

Perception and Attitude of Ed Club Members Towards Green Marketing with Special Reference to Thrissur District

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Abstract

In this era of globalisation, it is the need of every organisation to keep its consumers in fold as well as to keep their environment safe. This research provides a brief review of youth's perception and attitude towards green marketing as an aspiring entrepreneurs. In current business scenario, environmental issues has become a challenge for the organisations, where by they are forced to produce eco-friendly products. Green marketing or eco- friendly products has become very popular to make our home - earth a green and safe. These green products are constantly working towards improving their green products. In recent years consumers has also changed their buying behaviour as they too are vulnerable to these environmental disasters. Therefore eco-friendly products or green marketing are getting wide acceptance as they are biodegradable materials will be more sought after. Thus, this paper identifies that the youth in today's world has the awareness and attitude towards green marketing. As the entrepreneur development club members or so called aspiring entrepreneurs, what is their perception towards green marketing concept and to analyse their attitude can give a conclusion that, what our home place- earth will be look like and to live in the future.

Keywords: Green Marketing; Environment; Eco-Friendly; Entrepreneur.

Introduction

Green marketing has been defined by AMA as "The study of the positive and negative aspects of marketing activities on pollution, energy depletion and non energy resource depletion". Green marketing also know as environmental marketing, or eco-marketing; in simple terms refers to the process of selling products or services based on their environmental benefits or in an environmentally friendly way, such as being manufactured in a sustainable manner. Conservation and waste reduction are becoming ever more integrated into everyday life. So, Eco friendly goods are an immediate opportunity. One main factor of why companies chose to go green is because of consumer tastes and preferences. There is a growing trend amongst consumers to purchase products which

are green in some way. Smart business houses have accepted green marketing as a part of their strategy. Today the world population is increasing rapidly due to which the natural resources get exhausted due to increases in population there is a rise in demand of all consumer goods. This further result in increase in the quantity of waste being generated through imperishable. The answer is more green goods. In order to avoid waste material and reduce energy, goods can be produced environmental friendly.

Comparing the generations, new generation has much more concern on this environmental issues. This attitude can bring a huge change in the coming future, where we can see a cleaner and safer earth. The study focuses on the youth's perception and attitude towards green marketing. As an aspiring entrepreneur we can examine how much they are aware about the current issues and with the joint effort- how they are going to bring a change. Overall there was a positive response from the aspiring entrepreneurs.

The idea of implementing Green Marketing includes the following goals:

- ❖ Using materials that can be reused.

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- ❖ Using recyclable materials.
- ❖ Minimising the use of indestructible in terms of weight and volume.
- ❖ Usage of biodegradable materials.
- ❖ Minimising the energy necessary for the transportation and production of products.
- ❖ Proper disposal of such materials used.

Statement of the Problem

Environmental degradation, which was not much a concern until recently has started to accelerate. Mostly in town area increase use of plastic has lead to increased waste and pollution. The imperishable goods takes one million years to degrade, Only solution to this problem is use of eco-friendly goods instead of indestructible. Another problem is most of the people are aware and concerned about the environmental issues but they does not use green goods. Although, present study focus on aspiring entrepreneurs perception and attitude towards green marketing.

Objectives

- ❖ To identify environmentally conscious youth and to study their attitude and perception on green marketing.
- ❖ To analyse the factors influencing those aspiring entrepreneur's awareness and attitude towards the green marketing.

Research Methodology

Students of Entrepreneur Development Club in the four autonomous colleges of Thrissur district were the population. For the purpose of conducting the study a sample of 60 students were randomly selected using Random sampling technique.

Source of Data

- ❖ Primary Data

Primary data were collected through questionnaire.

- ❖ Secondary Data

Published article, Journals, Reports, Websites.

Tools Used For Analysis

For data collection

- ❖ Questionnaire

For data presentation

- ❖ Charts
- ❖ Diagrams
- ❖ Tables

For data analysis

- ❖ Percentage
- ❖ One sample T- test

Data Analysis and Interpretation

- ❖ Respondents who know about green marketing.

Nature	Frequency	Percent
Yes	60	100%
No	0	0%
Total	60	100%

Source: primary data.

- ❖ Buying of green products.

Nature	Frequency	Percent
Daily	0	0
Weekly	20	33.33%
Monthly	38	63.33%
Never	2	3.33%
Total	60	100%

Source: primary data.

- ❖ Type of product respondents prefer to be eco-friendly.

Product	Frequency	Percent
Canned food	22	36.67%
Clothes	21	35%
Water bottles	15	25%
Electrical goods	0	0
Others	2	3.33%
Total	60	100%

Source: Primary data.

- ❖ Spreading the awareness of green marketing.

Frequency	Percent
59	98.33%
1	1.67%
60	100%

Source: Primary data

- ❖ Green marketing can change respondents purchase decision.

Nature	Frequency	Percent
Yes	51	85%
No	9	15%
Total	60	100%

Source: Primary data.

One Sample T-Test

EC: Environmental Concern

EC1: It is important to me that we try to protect our environment for our future generations.

EC2: We are doing enough in this country to protect our environment.

EC3: Green marketing can contribute to reduction in solid waste.

EC4: Environmentally friendly packaged material reduce the waste.

EC5: It is the duty of the manufacturer to provide goods with perishable in nature.

EC6: Promotion to bio-degradable product will help to increase the awareness in people.

Ho: The opinion towards each statement of environmental concern of students is equal to average.

Interpretation

Here, P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. But in the case of statement EC2, P. value is .077 so, it is accepted. According to Mean, all mean value are not equal to 3 and all are greater than value 3. Hence, the opinion regarding all statement of environmental concern of students are not equal to average.

CAA: Consumer Awareness and Attitude

CAA1: I feel shy carrying green goods.

CAA2: I feel like purchasing eco-friendly goods because my colleague/relative/friends use it.

CAA3: I am satisfied with the utility derived from the eco-friendly products, am willing for repurchase.

CAA4: I like to inform others also about green marketing.

Ho: The opinion towards each statement of consumer awareness and attitude towards environmentally friendly goods is equal to average.

Interpretation

Opinion regarding the statement of students awareness and attitude is focused in this factor analysis. Since, P. value is less than 0.01 the null hypothesis is rejected at 1% level of significance. But in the case of statement CAA2, P. value is .816 so, it is accepted. According to Mean, all mean value are not equal to 3 and all are greater than value 3. Hence, the opinion regarding all statement of ED club members' awareness and attitude are not equal to average.

PI: Purchase Intention

PI1: I would purchase eco-friendly goods rather than non-eco-friendly goods

PI2: I buy in bulk to avoid too many waste

Ho: The opinion towards each statement of purchase intention of students is equal to average.

Interpretation

P value is less than 0.01 the null hypothesis is rejected at 1% level of significance. According to Mean, all mean value are not equal to 3 and all are greater than value 3. Hence, the opinion regarding all statement of students' awareness and attitude are not equal to average.

FPD: Factors Influencing the Purchase Decision

FPD1: Environmental concern

FPD2: Quality

FPD3: Colour

FPD4: Trend

FPD5: Price

FPD6: Light weight

FPD7: Easy care

FPD8: Safety

FPD9: Durability

Ho: The opinion towards each statement of factors influencing purchase decision is equal to average.

Interpretation

P value is less than 0.01 the null hypothesis is rejected at 1% level of significance. In the case of statement FPD3 and FPD4 P. Value is .398 and .848 hence it is accepted at 5% level of significance. Based on mean score of the opinion regarding all

statement are above average except statement FPD3. Hence, the opinion regarding all statement of factors influencing purchase decision are not equal to average.

Findings

- ❖ All respondents know about green marketing
- ❖ Majority of the respondents are concerned about environmental issues and they buy green products monthly while going to market or somewhere.
- ❖ Majority of the respondent's opinion that step should take to spread the awareness of green products and relevance of green marketing in today's world.
- ❖ Majority of the respondents agree that buying eco-friendly product would be easy as compared to conventional one because it is biodegradable and durable.
- ❖ Majority of the respondents prefer to use or purchase green products instead imperishable (98.33%) and majority of the respondents can change their purchase decision positively (85%).

Suggestions

- ❖ Manufacture should made green products more stylish, reliable, affordable and attractive.
- ❖ Green marketing need much more penetration in to the public and should be more available in market for purchase and daily usage.
- ❖ Giving an awareness on the importance of using green products can reduce the use of indestructible goods.

Conclusion

This study focus on the topic "perception and attitude of ED club members towards green marketing with special reference to Thrissur district" is very sensitive topic in present scenario. The study revealed all factors those influencing green goods. The research concluded that all respondents are aware about green marketing and its effect on environment. Most of the respondent's opinion that green goods are not much available in the market for purchase and daily usage.

A majority of students have realised that their purchasing behaviour had a direct impact on many ecological problem. Customer adapted to this new

threatening situation by considering environmental issues when shopping and by purchasing only perishable products. The growth of ecologically favourable consumers are increasing day by day. As the demand for green product increases, it will improve our economy, business, consumers and most importantly our planet. Thus it concluded this project is benefiting the consumers who are using and not using eco-friendly products, and it help the respondents to get more awareness about green marketing.

Going green is the new cool. Go Green!!

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