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IJIEMR Transactions, online available on 26th Jul 2022. Link

[:http://www.ijiemr.org/downloads.php?vol=Volume-11&issue=Issue 07](http://www.ijiemr.org/downloads.php?vol=Volume-11&issue=Issue 07)

10.48047/IJIEMR/V11/ISSUE 07/18

Title **GREEN MARKETING STRATEGIES TO PREVENT ENVIRONMENT**

Volume 11, ISSUE 07, Pages: 140-148

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GREEN MARKETING STRATEGIES TO PREVENT ENVIRONMENT

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ABSTRACT

Introduction: People have been utilizing natural resources unnecessarily just for their own benefit from the ancient time.

Aim of the study: the main aim of the study is Green Marketing Strategies to Prevent Environment

Material and method: The primary goal of qualitative research is to collect narrative information rather than numerical data. The information is subsequently interpreted, maybe in a diagnostic, subjective, or impressionistic way.

Conclusion: Marketers are reluctant to admit that they are confused by the concept of "green marketing," thus they have not made systematic strategies of using this mode and methodology

1. INTRODUCTION

1.1 OVERVIEW

People have been utilizing natural resources unnecessarily just for their own benefit from the ancient time. The main purpose behind such actions is their never-ending desire for the comfortable living. However, the utilization of these resources was ignored for multiple reasons till eighteenth century. Natural resources were widely available for the use by humans. In addition, the cost of utilizing natural resources was exceptionally low because of the machinery available. After the seventeenth century, technological advancements lead to increase in innovations, logical and mechanical developments and as a result, changed the world. A change in perspective occurred across the globe in their way to deal with the way of life by individuals. To demonstrate better as compared to every other person, attempts were being made. The outcome was advanced machines and items giving more benefits and better execution but having scarcity of natural resources. A lot of waste as leftover unrefined components, process effluents, pointless bundling has taken

place. This has been for monetary turn of events. This peculiarity has further monetary results on the general public. The more extravagant segment infrequently fretted over the outcomes (Vatsa, 2017).

1.2 ENVIRONMENTAL CONCERNS

All that influences an organic entity during its lifetime is known as its environment. It includes living as well as non-living components. Human civilization and globalization are the primary perpetrators of the ongoing warming and drying of the Earth's climate. Contamination, a harmful atmospheric deviation, and ozone consumption, as well as corrosive rain, depletion of natural resources, overcrowding, waste clearance, deforestation, and loss of biodiversity, are all examples of cycles that contribute to global ecological problems. This plethora of cycles is mostly attributable to the wasteful use of common resources. These reoccurring patterns have a negative impact on our present situation. Carbon dioxide and other ozone-depleting chemicals have entered the atmosphere in massive quantities as a direct result of businesses and consumers' use

of petroleum products. Our planet is facing a lot of environmental problems that directly or indirectly affect the health and wellbeing of human beings. Sometimes being responsive to customized health needs, the productivity decreases. But maintaining this productivity and being client responsive are vital (Bedi & Kaur, 2013).

2. LITERATURE REVIEW

Shil, P. (2012) asserts that Green Marketing is a holistic concept which starts from production and end with the disposal of product. The author reveals how green marketing started and what will be its future. It says green marketing includes modification in the product, production, packaging and marketing to have minimal negative effect on the environment. Starting in the late '90s, Green Marketing has gone through three distinct stages: the 'ecological,' 'environmental,' and sustainable. The government's push for "green" advertising among manufacturers, competitors, and society. Marketing Mix of green marketing involves green in all the aspects of P's of the model. Challenges of the green marketing includes huge investment in R&D, huge investment in green technology, lack of awareness among consumers, lack of willingness to pay more by consumers and economic aspects which generally gets neglected. Educating customers, participation of customers and genuineness is the key to success. Various green marketing strategies are marketing audit, evaluation of environmental plans and implementing green marketing strategies.

Singh, G. (2013) said that The American Marketing Association hosted the inaugural "Ecological Marketing" session in 1975. A book was written based on the workshop notes by Henion and Kinnear in 1976. The author did a primary survey of 200 customers from Ahmedabad city and found that 86 respondents believe that government is active

in finding solutions to the environmental problems while 92% think that companies are very active in green marketing. 58 out of 200 believe that society is also active in green marketing. 86 respondents believe that responsibility for protecting environment lie on the shoulders of the companies and 40% think that companies do green marketing to attract the consumers. 47% respondents are highly concerned about the environment. Further, gender has no effect on awareness and purchase intentions of consumers but age has. Study also shows that there are many companies which are involved in doing green marketing.

Chitra, B. (2015) focused on the study of evolution and concept of Green Products and Green Marketing. Ecological marketing, environmental marketing, and sustainable marketing are the three tiers of green advertising. In the late 1990s and early 2000s, green marketing emerged in response to rising consumer awareness of the need of promoting environmentally responsible lifestyle choices. There are distinctions between the standard marketing mix and the green marketing mix. Green marketing confronts little obstacles. The price tag is too high, there isn't enough consumer education, and people aren't prepared to shell out more cash for eco-friendly goods, huge investment is required for R & D. Marketers need to prove their claims, get the pricing right and offer personal benefits to consumers to increase the popularity of Green Products but the economic aspects should not be neglected. There is a lot of scope for green marketing as its potential is yet to be explored.

Thota, V. (2012) said that almost all the companies have at least one certified 'Green Product' or a whole range of green products. Switching to green may appear to be costly in the short run but it is very advantageous and cost effective in long run. Green marketing evolved with time and increase in environmental pollution is the main reason for

its existence. Green marketing involves various activities from saving energy and water to promote environment protection causes. Although there are various benefits of going green but there are some problems as well like explaining the environment benefits to consumer is difficult, feature of green product should be explained clearly or any negative factor should be handled properly.

3. METHODOLOGY

Detailed interviews were conducted in an unstructured format and then supported by structured Schedules and finally the Quantitative analysis, all as a result of the natural and sequential presence of reflexive and Hypothetic deductive approach leading to an amalgamative methodology in terms of Qualitative and Quantitative conduction process. We used a 5-point Likert scale, with 1 representing strongly disagreeing and 5 representing strongly agreeing, with 3 representing no opinion. Quantitative studies provide data or knowledge that can be translated directly into numerical form. In quantitative studies, researchers only collect and evaluate quantifiable data. In contrast, the results of qualitative studies seldom include numbers. It employs instruments like questionnaires, surveys, and measuring devices to gather quantitative information. The primary goal of qualitative research is to collect narrative information rather than numerical data. The information is

subsequently interpreted, maybe in a diagnostic, subjective, or impressionistic way. The fundamental goal of a qualitative study is to provide a comprehensive account of the subject under investigation. The focus is often more on discovery. Qualitative Research is primarily subjective in approach as it seeks to understand human behavior and reasons that govern such behavior. There have been on-going discussions over the relative merits of various approaches. This is since, depending on the nature of the question at hand, each approach has advantages and disadvantages. But primarily if the study aims to find out the answer to an inquiry through numerical evidence, then Quantitative Research should be used. However, qualitative research is the method of choice when an explanation for an event's occurrence is sought.

SAMPLING AND SAMPLE TYPE

Studies have shown that, when time and resources are limited, the sampling technique of data gathering is the most efficient approach to perform a survey. The sampling strategy, including the study's definition of the population of interest, sampling method, and desired sample size, is described below. Sampling and the kind of sample taken have to do with the study's design. Thus, the three consecutive forms of sampling that arose were judgemental sampling, convenience sampling, and stratified random design. Initially, the sampling was based only on judgment.

4. RESULTS

4.1 DEMOGRAPHIC PROFILE OF RESPONDENTS:

Table 4.1 Education

Education	Frequency	Percentage%
Undergraduate	105	35%
Postgraduate	27	9%
Professionals	168	56%
Total	300	100 %

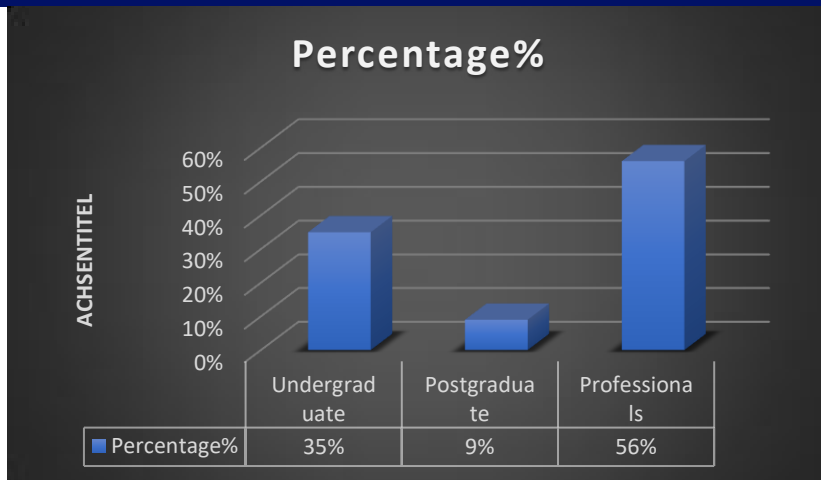


Fig. 4.1: Education

From the data above, we may infer that 56 percent of the 300 respondents (or 100 percent) have or are enrolled in an MBA program. A total of 35% of the respondents are undergrads with degrees like B.sc., B.com., and BBA, while the remaining 9% are grad students in fields like science and business Humanities degrees like M.sc or MA.

Table 4.2: Occupation

Occupation	Frequency	Percentage%
Academics	54	18%
Non-academics	165	55%
Students	84	28%
Total	300	100 %

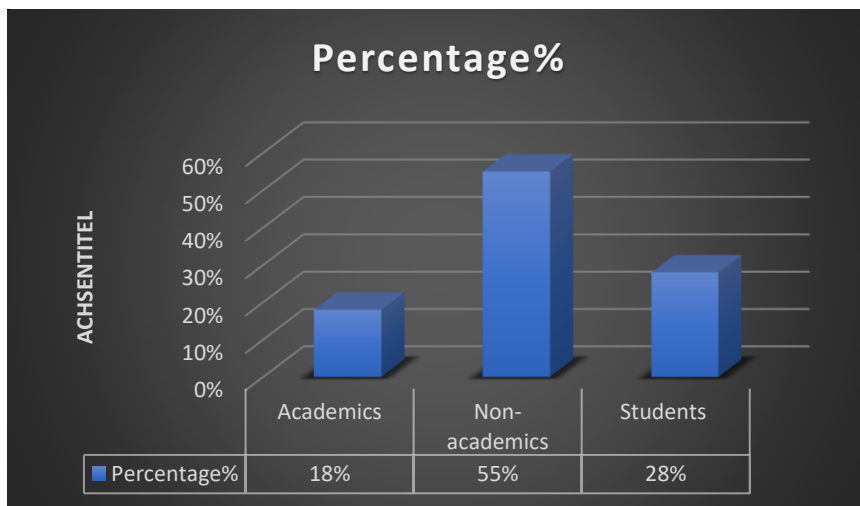


Fig. 4.2: Occupation

Fifty-five percent of the 300 respondents work for corporations or international corporations. Only 18% of those surveyed work in academia (in any capacity), whereas 28% are students.

Table 4.3: Age Group

Age	Frequency	Percentage%
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<25	69	23%
25-40	195	65%
40-55	30	10%
<55	6	2%
Total	300	100 %

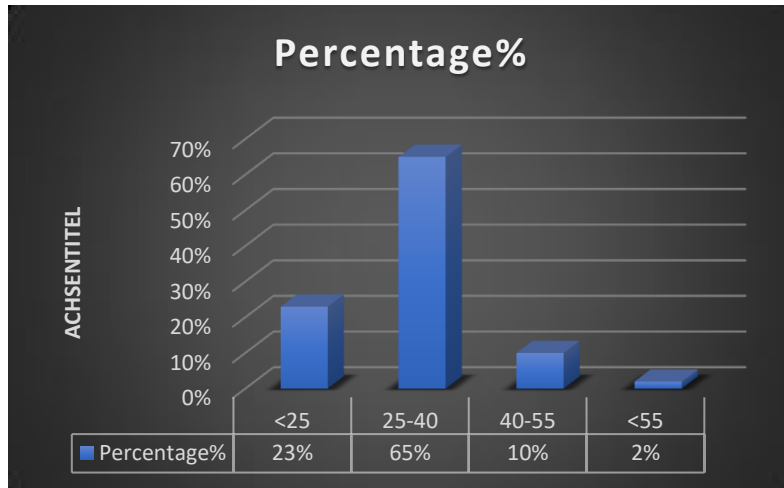


Fig. 4.3: Age Group

Sixty-five percent of the 300 respondents are under the age of 25; this group has the most representation since it is the most likely to have access to the internet and other modern communication tools. Twenty-three percent of respondents are less than 25 years old; ten percent are between the ages of 40 and 55, and two percent are older than 55.

4.2 TESTS OF NORMALITY

Table 4.4: Tests of Normality

		Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
1.	I am aware of the Green products when I shop?	.349	300	.000	.728	300	.000
2.	I Know that Green products identifies the overall environmental preference of a product based on lifecycle consideration (From procurement to Disposal)	.278	300	.000	.862	300	.000
3.	I know that Eco labels acts as an informative policy instrument with the purpose of guiding consumers about sustainable consumption?	.341	300	.000	.806	300	.000
4.	Eco label is one essential purchase criteria when I shop for green products?	.211	300	.000	.879	300	.000
5.	I believe that the Green Products with	.285	300	.000	.858	300	.000

	Eco Labels are protective to the environment?						
6.	I can easily find information about Eco labels from Different sources like Internet, Media, TV, and Newspaper?	.370	300	.000	.771	300	.000
7.	I believe Eco Label is very credible advertising tool?	.280	300	.000	.842	300	.000
8.	Protection of the environment is taken as the main concern when I buy Green Products?	.205	300	.000	.886	300	.000
9.	I am willing to buy Green products even though I have to pay a higher price?	.323	300	.000	.774	300	.000
10.	I am aware about the distance a product travels to reach in the hands of the customer comes under supply chain?	.304	300	.000	.848	300	.000
11.	I believe that the cold chain initiatives adopted by many companies are anti-environmental?	.344	300	.000	.805	300	.000
12.	I consider use of Information technology as an effective tool for reducing the environmental impact of Supply chain?	.281	300	.000	.791	300	.000
13.	I believe that the large scale warehousing is a good supply chain initiative?	.387	300	.000	.743	300	.000
14.	I believe that the initiatives such as packed food, packed hot tea etc. are environmental initiatives?	.376	300	.000	.758	300	.000
15.	I consider buying products transported via the green supply chain in the purchase process?	.237	300	.000	.873	300	.000
16.	What type of eco friendly products did you purchase in the last three months? Indicate the extent to which you purchased these products? - Health care	.304	300	.000	.848	300	.000
17.	What type of eco friendly products did you purchase in the last three months? Indicate the extent to which you purchased these products? – Cosmetic Products	.179	300	.000	.874	300	.000
18.	What type of eco friendly products did you purchase in the last three months? Indicate the extent to which you	.264	300	.000	.847	300	.000

	purchased these products? - Organic Food and Personal Care						
19.	What type of eco friendly products did you purchase in the last three months? Indicate the extent to which you purchased these products? - Other Household Products (e.g. Bulbs etc.)	.218	300	.000	.847	300	.000
20.	How do you rate the following factors/Parameters in determining the satisfaction while purchasing the green product?	.373	300	.000	.720	300	.000
21.	How do you rate the following factors/Parameters in determining the satisfaction while purchasing the green product?	.337	300	.000	.812	300	.000
22.	How do you rate the following factors/Parameters in determining the satisfaction while purchasing the green product?	.343	300	.000	.743	300	.000
23.	How do you rate the following factors/Parameters in determining the satisfaction while purchasing the green product?	.271	300	.000	.865	300	.000
24.	How do you rate the following factors/Parameters in determining the satisfaction while purchasing the green product?	.221	300	.000	.882	300	.000
25.	Why would you purchase /Adopt eco friendly products? Because:	.348	300	.000	.778	300	.000
26.	Why would you purchase /Adopt eco friendly products? Because:	.249	300	.000	.863	300	.000
27.	Why would you purchase /Adopt eco friendly products? Because:	.254	300	.000	.867	300	.000
28.	Why would you purchase /Adopt eco friendly products? Because:	.282	300	.000	.840	300	.000
29.	Why would you purchase /Adopt eco friendly products? Because:	.346	300	.000	.794	300	.000
30.	Why would you purchase /Adopt eco friendly products? Because:	.352	300	.000	.796	300	.000
31.	Why would you purchase /Adopt eco friendly products? Because:	.283	300	.000	.821	300	.000
32.	Give your rating of how well each of these features fits your idea of a "Green" feature.	.252	300	.000	.874	300	.000
33.	Give your rating of how well each of these features fits your idea of a "Green" feature.	.332	300	.000	.720	300	.000
34.	Give your rating of how well each of these	.314	300	.000	.738	300	.000

	features fits your idea of a “Green” feature.						
35.	Give your rating of how well each of these features fits your idea of a “Green” feature.	.323	300	.000	.807	300	.000
36.	Give your rating of how well each of these features fits your idea of a “Green” feature.	.308	300	.000	.766	300	.000
37.	Give your rating of how well each of these features fits your idea of a “Green” feature.	.310	300	.000	.828	300	.000

The technique for hypothesis testing has a bearing on whether that response (Data) is normally distributed or not. For this normality test needs to be carried out. In the present research work since he samples size is greater than 100 (Hundred) therefore for normality test kolmogorov level of significance has been taken (Table no. 4.4). In case p value is less than .05 then the data is not normally distributed. In the table shown above the kolmogorov level of significance for all the responses is .000 which is less than .05 and therefore the data is not normally distributed and that is why for hypothesis testing only non-parametric test (Chi square test) has been taken to validate the hypothesis.

5. CONCLUSION

The following are the findings that developed over time as a result of data analysis and the researcher's reflexive understanding:

1. One, the word "green marketing" has not settled on a single definition that everyone can agree on.
 - a) Research conducted in order to reach the conclusion revealed that, although the meaning of green marketing is precise in academic terms, for marketers and consumers, the term is overshadowed by the word "green," which has an imaginative interpretation largely concentric to ecological and environmental conservation while paradoxically bearing no practical relationship to such forward-looking conservationist thought.
 - b) Marketers are reluctant to admit that they are confused by the concept of "green marketing," thus they have not made

systematic strategies of using this mode and methodology.

2. Marketing Process has been generic, matured and well understood. The thought and sequence of this process is associated with creating, communicating, delivery offerings which have value. But now the question arises where to put Green in the sequence.

a) Should the marketer include green while communicating about the offerings?

b) Should it be done while creating the offerings?

c) If the answer to both above questions is yes then the sequential question is how? Because if 'Green' must be inducted at the stage of creating value then the initial part of the complete value chain has to be changed.

For example: At the end of the day, a furniture maker can't fully defend making anything out of wood or iron, since both of those materials are widely considered unsustainable in today's context.

d) Furniture manufacturers that claim to use green manufacturing techniques, such as replacement forestry, may find their claims to be hollow when confronted with the realities of mass production. One more illustration should be enough to clarify the issue.

Example: An Air conditioner company expands its production and they are into a transitory phase of two technologies so they inevitably utilize that latest technology where the norms are stricter and the obsolete technology are used where the countries allow the usage or the norms are lenient justifying their green marketing orientation.



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