

Consumer Attitudes Toward Green Marketing: A Study With Particular Reference To The Kozhikode District

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Abstract:

According to SHIL (2012), "green marketing" is referred to as the advertising of products that are deemed to be environmentally friendly. This essay seeks to examine consumer attitudes toward environmentally friendly marketing strategies and gauge customer knowledge of such strategies. Sujith T. S.'s questionnaire approach, introduced in 2017, was used to gauge attitudes toward green practices. Based on the main information gathered from clients in the Kozhikode District, this study is analytical and descriptive. 120 consumers were chosen at random for the survey's sample size, which was handled individually. This study's results demonstrated that consumers had a very high level of knowledge regarding green marketing. Additionally, the consumer's perspective on the significance of using green marketing techniques and attitude.

Keywords: Green Marketing, Consumer's Attitude

INTRODUCTION

In the economic world, maintaining ecological balance is a significant task. The extent of the environment's harm has already surpassed horrifying thresholds. Waste output, including biodegradable contaminations, is dramatically increasing. These unfavorable developments have forced people to think more carefully about protecting the environment. Green marketing, as per the American Marketing Association, is the promotion of goods that are thought to be ecologically friendly (SHIL, 2012). Changing products, working methods, packaging, advertising tactics, and other processes are all included in the field of green marketing.

A developing trend that closely relates to environmental preservation is green marketing. People frequently mistakenly think that green marketing only comprises endorsing eco-friendly goods. Green marketing is applicable to terms like recyclable, refillable, and ozone-friendly, but it's crucial to remember that it spans a wider perspective and can actually be applied to services. (2017) Sujith T. S.

People are becoming more and more aware of the need to enhance and safeguard the environment in which they live on a global scale. The majority of them believe using environmentally friendly items is safer. Currently, they are quite enthusiastic about anything related to organic items, including organic food, hybrid vehicles, carpooling, recycled goods, and energy-saving practices. Due to the growing concern throughout the globe for sustainable progress in all spheres of human existence, including the area of marketing, there is now a greater focus on using eco-friendly practices. As a result, marketing tactics have changed, which has given rise to the notion of environmentally conscious thinking.

STATEMENT OF THE PROBLEM

Marketers nowadays are using green marketing to meet the requirements of their target client base. The majority of companies work to lessen how damaging their production operations are to the environment and other ecological factors. This study was carried out to examine customer attitudes toward environmentally friendly marketing practices and determine consumer awareness of such actions.

PURPOSE OF THE STUDY

The study's primary goal is as follows:

1. To determine how much customer awareness there is of green marketing
2. To comprehend how consumers feel about the significance of using green marketing techniques

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3. Examine consumer perceptions of green marketing
4. Research the relationship between consumer awareness of green marketing and demographic profile and attitudes toward it.

OPERATIONAL DEFINITION

a. Green Marketing

b. Green marketing is a comprehensive marketing approach that aims to minimize any adverse environmental effects across the full life cycle of goods and services, including their manufacture, marketing, consumption, and disposal. It was developed in reaction to the growing environmental consciousness in society. "Green marketing is an integrated marketing concept that has grown in popularity. It involves the production, promotion, consumption, and disposal of products and services in a manner that is less harmful to the environment. (Sujith T S, 2017)", (<https://www.economicdiscussion.net/marketing-management/green-marketing/32399>).

c. Consumer's Attitude

The way people think, feel or act toward someone or something is known as their attitude. It depicts a person's attitude, point of view, or strategy toward a specific subject, circumstance, or set of events. The choices, actions, and decisions people make in their daily lives are influenced by their attitudes, which can be positive, negative, or neutral. In this survey, we talked about how consumers feel about green products and behaviors.

LITERATURE REVIEW

(Sujith T S, an analysis of "the awareness of green marketing and its influence on consumers' buying behavior in Kerala" conducted in 2017 asserted that consumers have a favorable opinion of green products. The study also showed that consumers are more committed to buying eco-friendly products and knowledgeable about green practices. They are prepared to make green product purchases. Customers, however, have a neutral attitude when they are more expensive, and respondents' perspectives differ.

D.Sumathi, 2016 It was claimed by the researcher in her study 'A Study on the Impact of Consumer Behavior towards Select Organic Food Products' that a sizable fraction of consumers are knowledgeable about natural products. In order to expand utilization, costs for these products must drop, and about half of the participants are willing to pay more. An association between flavor and use of these products was discovered by the author, who also discovered that many participants thought natural products were tasty. In addition, 75% of the participants thought media coverage influenced their choice to buy natural products.

Anu Varghese & Santhosh J, 2015 have looked at how Kollam District consumers feel about green items. 80 customers were picked based on convenience. The majority of respondents, according to the research, are aware of green products. Organic produce and food goods were more popular with consumers. Customers encounter issues such as product scarcity, extravagant costs, and legal promotion, all of which have an impact on their purchasing decisions. Customers' decisions are mostly influenced by the quality of the items.

Bhatia & Jain, 2013 By using a questionnaire, the authors of the study "Green Marketing: A Study of Consumer Perception and Preferences in India" attempted to discover how Indian consumers perceived and preferred green marketing strategies and goods. Research of 106 respondents was conducted. Consumers showed a high level of awareness regarding eco-friendly items and green marketing techniques. The respondents were found to strongly value the environment. The findings of the regression analysis are consistent with the idea that consumer persuasion to buy and prefer green products over conventional ones was positively and significantly influenced by general green values, familiarity with green practices and products, and perceptions of the seriousness of marketing firms toward green marketing.

Technique

a. Instrument

Based on primary data, the study was descriptive and analytical in character. The Kozhikode District's clients provided the analysis's main source of data. Five-point Likert scale questionnaires were utilized to collect the data, which represented a range of attitudes from 1 to 5 respectively. Data collecting involved using a survey method.

b. Sampling

The primary data was gathered from a sample of fifty customers in Kozhikode district. A convenient sampling method was used for data collection.

Research Hypotheses

- i. H0: The demographic profile does not significantly differ in terms of consumer knowledge of green practices and products.
- ii. H0: In terms of customers' attitudes toward green products and behaviors, there are no appreciable differences between the demographic profiles.
- iii. H0: The demographic profile does not significantly differ in terms of how consumers see green practices and products.

STATISTICAL ANALYSIS

To facilitate analysis, the gathered data will be shown in tables and graphs. SPSS was used to examine the data. Statistical tools such as averages, percentages, t-tests, ANOVA tests, etc. were used for analyzing the data.

RESULT AND DISCUSSION

1. DEMOGRAPHY OF “RESPONDENTS

Table 1.1 - Gender of the Respondents

Gender	Frequency	Percent
Female	66	55.0
Male	54	45.0
Total	120	100.0

Source: Primary Data

According to the aforementioned statistics, respondents make up 55 percent of women and 45 percent of men.

Table 1.2 - Age-wise Classification of the Respondents

Age	Frequency	Percent
20-30	61	50.8
30-40	26	21.7
40-50	22	18.3
50-60	9	7.5
60 and Above	2	1.7
Total	120	100.0

Source: Primary Data

According to the data, the majority of the responders are between the ages of 20 and 30. Around 22% of respondents were between the ages of 30 and 40, and 18% were between the ages of 40 and 50. A little more than 7.5% of respondents were between the ages of 50 and 60, while the remaining 1.7% were above the age of 60.

Table 1.3 - Occupation-wise classification of the Respondents

Occupation	Frequency	Percentage
Govt. Employee	45	37.5
Self Employed	20	16.7
Professionals	11	9.2
Business	10	8.3
Private Employee	18	15.0
House Wife	16	13.3
Total	120	100.0

The table shows that 37.5% of respondents are government employees, followed by 16.7% self-employed and 15.0% private employees.

Table 1.4 - Income-wise classification of the Respondents

Income	Frequency	Percentage
Below 10,000	14	11.7
10,000 - 25,000	30	25.0
25,000 - 50,000	29	24.2
50,000 - 1,00,000	30	25.0
Above 1,00,000	17	14.2
Total	120	100.0

On the basis of the table above, it can be seen that 25% of the respondents earn between 10,000 and 25,000 per month. Another 25% earn between 50,000 and 1,00,000 per month. Approximately 24.2% earn between 25,000 and 50,000 per month. Around 14.2% of the respondents earn above 1,00,000, while the remaining respondents earn below 10,000.

2. AWARENESS OF GREEN MARKETING PRACTICE

Table 2.1 Consumers awareness of green marketing practice

	N	Mean	SD
Awareness of Green Marketing Practice	120	3.96	0.749
<i>Aware of various measures implemented to encourage environmentally friendly marketing strategies.</i>			
Ministry of Environment	120	4.03	0.88
State Government	120	4.02	0.84
Corporates	120	3.83	0.98
NGO's	120	4.07	0.88
Overall	120	4.11	0.62

The study's result stated that the respondents are moderately aware of green marketing practices with a mean value of 3.96 on a scale of 5. The table also revealed that the majority of the participants had a strong understanding (Overall Mean= 4.11 on a scale of 5) of the efforts made by the Ministry of Environment (Mean score 4.03 with SD 0.88), state government (Mean score 4.02 with SD 0.84), corporates (Mean score 3.83 with SD 0.98) and NGOs (Mean score 4.07 with SD 0.88) in India to encourage environmentally friendly marketing practices.

Table 2.1 Source of information about green marketing

Source	Percentage
Newspaper	38%
Television	43%
Magazines	15%
Social Media	84%
Others - Institutions	18%

The study found that most respondents' source of information about green marketing practices was social media (84%), followed by TV (43%) and newspapers (38%).

3. PERCEPTION ABOUT IMPORTANCE OF GREEN MARKETING

Table 3.1 Reliability Statistics

Cronbach's Alpha	N of Items
.902	8

Source: Primary Data

The reliability analysis of the awareness scale about green marketing practice has shown 0.902 as Cronbach's Alpha value.

Table 3.2 Perception about the importance of green marketing

Descriptive Statistics			
Green Marketing Practices	N	Mean	SD
Producing environment-friendly product	120	4.67	0.56
Producing goods through an environment-friendly process	120	4.60	0.57
Utilizing environmental communication strategies to promote products	120	4.29	0.73
Branding products with green marketing strategies	120	4.34	0.70
Packing products differently to protect the environment	120	4.51	0.67
Product modification to make it more eco-friendly	120	4.53	0.67
Using a green supply chain for distribution and procurement.	120	4.47	0.70
Instructing consumers on how to utilize things in an environmentally beneficial way	120	4.50	0.61
Overall Mean	120	4.61	0.58

Source: Primary Data

On the basis of the results of the survey, it appears that out of eight statements regarding the importance of green marketing practices from an environmental standpoint, most respondents strongly agreed with 4.25 or more of them. This is supported by a relatively low SD. The survey showed that producing eco-friendly products (Mean score 4.67 with SD

0.56), producing goods through environment-friendly processes (Mean score 4.60 with SD 0.57), modifying products to make them environmentally friendly (Mean score 4.53 with SD 0.67), modifying product packaging to suit the environment (Mean score 4.51 with SD 0.67) and educating consumers on eco-friendly product usage (Mean score 4.50 with SD 0.61) were the main marketing practices that received strong agreement from respondents. The table also revealed that the overall mean value was 4.61 with SD 0.58. Respondents are aware of the relevance of these green marketing techniques and are aware of their importance from an environmental perspective.

4. CONSUMERS ATTITUDES TOWARDS GREEN MARKETING

Table 4.1 Reliability Statistics

Cronbach's Alpha	N of Items
0.869	8

The reliability analysis of the attitude scale about green marketing practice has shown 0.869 as Cronbach’s Alpha value.

Table 4.2 Consumers’ attitudes towards Green Marketing

Descriptive Statistics			
	N	Mean	SD
My consideration of the environment has an impact on my purchasing behavior.	120	4.27	.60
I consider myself to be a conscientious environmental citizen.	120	4.21	.61
When making many of my decisions, I take the potential effects of my activities on the environment into account.	120	4.16	.64
The environment-friendly nature of the things I use is vital to me.	120	4.37	.65
I'm willing to put up with inconveniences in order to make ecologically beneficial decisions.	120	4.11	.71
I worry about squandering our planet's resources.	120	4.24	.73
Environmental protection is a top priority for the organizations developing and promoting green products.	120	3.89	.70
Consumers have become more concerned about environmental protection	120	4.02	.71
Overall Mean	120	4.20	0.58

The table above describes that the majority of the participants had a strong attitude (Overall Mean= 4.20 with SD 0.58) towards green marketing practice. Based on the results of a survey, it appears that out of eight statements regarding the attitudes toward green marketing practices. most respondents strongly agreed with 4.10 or more except for the statement ‘Environmental protection is a top priority for the organizations developing and promoting green products’ (Mean Score 3.89). This is supported by a relatively low SD. The result also showed the statement ‘The environment-friendly nature of the things I use is vital to me’ is higher mean value (4.37).

5. TESTING OF HYPOTHESES

5.1 Awareness of Green Marketing Practice – Gender-Wise Analysis

H0: There “is no significant difference between male and female with respect to level of awareness about green marketing practice

H1: There is a significant difference between males and females with respect to the level of awareness about green marketing practice

Group Statistics

	Gender	N	Mean	SD
Awareness	Male	54	4.11	.604
	Female	66	4.12	.645

		Levene's Test for Equality of Variances		T-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Awareness	Equal variances assumed	.434	.511	-.088	118	.930	-.01010	.11502	-.23787	.21767
	Equal variances not assumed			-.088	115.819	.930	-.01010	.11426	-.23642	.21621

Source: Primary Data

The table” mentioned above reveals that out of 120 respondents, 54 male customers' mean score is 4.11, and 66 female customers' mean score is 4.12 on a 5-point Likert Scale. The difference is just 0.01, which is insignificant.

Levene's Test for Equality of Variances' significant value in the t-test analysis is 0.551, indicating that both groups are diverse and that the t-test for equal variance should be taken into consideration. Accept the null hypothesis based on the Independent Samples Test result, which demonstrates that the significant value is 0.930 and is larger than 0.05. As a result, there is no discernible difference between the two measures of male and female knowledge of green marketing practices.

5.2 Perception Green Marketing Practice– Gender-Wise Analysis

H0: There “is no significant difference between male and female with respect to the perception of green marketing practice

H1: There is a significant difference between males and females with respect to the perception of green marketing practice

Group Statistics

	Gender	N	Mean	SD
Perception	Male	54	4.69	.543
	Female	66	4.55	.612

		Levene's Test for Equality of Variances		t-test for Equality of Means						
Perception		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
	Equal variances assumed	3.68	.057	1.308	118	.194	.13973	.10685	-.07186	.35132
	Equal variances not assumed			1.323	117.190	.188	.13973	.10558	-.06936	.34882

Since both groups are diverse according to the results of Levene's Test for Equality of Variances (Homogeneity), it was expected that the t-test for equal variance would be taken into consideration. The significant value for this test is 0.057. In this instance, the mean score for males' perceptions of green marketing practices is 4.69, while the average score for females is 4.55; the difference between the two is 0.13, which is negligible. According to the results of the t-test for equality of means, the null hypothesis is accepted since the t value is 1.308, the significant value is 0.194, and it is larger than 0.05. Therefore, there is no discernible difference between the two methods, i.e., how men and women perceive green marketing practices.

5.3 Attitude towards Green Marketing Practice– Gender-Wise Analysis

H0: There “is no significant difference between male and female with respect to the attitude towards green marketing practice and green products

H1: There is a significant difference between males and females with respect to the attitude towards green marketing practices and green products

Group Statistics

	Gender	N	Mean	SD
Attitude	Male	54	4.39	.529
	Female	66	4.06	.579

		Levene's Test for Equality of Variances		t-test for Equality of Means						
Attitude		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
	Equal variances assumed	4.05	.047	-.088	118	.002	.32828	.10218	012594	.53063
	Equal variances not assumed			-.088	116.509	.002	.32828	.10126	.12772	.52884

Source: Primary Data

The outcome of Levene's Test for Equality of Variances (Homogeneity) indicates that the significant value is 0.047, indicating that both groups are homogenous groups and that the t-test for equal variance is not assumed. Here, the average score for males' perceptions of green marketing practices is 4.39, while the average score for females is 4.06; the gap between the two is 0.33, which is a considerable difference. According to the results of the t-test for equality of means, the alternative hypothesis is accepted since the t value was 0.088, the significant value was 0.002, and it was less than

0.05. Therefore, there is a big difference in how men and women feel about using green marketing techniques and buying green products.

Age-wise Analysis

H0: There “is no significant difference between the age-wise classification of respondents with respect to the awareness, perception, and attitude towards green marketing practice and green products

H1: There is a significant difference between the age-wise classification of respondents with respect to the awareness, perception, and attitude toward green marketing practices and green products

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Awareness	Between Groups	1.256	4	.314	.800	.527
	Within Groups	45.111	115	.392		
	Total	46.367	119			
Attitude	Between Groups	2.333	4	.583	1.791	.135
	Within Groups	37.459	115	.326		
	Total	39.792	119			
Perception	Between Groups	3.320	4	.830	2.561	.042
	Within Groups	37.272	115	.324		
	Total	40.592	119			

Based on the result of ANOVA, in the level of awareness, the F value was 0.80 and the significant value was 0.527 and it is >0.05 so the null hypothesis is accepted. Thus there is no” significant difference in the respondent’s level of awareness with respect to their age level.

In the case of attitude towards green marketing practice, the ANOVA results demonstrate that the F value was 1.791 the significant value was 0.135 and it is >0.05 so the null hypothesis is accepted. Thus there is no significant difference in attitude towards green practices with respect to their age level.

In the case of perception, the ANOVA results reveal that the F value was 2.561 and the significant value was 0.042 and it is <0.05 so the alternative hypothesis is accepted. Thus there is a significant difference in perception about green practices with respect to their age level. The lowest mean score of the attitude towards green practices was in the age group of 30-40 years.

Occupation Wise Analysis

H0: There “is no significant difference in the awareness, perception, and attitude toward green marketing practices and green products of the respondents concerning their occupation

H1: There is a significant difference in the awareness, perception, and attitude toward green marketing practices and green products of the respondents concerning their occupation

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Awareness	Between Groups	3.336	5	.667	1.768	.125
	Within Groups	43.030	114	.377		
	Total	46.367	119			
Attitude	Between Groups	1.795	5	.359	1.077	.377
	Within Groups	37.997	114	.333		
	Total	39.792	119			
Perception	Between Groups	5.038	5	1.008	3.231	.009
	Within Groups	35.554	114	.312		
	Total	40.592	119			

Post Hoc (Duncan^{a,b}): Perception

Occupation	N	Subset for alpha = 0.05		
		1	2	3
Business	10	4.1000		
Self Employed	20	4.4000		
Private Employee	18		4.6111	
Govt. Employee	45		4.6889	
Professionals	11		4.7273	
House Wife	16			4.8750

Means for groups in homogeneous subsets are displayed.

Source: Primary Data

The above table revealed that the respondents' occupation has no significant effect on their awareness and attitude towards green marketing practices and green products. In the case of awareness, the F value was 1.768 with a significant value of 0.125 and it is greater than 0.05, so it is insignificant. Also, in attitude, the F value was 1.077 with a significant value of 0.377 and it is greater than 0.05, so it is insignificant.

But in the case perception, the F value was 3.231 with a significant value of 0.009 and it is <0.05, so it is significant. Hence, the result demonstrates that the respondents' occupation has a significant effect on their perception of green marketing practices and green products. By using the Duncan method, the perception of respondents was separated into three groups based on their occupation.

Income Wise Analysis

H0: There “is no significant difference in the awareness, perception, and attitude toward green marketing practices and green products of the respondents with respect to their monthly income

H1: There is a significant difference in the awareness, perception, and attitude toward green marketing practices and green products of the respondents with respect to their monthly income

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Awareness	Between Groups	5.348	4	1.337	3.748	.007
	Within Groups	41.019	115	.357		
	Total	46.367	119			
Attitude	Between Groups	7.606	4	1.902	6.794	.000
	Within Groups	32.185	115	.280		
	Total	39.792	119			
Perception	Between Groups	5.616	4	1.404	4.617	.002
	Within Groups	34.975	115	.304		
	Total	40.592	119			

Post Hoc (Duncan^{a,b})

Awareness			
Monthly Income of your family	N	Subset for alpha = 0.05	
		1	2
25,000 - 50,000	29	3.8276	
Above 1,00,000	17	4.0000	
50,000 - 1,00,000	30	4.1000	
Below 10,000	14		4.3571
10,000 - 25,000	30		4.3667
Means for groups in homogeneous subsets are displayed.			

Attitude			
Monthly Income of your family	N	Subset for alpha = 0.05	
		1	2
10,000 - 25,000	30	3.9333	
25,000 - 50,000	29	4.0345	
Above 1,00,000	17		4.2941
50,000 - 1,00,000	30		4.3667
Below 10,000	14		4.7143
Means for groups in homogeneous subsets are displayed.			

Perception			
Monthly Income of your family	N	Subset for alpha = 0.05	
		1	2
25,000 - 50,000	29	4.3793	
Above 1,00,000	17	4.4667	
50,000 - 1,00,000	30	4.6333	
Below 10,000	14		4.8571
10,000 - 25,000	30		5.0000
Means for groups in homogeneous subsets are displayed.			

Source: Primary Data

The ANOVA result shows that the respondents' monthly income level has a significant effect on their awareness, attitude, and perception about green marketing practices and green products. By using the Duncan method, the awareness perception of respondents about green marketing practice was separated into two groups based on their level of income, and the attitude of respondents towards green marketing practice was grouped into three.

CONCLUSION

The level of consumer awareness about green marketing practices has been shown to be high and consumers are moderately aware of the green initiatives taken by various organizations to promote green marketing practices.

The study's results show that green marketing practices are important from an environmental perspective. Participants are well aware of the importance of green marketing practices and environmentally friendly products and show positive attitudes towards them. If a product category offers a green/eco-friendly option, 85% of respondents are willing to buy it.

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