
August 2020

A Study on Women Consumers' Attitudes towards Green Marketing

Santhosh V

Raghavendra Babu

Follow this and additional works at: <https://vc.bridgew.edu/jiws>



Part of the [Women's Studies Commons](#)

Recommended Citation

V, Santhosh and Babu, Raghavendra (2020). A Study on Women Consumers' Attitudes towards Green Marketing. *Journal of International Women's Studies*, 21(5), 46-53.
Available at: <https://vc.bridgew.edu/jiws/vol21/iss5/5>

This item is available as part of Virtual Commons, the open-access institutional repository of Bridgewater State University, Bridgewater, Massachusetts.

A Study on Women Consumers' Attitudes towards Green Marketing

By Santhosh V¹ and Raghavendra Babu²

Abstract

Green marketing is the marketing of products that are assumed to be environmentally friendly and environmentally safe. Green marketing incorporates a wide range of actions such as production process, product modification, packaging of products, and modifying advertisements. The green marketing movement is growing rapidly across the world. Consumer awareness and motivational campaigners are needed for the development of the green market. However, the mindset of women consumers has changed in recent times and they prefer green products. Compared to other countries, in India, awareness of green products like organic food and eco-friendly products is low. Indian women consumers have very little awareness of issues such as global warming. Green is gradually becoming the representative color of eco-consciousness in India. The growing consciousness of women buyers about the origin of merchandise and global environmental crisis provides a good opportunity for entrepreneurs to attract consumers. With this in mind, data was collected to ascertain the level of concentration, preference, satisfaction, non-usage, and attitudes of consumers towards green marketing. For this study, both primary and secondary data collection and statistical investigation are used to test the hypothesis. The study reveals the relationship between age and awareness, educational qualification and preference, employment status and satisfaction, monthly income and non-usage and media, and marketing of green products.

Keywords: green products, green marketing, India, women in India, non-usage, marketing

Introduction

Green Marketing plays a prominent role in the development of the modern market. India is a world leader in green IT potential, according to a recently released global enterprise survey. Apple, HP, Microsoft, Intel, IBM, Dell, and Sony have succeeded in implementing green marketing strategies. The marketers need to employ the resources competently without any wastage to achieve the organization's objectives towards green marketing.

Green Marketing is not as simple a task as is implied in the terms environmental marketing and ecological marketing. Green marketing is the visible part of a strategic plan to promote sales of green products. Global warming is increasing exponentially, and ozone depletion and environmental hazards have become part of the common parlance in the 21st century. These changes occur largely due to mass production, mass consumption and irresponsible marketing of hazardous products.

¹ Prof. Santhosh V is Assistant Professor in the Department of Commerce, Kristu Jayanti College (Autonomous). The authors can be contacted at santhosh@kristujayanti.com.

² Prof. Raghavendra Babu is Assistant Professor in the Department of Commerce, Kristu Jayanti College (Autonomous).

Green products fulfill the needs and wants of women consumers by offering eco-friendly products at affordable prices. Green products are natural, recyclable, non-toxic, eco-friendly, and biodegradable, and they do not harm nature. A few examples of green products are organic food, recycled paper, environmentally safe cleaning products, hybrid automobiles, coir and coir products. People are concerned about the environment and have modified their buying behavior all over the world. An essential aspect of green marketing is consumers' willingness to buy green products and pay more for them. The present study seeks to gauge consumers' awareness about green products.

Selections from the Literature

Merilanen S. *et al.* (2000) reveal in their study "Masculine Mindset of Environmental Management and Green Marketing" that green marketing and environmental management systems are more prevalent in western market economies. The study also suggests cost efficient and just means of tackling problems associated with the impact of industrial action on the environment.

Oyewole, P. (2001). The study "Social expenses of Environmental Justice Associated with the Practice of Green Marketing" reveals a theoretical link among green marketing, environmental integrity, and industrial ecology. The study argues for greater attentiveness to ecological integrity in the practice of green marketing. In parallel with the type of costs commonly discussed in the literature, the study identified another type of cost termed as 'costs with optimistic results,' which is associated with the emphasis on environmental justice in the green market.

Importance of Green Marketing

1. **Creation of new markets:** There is an entirely new market consisting of green consumers who if given an option, prefer green products over non-green products.
2. **Competitive gain:** Environmental consciousness adds more customers to the available customer base, which in turn gives a competitive advantage over competitors.
3. **Brand Loyalty and Increased Brand Equity:** Brands that continuously show their commitment to protecting the environment and environmental sustainability tend to earn higher customer loyalty.
4. **Positive Public Image:** Environmental consciousness makes the customers feel that the company is aware of the current environmental scenario and has a responsible outlook. This results in improving the brand's image in the eyes of potential customer.

Objectives:

1. To gauge the awareness of green marketing among women consumers.
2. To understand the levels of preference for green products.
3. To measure the level of satisfaction of customers regarding green products.
4. To understand the challenges of the green market.
5. To examine the present trend of green marketing and its future.

Hypothesis:

1. H0: Consumers of all ages are aware of green products.
2. H0: There is no significant relation between higher educational qualification and preference for green products.
3. H0: There is no significant relationship connecting Employment status and knowledge of green products.
4. H0: There is no significant relationship between monthly income and non-usage of the green products.
5. H0: There is no substantial relationship between media and marketing of green products

Research Methodology

Research Design: The present study is a descriptive research design.

Area of the Study: The present study focused on consumers' attitudes towards green products.

Sampling Framework: For research purposes, convenience sampling was used, and respondents were grouped based on age, qualification, income, marital status, employment status, and their preferences for particular media was analyzed.

Sampling Size: The sample size was restricted to 25 women respondents only.

Sources of Data Collection: Primary Data (Women Respondents): The primary statistics were captured from surveys including questionnaires and direct interaction with women.

Secondary Data: The secondary data was collected through published sources including journals, published reports, books, and e-sources.

Application of Statistical tools and techniques

For data analysis, the Standard Deviation techniques were used.

Analysis

1. Relationship between age and awareness of green products

Awareness	Standard Deviation
Respondents using green products	.80000
Number of respondents aware of green products and their benefits	.70238
Number of respondents aware of various brands offering green products	.87939
Number of respondents who are aware of difference between green products and non-green products	.72342
Number of respondents who are aware if green products are environment friendly	.59722

SPSS Output

Table1: Represents the standard deviation value is more than 0.5 value, so Null hypothesis (H0) rejected and Alternative hypothesis accepted(H1), so there is a significant relationship between age and awareness of green products.

2. Relationship between educational qualification and preferences

Preference	Standard Deviation
Advertisement and green themes create awareness of green products.	.94340
Using educational marketing messages regarding the greenness of the product on the label helps to build consumer confidence towards the product.	.88882
Respondents would like to purchase green products if they are easily available.	.72342
Before buying green products, respondents compared their prices with traditional products.	.95743
Using green products is a status symbol.	.86987

SPSS Output

Table 2: Represents that the standard deviation value is more than 0.5 value, so Null hypothesis (H0) is rejected and Alternative hypothesis accepted (H1), so there is a significant relationship between educational qualification and preference for green products.

3. Relationship between employment status and satisfaction

Satisfaction	Standard Deviation
Green products give a sense of satisfaction and justify their price.	.83267
Respondents would like to pay extra amount for environmentally friendly products to save the environment.	1.10755
Claims of green products' health benefits are usually exaggerated	.93630
Respondents are doubtful about the performance of green products.	1.01980
Manufacturing of green products must be highly subsidized so that more companies can start manufacturing green products.	.94340

SPSS Output

Table 3: Represents that the standard deviation value is more than 0.5 value, so Null hypothesis (H0) is rejected and Alternative hypothesis accepted(H1), so there is a significant relationship between employment status and satisfaction of consumers regarding green products.

4. Relationship between income and non-usage of green products

Non-Usage	Standard Deviation
Lack of proof of performance of green products	.94340
Green products are costly, and labels of green products are not informative.	.82057
Green products are not appropriately promoted and not available in the full range of varieties.	.88129
Lack of customer confidence about the performance of unfamiliar products	.96264
Green products are not readily available in shopping outlets	.91287

SPSS Output

Table 4: Represents that the standard deviation value is more than 0.5 value, so Null hypothesis (H0) is rejected and the Alternative hypothesis is accepted (H1), so there is a significant relationship between Income level and Non-usage of green products.

5. Relationship between media and marketing of green products

Marketing	Standard Deviation
Advertisement and green themes create awareness of green products.	.81650
Using educational marketing messages regarding the greenness of the product on the label helps in building consumer's confidence in the product.	.81240
The advertisement promotes green products and only talks about the greenness of the product, not the performance.	.76811
People should be educated about green products through some public forums	.66583
In marketing communication, society expects to be informed about how the product is environment friendly.	.70238

SPSS Output

Table 5: Represents the standard deviation value is more than 0.5 value, so the Null hypothesis (H0) is rejected and the Alternative hypothesis is accepted (H1), so there is a significant relationship between the media and marketing of green products.

Findings:

1. Findings show that 100% of respondents are female consumers; of those, 56% are married, and 44% are unmarried.
2. 56% of green product consumers belong to the age group -15-25 years.
3. 60% of respondents are post-graduates.
4. 36% of students and employees are using green products.

5. 26.6% and 23.8% of respondents belong to INR10001-20000 and INR20001 to 30000 income group.
6. 52% of the respondents are influenced by green products.
7. More than 50% of respondents use green products as they are aware of their benefits, and they know the difference between green and non-green products.
8. Green products are eco-friendly, and cannot harm nature, they are made of recycled material, and more than 50% of respondents prefer green products.
9. It is found that using green products has become a mark of high social status, and these products justify their prices.
10. More than 50% of the respondents use green products as they believe they have health benefits, and only 33% of respondents still have doubts about the performance of green products.
11. Few companies manufacture green products and sell at a subsidized price, and 30% of respondents are unaware of green products.
12. 53% of respondents say the labels of green products are not informative, and green products cost more than regular products.
13. 53% of respondents are doubtful of the green products' performance.
14. 63% of respondents feel that green products are not readily available in all shopping outlets.
15. 80% of respondents feel that advertisements, green themes, educational marketing messages, advertisements in public forums, and marketing communication create greater awareness about green products.

Suggestions

1. There are many opportunities to establish new green product entities.
2. Green products have become a mark of high social status, so there is a demand for green products among the affluent sections of society.
3. People are not aware of the subsidy on green products, so manufacturers should make a greater effort to provide this information to the general public.
4. If increasing numbers of products perform well, then the overall demand for green products would increase.
5. The labels of green products should contain more information about the products.
6. Outlets should take steps to effectively market the green products to increase demand and sales.

Conclusion

Women are particularly keen on having a beneficial outcome through ecological and human wellbeing, both in their jobs as buyers and entrepreneurs. Women attest to their concerns about the long-term prosperity of their families, especially children, and how their concern impacts their decisions. Women shoppers' ability to buy green products is connected to the nature of green advertising. Our examination featured the disposition and buying habits of women shoppers, which can be useful for directors to better understand buyers' demeanors related to green restorative items. In the final analysis, buyers, commercial consumers, and suppliers want to minimize the adverse effects of modern life on the environment. It can be

stated categorically that green marketing has great importance and relevance for developing countries like India.

References

- Bhattacharjee, S., & Mukherjee, S. (2015). A Descriptive Study on Green Marketing Trends in India. *SSRN Electronic Journal*. doi:10.2139/ssrn.2794819
- Bohne, S., & Thomsen, R. (2011). Influencing consumers' perceptions of and attitudes towards CO2 neutral and biodegradable carrier bags. *The case of marketing environmentally labeled plastic carrier bags*. Aarhus University. Aarhus, Dänemark. Online verfügbar unter http://pure.au.dk/portal-asb-student/files/39957668/environmentally_labelled_carrier_bags.pdf, zuletzt aktualisiert am, 30, 2011.
- Gupta, K. (2011, November). Consumer Responses to Incentives to Reduce Plastic Bag Use: Evidence from a Field Experiment in Urban India. *South Asian Network for Development and Environmental Economics (SANDEE)*. No. 65-11. Retrieved from http://www.sandeeonline.org/uploads/documents/publication/954_PUB_WP_65_Kanupriya_Gupta.pdf
- Landua, I. (2008). Gaining competitive advantage through customer satisfaction, trust and confidence in consideration of the influence of green marketing. Master Thesis, University of Gavle.
- Oyewole, P. (2001). Social costs of environmental justice associated with the practice of green marketing. *Journal of business ethics*, 29(3), 239-251.