Project dissertation report on
Green Marketing

Under the Guidance of

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Acknowledgement

UTKARSH SINGH

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Abstract

Abstract

Environment concern is one of biggest concerns of the world. Businesses are one of main contributor to environment pollution. Therefore, there is a pressure on business organization to adopt green practices. Marketing is a very important department of any firm be it any work place there is always a dedicated marketing team. Therefore, there is need of implementing of green practices in marketing. Green Marketing is marketing of environmentally safe products and best practices which is ecofriendly. It also includes adopting green practices in marketing. There it is important to talk about Green Marketing to conduct the research on this topic. I have prepared this research project on the topic Green marketing. My research objectives were to analyze awareness about Green Marketing and to find its impacts on consumers especially in the Indian Context.

Keywords - Green Marketing, Green products, awareness, consumer perception

Introduction

Introduction

Environment pollution and global warming has become a big concern all over the world. World has seen many adverse effect of environment pollution and global warming like increase in temperature, diseases and increase in sea water level. Businesses and industries are also main contributors in environment pollution. Businesses are exploiting natural resources so much. Natural resources are limited so there is need of protecting natural resources and natural environment. Companies should make a balance between growth and environment protection. To achieve the organization targets, all departments of companies i.e. finance, marketing, Human Resource, Information technology, Operations, Supply Chain, Research and development need to work together. Marketing is an important department of business. Therefore, there is need of implementing of green practices in marketing. Green Marketing Green Marketing is marketing of environmentally safe products. It also includes adopting green practices in marketing. Now a day, green marketing is becoming more popular because of environment related concerns all over the world. Eco-friendly products, Ecofriendly promotion, Eco-friendly business practices and Eco-friendly advertising are the main factors of Green Marketing.

Evolution of Green Marketing

The concept has evolved in three phases. Ken Peattie (2001) described these three phases.

First Phase- Peattie named first phase of 'Green Marketing' as 'Ecological Marketing'. It evolved around the decade of 1960s and 1970s. This phase focused on environment problems like air pollution, depletion of oil reserves, oil spills and the environmental effects of synthetic pesticides. This phase focused on industries like automobile, oil and chemicals.

Second Phase- Peattie named this phase as 'Environmental Green Marketing'. This emerged around the decade of 1980s and 1990s. This evolved from major industrial tragedy like Bhopal tragedy of 1984, Chernobyl incident of 1986. This phase witnessed new ideas of 'sustainability' and 'Green Consumer'. People became more aware about environmental concerns. There were ideas of eco-performance of companies, environmental quality and 'green purchase'.

Third Phase- This phase 'sustainable green marketing' evolved around 2000. New markets and products emerged in this phase. Many large companies started investment in green marketing practices. Generally, people believe that green marketing is just advertisement of products those are safe for environment. However, this is not fully correct. Green marketing is much more than just advertising. We all know that marketing have four Ps- Product, Price, Promotion and Place. Green Marketing also consists green marketing mix. Green Marketing has many benefits. We live on earth and we consume resources of earth so there are also some responsibilities of us towards earth. Green marketing is very important for raising the awareness about environment concerns. Green marketing, Green Human Resource Management and Green Supply Chain Management are green practices those could be followed in companies. These practices can reduce the pollution caused by businesses and industries. Green marketing also benefits the business. It can

reduce wastages. It could be used in recycling of products. Green marketing reduces the cost and increases the profit. Green Marketing improves the image of company among the customers.

Literature Review

Green marketing term was discussed way back in a seminar on "ecological marketing" done by American Marketing Association (AMA) in 1975 and took its place in the literature for the first time. Corporate attitude to environmental issues has changed significantly over the years. For many years, most companies regarded environmentalists and green activists as unfriendly and environmental regulation as something to be which is against the interests of the companies, and then complied with reluctantly. This approach began to change in the late 1980"s, first among large companies in the most polluting industries, such as chemicals and the crude oil sector. By the time of 1992 Earth Summit, (Rio Conference) some corporates had already embraced green philosophy. According to the authors like Ottaman, (1993) and Ken Peattie, (1993) conventional marketing is out and Green Marketing is in. A green company is based on its corporate vision that includes environmental concerns as the company's functioning. This simply means that the company realizes the needs of the ecosystem with which it interacts and needs to be change as per the changing business environment.

While looking through the literature one finds that there are several reasons for firms to adopt use of Green Marketing. Some possible reasons given by many authors are: -

Environmental concerns are there all over the world. Businesses are major reasons for environment pollution. Environmentalism is a broad philosophy (**Dhanjit Pathak, 2017**).

For going green a company's all departments like Human Resource Department, Marketing Department, Supply chain department should work together. (**Pascual Berrone, Luis R. Gomez-Mezia, 2009**).

People are now getting aware about problems faced by environment and they want to protect the environment (**Sima Kumari, Sameer Yadav, 2012**). World are now realizing need of green marketing (Pooja Jain, 2016).

Eco-label, Eco-brand and Environmental advertising are tools of Green Marketing (**Wong FuiYeng & Rashad Yazdanifard**).

Apart from society, Green Marketing also has good effects on the firms, companies and organizations. Green marketing ensures customer loyalty and minimum impact on environment of products will attract the customers more to that company (**Sneha Ravindra Kanade, Dr Smita Harwani, 2018**).

<u>Research Study</u>

Rationale of the Study

It has been already noticed that all over the world there have been much research done and many reports have been provided for the same. In the last 30 years specially since the 1991 Rio Summit we have witnessed many efforts to reduce environment pollution. Industrial wastes, industrial carbon pollution are one of the major reasons of climate change, global warming and environment pollution. Therefore, everyone is finding new ways to curb environment pollution without affecting economic growth and industries. In this situation, Green Marketing can important solution which can do its valuable contribution to control these. There is a research gap on this topic. It was very important to analyse awareness of green marketing and its effects on consumer perception. Therefore, it is important to do some research about this specifically in the Indian Context.

Objectives of the Study

To study the level of awareness of green marketing among consumers.

Methodology

We collected data from Google questionnaire and analysed that data through Statistical Package for Social Sciences (SPSS).

Primary data Collection

Data was collected through Google form questionnaire. Total survey size was 106. Respondents were management students and working professionals.

Hypothesis

Research Question

Are consumers aware about Green Marketing?
H0: Consumers do not prefer Green Marketing products.
H1: Consumers prefer Green Marketing products.

Tools for analysis

After collecting all the responses, I analysed the questionnaire data with the help of SPSS. Following tools have been used to analyse the questionnaire responses.

1. Frequencies
The Frequencies tool summarise the measures for categorical variables in the form of frequency tables, bar charts, or pie charts. I used this tool to study yes/no type questions.

2. Cronbach's Alpha

It is an important statistical tool. It is a measurement of internal consistency. It can be called as a measure of scale reliability.

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Formula for Cronbach's Alpha -

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N-1) \cdot \bar{c}}$$

3. Factor Analysis

It is a data reduction tool, which is used for hypothesis testing.
These are three tools, which has been used for analysis of responses of questionnaire.

Data and Analysis
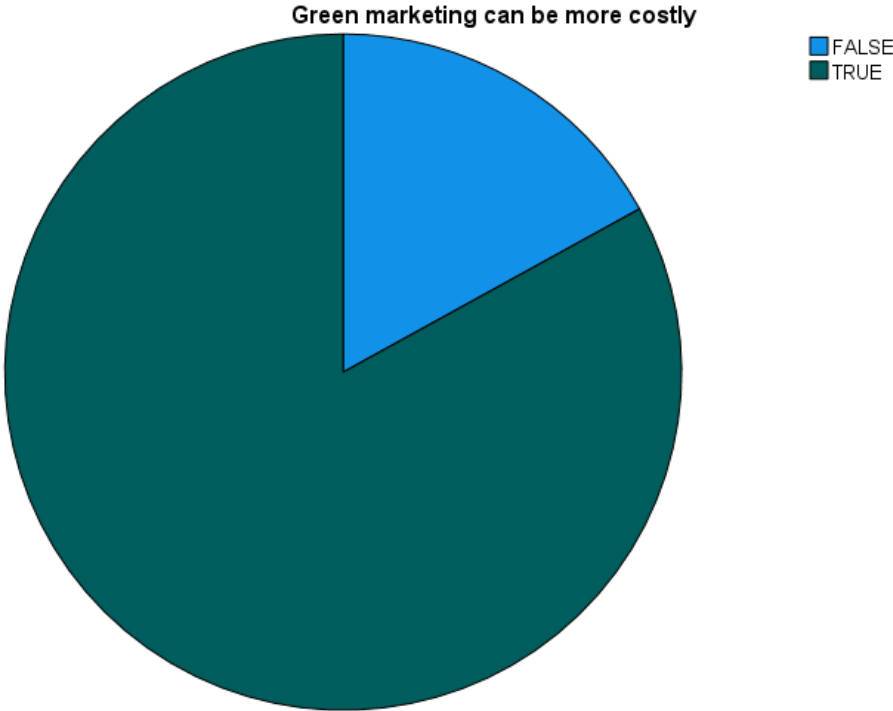
Analysis of True/False Type questions -

Statistics

Green marketing can be more
costly

N	Valid	106
	Missing	0

Green marketing can be more costly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FALSE	18	17.0	17.0	17.0
	TRUE	88	83.0	83.0	100.0
	Total	106	100.0	100.0	

Green marketing can be more costly

FALSE
TRUE

The future belongs to Green marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FALSE	8	7.5	7.5	7.5
	TRUE	98	92.5	92.5	100.0
	Total	106	100.0	100.0	

The future belongs to Green marketing
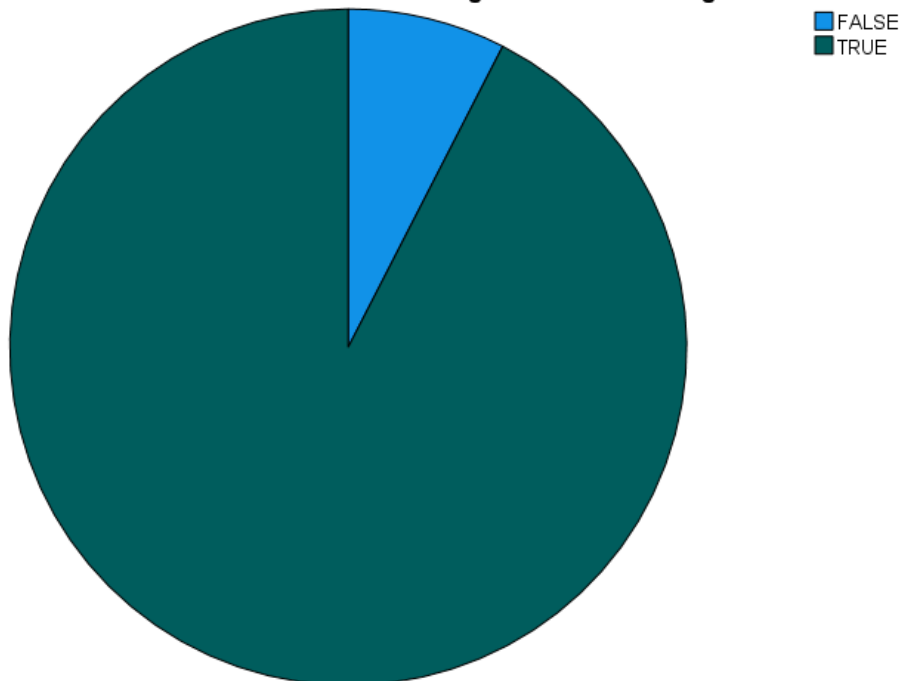
■ FALSE
■ TRUE

Green marketing can be done in Developing countries as well.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FALSE	14	13.2	13.2	13.2
	TRUE	92	86.8	86.8	100.0
	Total	106	100.0	100.0	

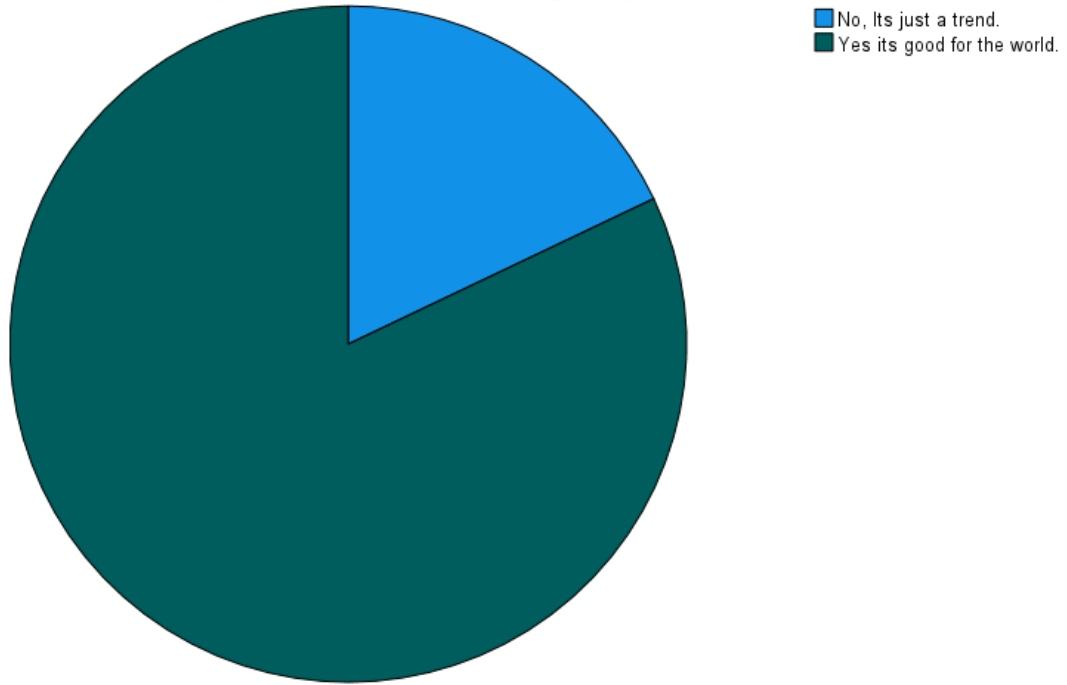## Green marketing can be done in Developing countries as well.
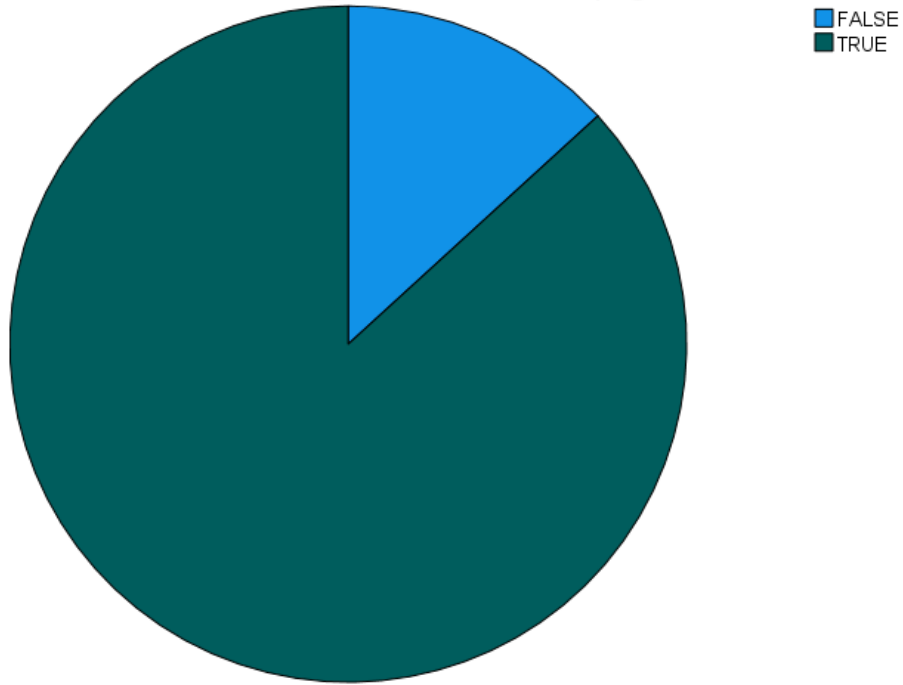
Analysis of Yes/No questions

Do you believe in Green marketing or its just a new trend?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, Its just a trend.	19	17.9	17.9	17.9
	Yes its good for the world.	87	82.1	82.1	100.0
	Total	106	100.0	100.0	

Do you believe in Green marketing or its just a new trend?

Legend:
- No, Its just a trend.
- Yes its good for the world.

Green marketing can be done in Developing countries as well.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FALSE	14	13.2	13.2	13.2
	TRUE	92	86.8	86.8	100.0
	Total	106	100.0	100.0	

Green marketing can be done in Developing countries as well.

Legend:
- FALSE
- TRUE
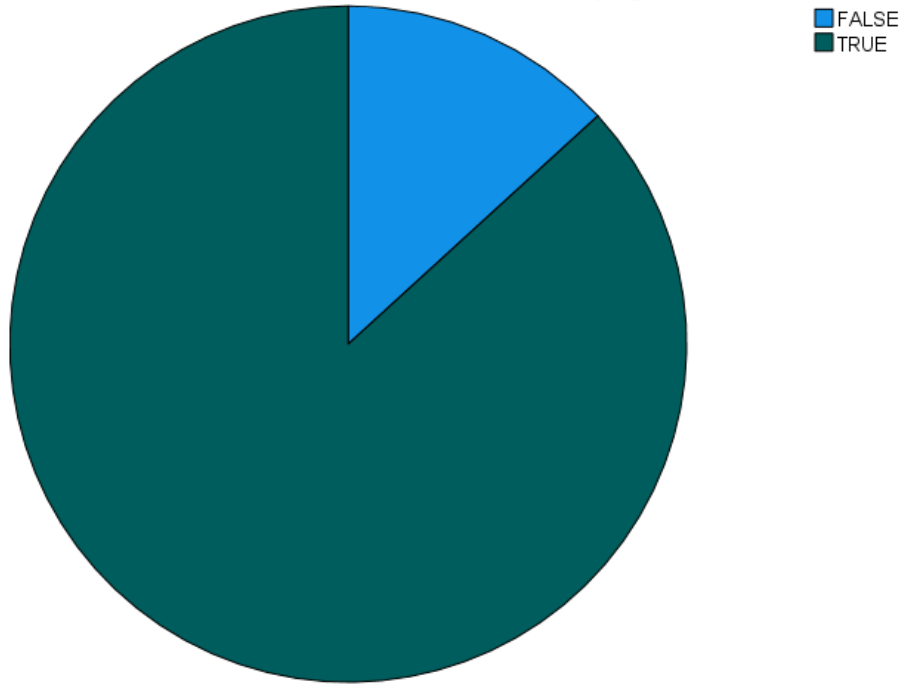
Saving environment is better than profit.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	11	10.4	10.4	10.4
	No	22	20.8	20.8	31.1
	Yes	73	68.9	68.9	100.0
	Total	106	100.0	100.0	

Saving environment is better than profit.

Maybe
No
Yes
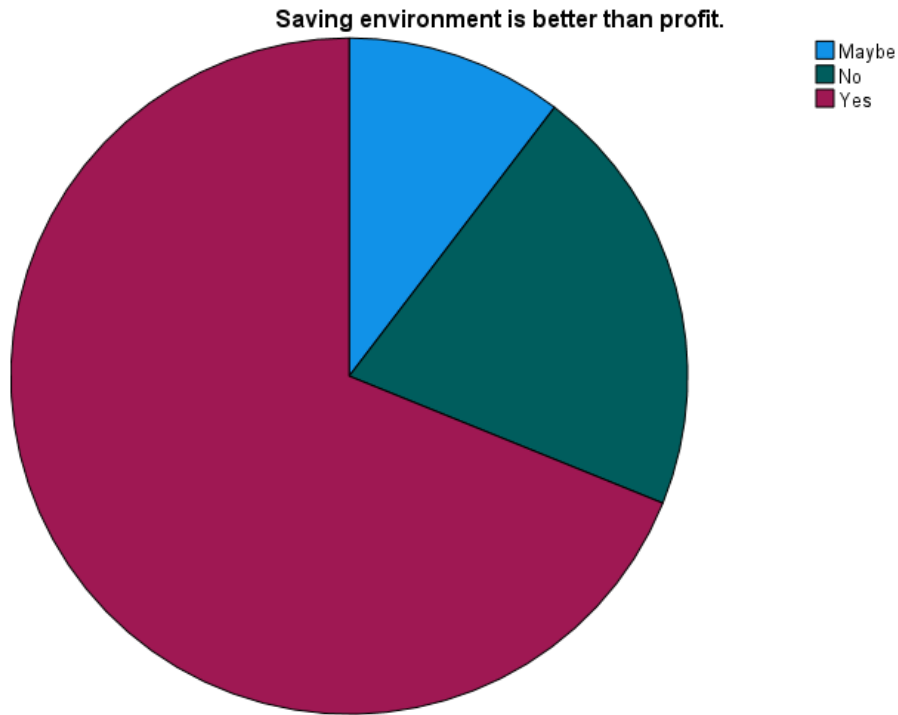
Reliability Analysis

Reliability analysis was done to know the consistency of my questionnaire. I used Cronbach's Alpha. Its value is 0.808 which means my questions are consistent with each other.

Case Processing Summary

		N	%
Cases	Valid	106	100.0
	Excluded a	0	.0
	Total	106	100.0

a. Listwise deletion based on all variables in

the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.808	2

ANOVA

		Sum of Squares	df	Mean Square	F	Sig
Between People		493.283	105	4.698		
Within People	Between Items	.170	1	.170	.188	.665
	Residual	94.830	105	.903		
	Total	95.000	106	.896		
Total		588.283	211	2.788		

Grand Mean = 2.3868

Factor Analysis

After this, I conducted factor analysis for my questions. The questions were to be measured by the parameters of Strongly agree valued as 1, Agree valued as 2, Neutral valued as 3, Disagree valued as 4, Storngly Disagree valued as 5.

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Customers prefer Products of companies practicing green	2.3585	1.70260	106

marketing than traditional companies.			
Green marketing improves image of the company.	2.4151	1.64385	106

The mean of the questions is nearer to 2 , which means that most of the people surveyed are agreeing with the statements in the questionnaire.

Correlation Matrix[a]

		Customers prefer Products of companies practicing green marketing than traditional companies.	Green marketing improves image of the company.
Correlation	Customers prefer Products of companies practicing green marketing than traditional companies.	1.000	.678
	Green marketing improves image of the company.	.678	1.000
Sig. (1-tailed)	Customers prefer Products of companies practicing green marketing than traditional companies.		.000
	Green marketing improves image of the company.	.000	

a. Determinant = .540

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	63.696
	df	1
	Sig.	.000

P -Value is 0.000 which is quite minimal meaning that the null hypothesis is rejected and alternate hypothesis is accepted.

Communalities

	Initial	Extraction
Customers prefer Products of companies practicing green marketing than traditional companies.	1.000	.839
Green marketing improves image of the company.	1.000	.839

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.678	83.896	83.896	1.678	83.896	83.896
2	.322	16.104	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Customers prefer Products of companies practicing green marketing than traditional companies.	.916
Green marketing improves image of the company.	.916

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Component matrix is also used for co- relation between variables.

Findings -

1) 83.0% people surveyed think that Green marketing can be more costly.

2) 82.1% people surveyed believe that green marketing is good for the world and is not just a trend.

3) 86.8% people surveyed believe that green marketing can be done in developing countries as well.

4) 68.9% people surveyed believe that saving environment is better than profit while 10.4 % are not sure about it.

5) 92.5% people surveyed believe that the future to green marketing.

5) My null hypothesis that Consumers do not prefer Green Marketing products is rejected and alternative hypothesis that Consumers prefer Green Marketing products is accepted.

Conclusion

Conclusion

Dealing with climate change has been the biggest question of the 21st century and it is also made up of much speculation and politics especially with the USA now re-joining the Paris Climate change agreement. Industries are also prominent contributors in this problem. This is the reason that Green Marketing is the go-to strategy for any firm worth its salt. Green Marketing is beneficial for not only our society and country but benefits the firm as well using it as it creates an image of an environmentally conscious firm caring about the planet. It can reduce wastages. Green Marketing improves the image of company among the customers. I concluded from my research that mostly respondents are still not aware about Green Marketing but gradually it will become more famous just like we see of the EV Automobile sector. They also think that Government should promote Green Marketing. At last, we can conclude that Green Marketing will be very beneficial for the planet as a whole.

Implications -

1) As we all know that the future belongs to those firms who are going to practice green practices whether its green marketing or all the necessary steps it will take to reduce its carbon footprint. This study was done mainly on MBA students of final year who are just going to pass out from colleges and go and join as managers in their respective fields of choice. The questions were designed in such a way that it helps to understand the mindset of people who are going to be future managers and lead the decisions in their companies they will work in.

2) The future policy makers can benefit from this study and make certain practices related to green marketing notified through a proper legal channel.

Future Scope

The Environment politics and green business practices are going to be the main criteria for everyone throughout the 21ˢᵗ century. This study can give general criteria of what people think at this time about the Environment related best practices in business and give them a general idea of the kind of things that they can implement in the future firms they are working in. Brands which are committed to sustaniablity have to do more than just talk, They also have to innovate to get ahead of the competition. If current category leaders don't invest in research and development, they leave themselves open to disruption by start-ups who can more quickly concept and manufacture cutting-edge, eco-friendly products.

Limitations of the Study -

Here are few limitations that I found during my research -

1. My study is focused on questionnaire-based data. The questions can be more elaborate like in a proper survey done by a designated agency to bring out the reality in a better way of how people feel about this new idea.

2. Mostly respondents were college students, would be better if industry experts were involved.

References and Annexures

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Annexure

Green Marketing Questionnaire

Form description

Green marketing can be more costly

○ True

○ False

Do you believe in Green marketing or its just a new trend?

○ Yes its good for the world.

○ No, Its just a trend.

Customers prefer Products of companies practicing green marketing than traditional companies.

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

Green marketing improves image of the company.

○ Strongly disagree

○ Disagree

○ Neutral

◯ False

Green marketing can be done in Developing countries as well.

◯ True

◯ False

Saving environment is better than profit.

◯ Yes

◯ No

◯ Maybe

○ False

Green marketing can be done in Developing countries as well.

○ True

○ False

Saving environment is better than profit.

○ Yes

○ No

○ Maybe