

# Attitude of consumer towards Green Marketing product to protect Environment for sustainable Development: A study with reference to Rayalaseema Region Andhra Pradesh

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## Abstract:

Environmental issue is becoming a serious burning problem nowadays. 'Success' might have a single cause, but the failure has many. And our miserable failure in protecting our environment has many attributes. Among these attributes, the rapid growth in the economy and the pattern of consumer consumption and behavior is continuing to worsen. The developed and the developing countries are to be alarmed particularly because of their heavy usage of eco-foe products. The major issue confronting the corporate world today is maintaining ecological balance. The natural resources which are irreplaceable by any other are getting depleted at a rapid pace. Hence "Green marketing" is gaining its currency. Green marketing is "Back to nature" which includes recyclable, refillable, eco-friendly nature-based products. Confrontation of any problem depends on the attitude of the consumer. Hence this paper highlights the consumer attitude will be successful at (i) belief level (ii) action level. The small changes at least 30% of our daily needs will bring a great integral part of social change.

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## I. INTRODUCTION

The key challenge for a company and consumers today is to preserve and protect the Earth's natural environment and resources. Production and consumption of goods all over the world have led to the emergence of a large number of ecological balance problems. The natural resources are depleting and irreplaceable by any other are getting depleted rapidly. Hence Non- Biodegradable pollutants are substituting the natural items. This beyond any doubt, is a great challenge before mankind (toothbrushes substituted –tooth powder-charcoal-Neem twigs). Thanks to UNESCO, UNO and other international organizations which have alarmed us of the perilous depletion of Natural resources. The advanced learned society should

make the knowledge deprived society aware of perilous hazards which the mankind is facing or going to face (such as the explosion of cancer even among the women) the attitude of the consumer should be altered. It is our fundamental responsibility to enlighten them on the hazards of de-naturalization. It is our "white man's liability". But the consumer's awareness and attitude towards global warming is much less. Though the companies are focusing on Green marketing products. The company becomes successful at Marketing when recognizing the need for the consumer's shift from conventional products to eco-friendly products. The consumer attitude can be successful at the belief level and action level. A belief, level are aware of the advantages of being eco-friendly (eg: the only colour which makes the eyes relax is green) which

can be avoided by changing daily products such as the plastic bags, plastic toys plastic toothbrushes, plastic cloth pegs, plastic spoons and plates e.t.c towards eco-friendly products which are biodegradable and natural .which is a great step can succeed with small changes in our daily usage of the product which becomes an integral part of social change for better future. Urging time going “Back to nature”.

Approaching the consumer at an action level: Making the consumer aware that daily activities help to reduce the burden over the ecological disturbance. Example 1: If he stops drinking tea in plastic cups instead of glass, he can save a lot of plastic cups from daily manufacturing. Example 2: Plastic toothbrushes are the second-largest waste generated after plastic bags only in India more than one hundred fifty million plastic toothbrushes are thrown into the garbage every month. All plastic toothbrushes are still existing somewhere on the planet since they started in 1983. Every part of the toothbrush is made from petroleum-based plastic which is not biodegradable. All our toothbrushes since our childhood we use are on our planet polluting nature in some format. We must switch to a more sustainable solution for this we should use eco-friendly product which are available on online web sites eg. [BambooIndia.com](http://BambooIndia.com). Bamboo is the second-largest producer of India. Using Bamboo toothbrushes is 100% Biodegradable which is good for ecological balance, they are made from Nylon, bamboo, and corn fiber which are biodegradable without pollution. so, make the planet Go green to make our generation.

## II. LITERATURE REVIEW

Meaghan Guckian observed that harnessing the consumer’s power gives a positive effect on changing the environment. The so-called “green consumer” movement in the US and other countries helps them to reach the critical mass and all this directly affects the shoppers’ minds effectively. This study helps us in knowing that how consumers

transform to green consumers [1]. As per D.V., Lokeswar Reddy noted that green marketers have taken advantage of confusion prevailing in the market place among the consumers’ minds. They purposely make false or exaggerate „green claims“. Following the same logic, it becomes possible to argue that green marketing leads to fantasy in a world where consumers need an eco-friendly environment [2]. As per Subooh Yusuf stated that demographics tend to play an important role in regards to both the interest of green products and green certification [3]. Green Trade & Development (2008) discussed that consumers are said to be changing their attitude and perception and profess a strong willingness in favor of the eco-friendly environment. This concept helps us in realizing a fact that how much a consumer is conscious about their environment. According to Mihaela Kardos, green marketing aims to raise awareness, educate and change consumers' behavior and educate them with the new system introduced in the curriculum as a new subject and by developing educational projects [4]. As per Shuba. N Green Marketing should become a norm rather than an exception [5]. Dr. Deepaak Kumar Jain states that unless a serious look is taken to the lifestyle in modern society there is no solution to the ecological problem [6]. .As per Sri Widyastuti Green products show a positive trust for the customers to build up their beliefs [7]. According to Satish A. Bhalerao, Green marketing gives a strain less to protect the environment [8]. According to ManveerKaur is to maintain quality healthiness the consumers are driven towards purchasing Green products [9]. According to **Prachi Mishra**, effective marketing strategies are to be implemented by the companies for the adoption of the products by the consumers to increase awareness, promotional availability and knowledge for consumption purposes [10]. According to Mrs. AarthiSamala lack of awareness is considered the biggest roadblock in the scope of Green marketing in India [11].

### III. OBJECTIVES

1. To find out the key aspects that determine the opinion of the respondents about green products
2. To study consumer attitude towards Green products
3. To bring out the factors influencing the purchase of green products.
4. To understand the impact of demographic factors and the purchase of green products.

### IV. RESEARCH METHODOLOGY

The study is to found out the consumer attitude towards green products. Primary data is collected with the help of the structured questionnaire and posted in Google form. Secondary data is collected

through website published articles; focus group transcript, newspaper, and relevant journals, etc. mainly to emphasize the conceptual analysis of eco-friendly products. The questionnaire is designed in such a way that there are several questions included for studying the objectives of the research. The questions include firstly on the opinion towards the consumers using green products, secondly, on the attitude about the green products, thirdly factors influencing the purchase of green products and lastly the impact of demographic factors on the purchase of the green product. The sampling technique involved is convenient sampling. The sample size considered for the study is 170. The respondents are selected from the district of Kurnool.

Opinion on usage of Green Products or Conventional Products

Products	Green products %	Plastic products%	Percentage	Total
brush	Wooden brush [89]	Plastic brush [11]	100	170
Penstand	Wooden Penstand [95]	Plastic penstand [5]	100	170
Bag	Jute bags [94.1]	Plastic bags [5.9]	100	170
jug	Wooden or steel jug [85.1]	Plastic jug [14.9]	100	170
Water bottles	Wooden or steel water bottles [93.1]	Plastic water bottles [7.9]	100	170
Soap case	Wooden soap case [91.1]	Plastic soap case [8.9]	100	170
Tongue cleaner	Wooden tongue cleaner [83.2]	Plastic tongue cleaner [16.8]	100	170
Cloth pegs	Wooden cloth pegs [88.1]	Plastic cloth pegs [11.9]	100	170

From the above table, it is clear that Green products are given more preference when compared to conventional products. The opinion given by the individual consumers holds the responsibility to

select green products and among these, the highest preferential green product is pen stand [95]

Attitude on Using Green Products

Attitude	Agree	somewhat	A little	Disagree	Mean	Standard Deviation	Total
Concerned with Belief level	142	16	10	2	35.5	53.125	170
Concerned with	77	70	17	6	19.25	28.875	170

action level							
Concerned with social change	136	23	8	3	34	51	170
Concerned with remodel or Update your home with Green Products	139	23	6	2	34.75	52.125	170
Buying Green products in Like buying a new home	139	17	12	2	34.75	52.125	170

The attitude towards using green products at the belief level the mean value is 35.5 and lowest is with action level 19.25 This shows that there is a gap between belief level and action level. There is an

equal mean value of 34.75 which is concerned with remodeling and buying Green products is like buying a new home.

#### Factors influencing Green products

Factors	Agree	Somewhat	A little	Disagree	Mean	Standard Deviation	Total
Responsible for social change	157	11	0	2	39.25	58.625	170
Supporting Environmental protection	146	17	5	2	36.5	54.75	170
Environmental friendliness	151	11	5	3	37.75	56.625	170
Green product Experience	129	28	13	0	32.25	48.375	170
Sustainability towards environment	130	17	17	6	32.5	48.75	170

From the above table, the highest mean value is 39.25 mentioned that using a Green product is like a Responsibility for social change and the second highest mean value is 37.75 for Environmental friendliness. It resembles that Environmental friendliness comes with responsibility for social change.

#### V. CONCLUSION

The consumer should be aware of self-loss. The social organization should propagate the belief to the extent that using eco-foe products is a 'stigma'. One thing that is being reiterated is that the current consumption levels are high and unsustainable. Therefore there is a need to take action for green products than that of the belief level of an individual. There is a need to alter consumer's opinions and

attitudes towards a more environmentally friendly lifestyle. People are realizing their role and responsibility towards the environment as a social change to create Environmental friendliness. Although this change is not happening too quickly it can happen by at least changing 30% of our daily needs will bring a great change as an integral part of social change

## VI. RECOMMENDATIONS

Unless the consumer belief and attitude are strongly implemented to maintain the ecological balance. Therefore every consumer should think deep for astonishing the self-loss and consider it as a collective responsibility to protect the environment. The attitude of the consumer should be strengthened from the grass-root level (using wood products replacing plastic products). The current study will provide valuable insight to practitioners and theoreticians who want to understand environmentally conscious individuals. Since the success of green products depends on consumer's adoption or changing their opinion, attitude and behavior towards green products. Thus the current study will persuade consumers to seek the value for collective gain over self-interest.

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