

EFFECT OF GREEN MARKETING ON BUYING PREFERENCES OF YOUNGSTERS

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ABSTRACT

This research is conducted to study the knowledge level of youngsters towards green products. Green products are those products which are supposed to be environmentally safe. Green products are formed by recycled components and manufactured in a more energy conservative way. The objective of this study is to know the respondents' preference, factor that influence for preferring green products, the awareness level and influence of promotional campaign. The study is based on primary data collected from 100 respondents of Rewa city, selected on the basis of judgment sampling with the help of a well-structured questionnaire consisting of close ended questions. The data were analyzed with percentage, mean and chi-square test. Results indicate that youngsters do not have much knowledge about green products, but they are concerned about the environment. They have shown a positive attitude towards green products and willingness to pay extra price for green products. But there are still some details to tell whether youngsters' familiarity and awareness would influence their buying behavior towards green products.

KEYWORDS: Green Marketing, Green Products, Consumer Awareness, Promotional Campaign

INTRODUCTION

Now-a-days environmental protection has become a burning topic. Some business activities like manufacturing, transportation, etc. have a bad effect on the environment. The current environmental conditions are harmful to consumer's health. The increasing environmental problems like global warming, pollution, ozone depletion, overpopulation have led government and companies to shift their attention on green marketing and green products. Rapidly changing environment is a major concern for the people and it has made them more and more concerned about the environment protection. The quote "Go Green to Get Our Globe Clean" has become the need of the hour. To have a pollution free and sustainable environment, it is essential to implement the green marketing concept which can help to educate people in this regard as much as possible. Now the question arises what is green marketing? According to American Marketing Association, "Green marketing is the marketing of products that are presumed to be environmentally safe and the efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns." Green marketing is designed to satisfy the human wants to minimum ill effect on the natural environment. Before two decades, companies were not focused on environmental issues. They manufactured the products which gave more profits. But recently companies have tried to create a brand name by using words like green product or eco-friendly product. Now the customers are intended to buy green products keeping in mind the sustainability of the environment for future generation. Following categories of products are called green products:

- The products with natural ingredients and are originally grown
- Products which are recyclable, reusable and biodegradable

- Products should be ozone safest
- Products should be organic
- Products containing recycled content, non-toxic chemical
- Products contents under approved chemical
- Products should be printed in carbon footprint, carbon neutral
- Products should be re-compostable
- Products that do not harm or pollute the environment
- Products that will not be tested on animals
- Products that have ecofriendly packaging i. e. Reusable, refilling containers, etc.

LITERATURE REVIEW

In 1991, SIMMONS market research bureau's study reveals that there is low correlation between consumer's environmental concerns and willingness to purchase environmentally friendly products.

According to the author like OTTAMON (1993) and KEN PEATTIE (1993) conventional marketing is out and green marketing is in. In the developed countries, the power of environmental consciousness that followed the earth day in 1990 rapidly changed the marketplace and with time consumers asserts that they are willing to change their buying habits and even pay more for products to save the environment (DAVIS 1993, MCDUGALL 1993, TTOMON 1993).

In 1994 DIETZ and STERN proved that 42% of British consumers paid attention to environmental consequences in their purchase and 27% of them had the will to pay 25% more than the normal market price for green products.

Environmentally products are produced which intends to reduce adverse effects on the environment and these products provide considerable enhancements all over the whole product life cycle. (SHRIVASTAVA 1995)

THORGENSEN (2002) and RASHID (2009) have stated that eco-labels are valued as an input to purchase results and eco-labels are considered as imports factors that will influence consumers in their purchasing pattern.

Purchasing refers to attempt to buy a product or to visit a store offering service. (SHAO, BAKER, AND WAGNER 2004)

It is argued by BARBER (2010), people are becoming more aware of the damage caused to the environment, environmental concerns of the industry have been identified as a critical issue that packaging companies must contend with (AMORIM 2009, NOMACORC 2008).

The purpose of this study is to discuss the effect of awareness of green products and their categories, the impact of price and promotional campaign on buying and consumers' demographic characters on purchasing behavior of youngsters and to determine if there is no relationship between them.

OBJECTIVES

- To study the awareness level of youngsters towards green products

- To identify if consumers are willing to pay more for green products
- To identify the preferred category of green products among young consumers
- To study the impact of promotional campaign in triggering the preference of young consumers towards green products

HYPOTHESIS

- There is no significant difference in the awareness level for green products among the youngsters w.r.t. Gender of the respondents.
- There is no significant relation between price of green products and purchase frequency of the products among respondents w.r.t. income.
- There is no significant difference in the preferred category of green products among youngsters w.r.t. Gender.
- There is no significant impact of promotional campaign in triggering the preference of young consumers towards green products w.r.t. Education.

METHODOLOGY

Sampling Design: The study is done by using judgment sampling design. A sample of 100 young consumers of Rewa city has been taken for the study. The respondents were selected from the four prominent educational institutes of the city. The chi - square test has been used to conduct a cross section analysis of responses on the basis of demographic factors such as age, sex, education and income.

Data Collection: Primary data were collected through questionnaires. The questionnaire contained 23 items covering the objectives through dichotomous and scaled questions. Likert scale was used in most of the questions.

Data Analysis Tool: The data gathered was analyzed using different statistical tools for verification and interpretations such as; Descriptive Statistics (Percentage, Mean and Standard Deviation) were used to have an understanding on the basis of the respondent group. The data was analyzed by using the Statistical Package for Social Sciences (SPSS).

RESULTS AND DISCUSSIONS

Demographic Profile

Out of 100 respondents there were 46 male and 54 female respondents. And 25% respondents were under the age group of 16-20, 68% come under age group of 20-25 and only 7% were in the age group of 25-30. As our categorized youngsters from 16 years to 30 years. 50 % of youngsters' monthly income or pocket money is less than Rs. 1000, 29% youngsters' income lies between Rs. 1000-5000 and there are only 10% youngsters whose income is between Rs. 5000-10000. (Table 1)

- From table 2, the average score of 2.34 aligns that most of the respondents are aware about green products. The standard deviation was 0.796 indicating a little dispersion. 42% of respondents were aware through Television advertisements and 27% of respondents came to know about green products through awareness programs.

- The tabulated value of chi-square at the 5 % level of significance for 2 degrees of freedom is 5.991 which is higher than the calculated value i.e. 3.135 (Table 2). Its inference is that there is no significant difference in the awareness level for green products among the youngsters w.r.t. Gender of the respondents i.e. male and female respondents is equally aware about green products. Therefore null hypothesis is accepted.
- For price variable the average score was 3.3 suggesting that most of the youngsters were willing to pay 10% extra amount for green products. 74% of Youngsters are willing to pay more for green products because of environmental protection responsibility.
- The calculated value of chi-square is 8.862 (Table 2) which is less than its tabulated value of 21.026 of the degree of freedom 12 and level of significance.05. Hence, the hypothesis is accepted and the inference is that there is no relation of income with willingness to pay extra price for greener products even if their income is comparatively less they are willing to pay more.
- For a preferred category of green products we found that the average score of the mean is 3.64. The highest score is 4.11 for food & related products, showing that it is the most preferred categories and the second most preferred category is Health and Beauty Products. Whereas the lowest preferred category is Consumer Durables and Automobiles is the second lowest preferred category. The standard deviation was 1.07 indicating a reasonable variation in the respondents' choice towards the different category of products.
- Youngsters' preferred category of green products was analyzed through product category scale. The null hypothesis is accepted. Testing of hypothesis shows that there is no significant difference in the preferred category of green products on the basis of gender. (Table 3)
- For impact of promotional campaign in triggering preference of youngsters the average score of 2.47 (S.D. 1.055) was recorded implying that promotional campaigns lead positive impact on youngsters and also attract them to purchase green products regularly. In this section, 49% respondents also believe that regular promotional campaign is essential to make purchase of green products. The study reveals that the buying behavior of 39% of youngsters is strongly influenced by advertisements.

It is found that there is no significant difference in the impact of promotional campaigns on youngsters as far as the educational level of respondents is concerned. Further, it is observed that promotional campaigns are able to positively influence most of the youngsters irrespective of their educational level. (Table 2)

CONCLUSIONS & RECOMMENDATIONS

Youngsters are aware of green products, but their knowledge is limited and needs enhancement. They are both curious and concerned about green marketing and environmental issues. The government and related agencies need to focus more on creating awareness and educating the youngsters about green products and their benefits. Price is not much of an issue for the youngsters. Most of them are willing to pay more to save the environment.

Most youngsters prefer to buy green products in food & related products, and health & beauty products. But the preference level is quite low in consumer durables and automobiles categories indicating a scope for more work to be done in these fields.

Promotional campaigns are able to influence youngsters specially TV commercials and awareness programs. “Catch them Young” strategy should be used so as to not only make them aware and concerned about environmental issues, but also to motivate them to inculcate their concern into their buying behavior in order to create a green planet and a happier planet.

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APPENDICES

Table 1: Demographic Profile

AGE	%	Gender		Education	%
16-20	25	MALE	FEMALE	Below Intermediate	11
20-25	68	46	54	Graduate	38
25-30	7			Post Graduate	45
Monthly Income or Pocket Money	%			Above Post Graduate	6
<1000	50				
1000-5000	29				
5000-10000	10				
>10000	11				

Table 2: Hypotheses

S. No.	Hypothesis	Calculated Value	Degree of Freedom	Tabulated Value	Result	Test Applied
1.	There is no significant difference in the awareness level for green products among youngsters w.r.t. gender of respondents.	3.135	2	5.991	Accepted	Chi-Square Test
2.	There is no significant relation between price of the green products and purchase frequency of the products among the respondents w.r.t. their income.	8.862	12	21.026	Accepted	
4.	There is no significant impact of promotional campaign in triggering the preference of young consumers toward green products w.r.t. their education.	13.226	12	21.026	Accepted	

Table 3: There is no Significant Difference in the Preferred Category of Green Products among Youngsters w.r.t. Gender of Respondents

S. No.	Hypothesis	Calculated Value	Degree of Freedom	Tabulated Value	Result	Test Applied
1	Apparel	4.345	4	9.488	Accepted	Chi-Square Test
2	Stationery	2.209	4	9.488	Accepted	
3	Food & related products	2.235	4	9.488	Accepted	
4	Health & beauty products	8.477	4	9.488	Accepted	
5	Electronics	2.406	4	9.488	Accepted	
6	Consumer durables	7.741	4	9.488	Accepted	
7	Automobiles	3.476	4	9.488	Accepted	