of consumers of services sector on green marketing initiatives of corporates and their sex.
7. There is a significant association between the level of awareness of consumers of FMCGs on green marketing initiatives of corporates and their level of education.
8. There is a significant association between the level of awareness of consumers of durable goods on green marketing initiatives of corporates and their level of education.
9. There is a significant association between the level of awareness of consumers of services sector on green marketing initiatives of corporates and their level of education.

### VI. SCOPE OF THE STUDY

The study focuses to understand level of awareness of consumers about green marketing of FMCGs, durables and services sector. The present study has been conducted covering consumer-respondents of the district of Tiruchirappalli. The study may be of help to the marketers of FMCGs, durables and services sector to work out a good green marketing campaign for their products, after understanding level of awareness of consumers on green marketing initiatives of corporates.

### VII. METHODOLOGY

The consumers of the district of Tiruchirappalli were the sample units of this study. The sample size comprised of 51 consumer-respondents who have been targeted in the retail



stores of the district of Tiruchirappalli. The study is based on the primary data collected using a structured as well as illustrative questionnaire which has also been used as an interview schedule. The hypotheses of the study have been analysed and proved using Chi-Square Test.

#### VIII. LIMITATIONS OF THE STUDY

The findings and suggestions derived out of the study may not be applicable to any period other the period from 15<sup>th</sup> November, 2011 to 15<sup>th</sup> December, 2011 and also may not be relevant to any area other than the district of Tiruchirappalli.

#### IX. ANALYSIS AND FINDINGS

The analysis of the study focuses on measuring the level of awareness possessed by the consumers of FMCGs, durables, and services sector on the green marketing initiatives of corporates.

The Table – 1 explains the relationship between the age of consumer-respondents and their level of awareness on the green marketing initiatives of corporates of FMCGs, durables and services. It may be located from the table that:

There is no significant association between the age of consumers and their level of awareness on the green marketing initiatives of corporates of beverages, electronic products, mobile phones, and services other than financial services.

There is a significant association between the age of consumers and their level of awareness on the green marketing initiatives of corporates of detergent products and financial services.

The consumers of electrical products possessed wide knowledge of the green marketing features of their products irrespective of their level of age.

The consumers who purchase cars did not hold extensive knowledge of the green marketing aspects of their products irrespective of their level of age.

Hence, from the Table – 1, it has been inferred that the independent variable age has no association with the level of awareness of consumers on green marketing initiatives of corporates.

The Table – 2 demonstrates the relationship between the sex of consumer-respondents and their level of awareness on the green marketing initiatives of corporates of FMCGs, durables and services. The following findings have been inferred from the table:

There is no significant association between the sex of consumers and their level of awareness on the green marketing initiatives of corporates of beverages, detergent products and financial services.

There is a significant association between the sex of consumers and their level of awareness on the green marketing initiatives of corporates of electronic products, mobile phones and services other than financial services.

Again the consumers of electrical products have been found having complete awareness of the green marketing initiatives of marketers of electrical products irrespective of their sex.

As found in the previous table the consumers of cars do not embrace extensive knowledge of the green marketing aspects of their products irrespective of their sex.

Hence, from Table – 2, it has been recognised that there is an association between sex of respondents and their level of awareness on the green marketing initiatives of corporates.

Table – 3 throws light on the relationship between the level of education of consumer-respondents and their level of awareness on the green marketing initiatives of corporates of FMCGs, durables and services. The table provides the following inferences:

There is no significant association between the level of education of consumers and their level of awareness on the green marketing initiatives of corporates of beverages and mobile phones.

There is a significant association between the level of education of consumers and their level of awareness on the green marketing initiatives of corporates of detergent products, electronic products, financial services and services other than financial services.

Again the consumers of electrical products have been found having complete awareness of the green marketing initiatives of corporates of electrical products irrespective of their level of education.

The consumers of cars were found having no extensive knowledge of the green marketing features of their products irrespective of their level of education.

Hence, from the Table – 3, it has been identified that there is an association between level of education of consumers and their level of awareness on the green marketing initiatives of corporates.

#### X. SUGGESTIONS

From the analyses and findings of the study the following suggestions were proposed:

The corporates should make sure that the consumers are aware of and concerned about the green issues that the product attempts to address.

The corporates may take an initiatives to educate the consumers and letting them know what the corporates are doing to protect the environment, also by making them



know why it is important and educating them on eco-certifications.

Consumers must be reassured of the fact that the product performs the job it's supposed to do and the green issues of the product are only the additional features. They must be given the confidence that companies will never forego the product quality in the name of the environment.

Consumers need to be given an opportunity to participate by means of personalizing the benefits of environment-friendly actions of the corporates, through the promotion and positioning of the consumer desired value into environmental products and making the green product attributes as "solutions" for consumer needs.

#### XI. CONCLUSION

As the whole world is moving towards environmental protection, this seems to be the right time for the corporate to select "Green Marketing", because it is the vital ingredient to save the world from man-made hazards. It might bring a radical change in the world of business if all the nations undertake to perform strict roles of being environment-friendly. The approach of green marketing should be practiced with much care, as it has an environmental as well as social dimension into it. Recycling activities, treatment of waste material, recovery of used

materials, environment-friendly production etc., in a safe and harmless style should become a universal practice among corporates. Educating the consumers on the importance of environmental protection should be more important than adopting the green marketing initiatives. To design the strategy to implement green marketing, it is imperative for corporates to gauge the level of awareness of their consumers on their green marketing initiatives. Apart from all these practices, the prime most consideration of any sustainable activity of the corporates must be done beyond legalities and without the compulsion of government and non-governmental agencies, so that it becomes the part of one of the objectives and functions of a corporate.

#### REFERENCES

- [1] Available: [http://www.indianmba.com/Occasional\\_Papers/OP248/op248.html](http://www.indianmba.com/Occasional_Papers/OP248/op248.html)
- [2] Available: [http://www.indianmba.com/Occasional\\_Papers/OP248/op248.html](http://www.indianmba.com/Occasional_Papers/OP248/op248.html)
- [3] Available: [http://www.indianmba.com/Faculty\\_Column/FC1071/fc1071.html](http://www.indianmba.com/Faculty_Column/FC1071/fc1071.html)



ANNEXURE

**TABLE - 1**  
**ASSOCIATION OF THE LEVEL OF AWARENESS OF CONSUMERS ON GREEN MAERKETING**  
**INITIATIVES OF CORPORATES WITH THEIR AGE**

Products/ Services	Age					Statistical Inference
	Below 25yrs (n=21)	26 to 35yrs (n=21)	36 to 45yrs (n=0)	46 to 55 yrs (n=9)	56 & Above (n=0)	
<b>Beverages</b>						$X^2=2.175$ $Df=2$ $P = 0.337$ $P > 0.05$ <i>Not Significant</i>
Yes	01	2	-	02	-	
No	20	19	-	07	-	
<b>Detergents</b>						$X^2=14.433$ $Df=2$ $P = 0.001$ $P < 0.05$ <i>Significant</i>
Yes	03	15	-	03	-	
No	18	06	-	06	-	
<b>Electronics</b>						$X^2=1.457$ $Df=2$ $P = 0.483$ $P > 0.05$ <i>Not Significant</i>
Yes	03	03	-	0	-	
No	18	18	-	09	-	
<b>Electricals</b>						-
Yes	21	21	-	09	-	
No	0	0	-	0	-	
<b>Mobile Phones</b>						$X^2=1.457$ $Df=2$ $P = 0.483$ $P > 0.05$ <i>Not Significant</i>
Yes	03	03	-	0	-	
No	18	18	-	09	-	
<b>Cars</b>						-
Yes	0	0	-	0	-	
No	21	21	-	09	-	
<b>Finacial Services</b>						$X^2=11.302$ $Df=2$ $P = 0.004$ $P < 0.05$ <i>Significant</i>
Yes	18	18	-	03	-	
No	03	03	-	06	-	
<b>Other Services</b>						$X^2=3.363$ $Df=2$ $P = 0.186$ $P > 0.05$ <i>Not Significant</i>
Yes	06	06	-	0	-	
No	15	15	-	09	-	

Source : Field Data



TABLE - 2

ASSOCIATION OF THE LEVEL OF AWARENESS OF CONSUMERS ON GREEN MARKETING INITIATIVES OF CORPORATES WITH THEIR SEX

Products/ Services	Sex		Statistical Inference
	Male (n=21)	Female (n=30)	
<b>Beverages</b>			$X^2=0.003$ $Df=1$ $P = 0.955$ $P > 0.05$ Not Significant
Yes	02	03	
No	19	27	
<b>Detergents</b>			$X^2=0.042$ $Df=1$ $P = 0.838$ $P > 0.05$ Not Significant
Yes	09	12	
No	12	18	
<b>Electronics</b>			$X^2=4.760$ $Df=1$ $P = 0.029$ $P < 0.05$ Significant
Yes	0	03	
No	06	24	
<b>Electricals</b>			-
Yes	21	30	
No	0	0	
<b>Mobile Phones</b>			$X^2=4.760$ $Df=1$ $P = 0.029$ $P < 0.05$ Significant
Yes	0	06	
No	21	24	
<b>Cars</b>			-
Yes	0	0	
No	21	30	
<b>Financial Services</b>			$X^2=0.504$ $Df=1$ $P = 0.478$ $P > 0.05$ Not Significant
Yes	15	24	
No	06	06	
<b>Other Services</b>			$X^2=7.412$ $Df=1$ $P = 0.006$ $P < 0.05$ Significant
Yes	09	12	
No	12	27	

Source: Field Data



TABLE - 3

ASSOCIATION OF LEVEL OF AWARENESS OF CONSUMERS ON GREEN MARKETING INITIATIVES OF CORPORATES WITH THEIR LEVEL OF EDUCATION

Products/ Services	Level of Education						Statistical Inference
	< than SSLC (n=3)	SSLC (n=3)	HSC (n=3)	UG (n=9)	PG (n=30)	Professional (n=3)	
<b>Beverages</b>							$X^2=1.744$ $Df=5$ $P = 0.883$ $P > 0.05$ Not Significant
Yes	0	0	0	01	04	0	
No	03	03	03	08	26	03	
<b>Detergents</b>							$X^2=13.017$ $Df=5$ $P = 0.023$ $P < 0.05$ Significant
Yes	0	0	03	03	12	03	
No	03	03	0	06	18	0	
<b>Electronics</b>							$X^2=31.733$ $Df=5$ $P = 0.000$ $P < 0.05$ Significant
Yes	0	0	0	06	0	0	
No	03	03	03	03	30	03	
<b>Electricals</b>							-
Yes	03	03	03	09	30	03	
No	0	0	0	0	0	0	
<b>Mobile Phones</b>							$X^2=5.723$ $Df=5$ $P = 0.334$ $P > 0.05$ Not Significant
Yes	0	0	0	03	03	0	
No	03	03	03	06	27	03	
<b>Cars</b>							-
Yes	0	0	0	0	0	0	
No	03	03	03	09	30	03	
<b>Finacial Services</b>							$X^2=15.987$ $Df=5$ $P = 0.007$ $P < 0.05$ Significant
Yes	03	0	03	09	21	03	
No	0	03	0	0	09	0	
<b>Other Services</b>							$X^2=13.208$ $Df=5$ $P = 0.022$ $P < 0.05$ Significant
Yes	0	0	03	03	06	0	
No	03	03	0	06	24	03	

Source: Field Data