
Perception of Consumers on Green Marketing Practices (A Study conducted in Anantapur District, Andhra Pradesh, India)

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ABSTRACT

The main focus of this study is to assess the perceptions of consumers on green marketing practices in Ananthapur District of Andhra Pradesh, India. It also aims to assess consumer's awareness on eco-friendly marketing practices and its influence on consumers purchasing decisions. The study utilized a descriptive research design with a sample size of 160 respondents. A well structured questionnaires have been used for collecting data. The data has been analyzed using descriptive statistics. The findings reveal that consumer hold a positive perceptions towards the green marketing practices of companies. The recommendations state that green marketing can be used as a weapon to target the environmentally concerned audience in Ananthapur, India.

Keywords: Green Marketing, Consumer awareness, Green Packaging, Eco-friendly products.

Introduction:

The focus of business organisations towards ecology is increasing enormously. These organisations have realized that their survival and success are immensely based on the environmental protection. Industrialists are accepting that they have a great responsibility in the preservation of the environment. Preserving ecology plays a vital role in marketing also. It could be a cutting edge for those who operate in business to reach the pinnacle. People are becoming aware of the consequences of their purchases on the environment and therefore are focused on how they can help the environment. Green marketing involves in marketing of eco-friendly products or services emphasizing their benefits to the environment, their sustainable nature, and their less impact on the ecosystem. It includes a wide range of practices such as environmental claims or eco-labels, green packaging, and promotion of less environmentally damaging products. The practice of marketing green products has gained pace in developed economies as there are consumers willing to pay more for products that are environmentally

friendly. Companies that adopt green policies not only respond to the challenge of consumer's growing environmental conscience but also enhance the overall image and competitiveness of the company. Notably, the use of green marketing strategies in developing countries is still at an early stage in the semi-urban and rural markets. The purpose of this study is to assess the consumer perceptions on green marketing practices in Ananthapur District in the state of Andhra Pradesh, India.

Environmental sustainability has emerged as a central concern and ideational paradigm in all regions and all sectors, especially business activities. Certainly with increase in awareness about environmental challenges such as global warming, pollution or loss of biodiversity, the consumers as well as organizations have become more sensitive to the consequences of their actions or choices. Such change has given birth to green marketing strategy, where companies emphasize the greener, more sustainable and recyclable nature of their products and services. Green marketing aims to transform consumption patterns close to their consumer's values into environmental friendly ones, and in doing so, promote environmentally responsible consumption.

SIGNIFICANCE OF GREEN PRACTICES IN MARKETING: Going green is a key success formula in modern business environment. The emergence of pressing ecological issues the focus towards green initiatives has been increased immensely. The following are the significant advantages from the green marketing practices in business organizations.

- **New Entrepreneurial Idea:** Business ideas are emerging from the green initiatives. Awareness and interests of consumer towards green products and services is increasing enormously. Thus entrepreneurs' new business ideas are sprouting from these green options and offers. Shehnaz Herbals is one such entrepreneurial idea. This further helps the organisations to gain first mover advantage.
- **Gain Share market:** Majority of the investors are attracted towards such organisations which advocate green practices because entering into green markets gives them respect from the society. Moreover these green practices improves efficiency and also reduces the risk of new regulations with regard to environmental protection. Hence such green companies and markets are attractive to investors for various reasons.

- **Better Employer Brand Image:** Green companies gain brand image in the society and attract talented workforce and acts as a best strategy to attract young talents. Employer brand image helps the organizations to retain best talents in the organization. A result of this is the creation of a culture of loyal employee base which can, ultimately contributes to the organizational prosperity.
- **Responsibility towards Government:** Companies with a green orientation are will be a step ahead of government regulations, leading to a situation wherein the organizations can avoid major changes in the current business practices in response to increasing regulation.

Review of Literature:

According to **Teisl, Roe and Hick, 2002** presented evidence based on market. It is found that consumers respond positively towards eco-labels and as a result of that market share of the product increased. The research conducted by **Ansar, N., 2013**, it is found that environmental literacy is associated with education and age. Further in the research it is identified that price, green packaging, green advertising have a positive association with the green purchase intention. According to **Govender, J. P., & Govender, T. L., 2016**, green marketing practices have an impact on the purchase behaviour of South African consumers. Respondents considered for the study have exhibited a high level awareness on green marketing and environmental impairment. Respondents have expressed a high degree of price sensitivity towards green products. Further it has been identified that the respondents purchase decision of green products have been influenced by packaging, labeling etc. **Dangelico, R. M., & Vocalelli, D. (2017)** in a literature review on green marketing strategies, studied the definition of green marketing, process of creating various green marketing strategies and characteristics of the elements within green marketing mix. No much discussion has been conducted on green marketing practices within the context of sustainable consumer behavior. In fact consumer behavior in green marketing has also received importance in research. In a research by **Mokha, A. K., 2018**, with the rapid increase of green practices across the globe, people have realized the significance of a green consumer and the usage of environmental friendly products. In this study it has been identified that there is a positive effect of eco-labels, eco-brands and environmental advertising on consumer buying behavior.

Research Purpose: It aims to present the significance of green practices in marketing. It also aims to assess consumer's awareness on eco-friendly marketing practices and its influence on consumers purchasing decisions.

Research Design: The study adopted descriptive research design. A Sample of 160 respondents from Ananthapur district have been selected for the study by applying convenience sampling technique. The data has been collected by administering a structured questionnaire. The data has been analyzed using mean scores.

Data Analysis: The data analysis and interpretation of data is as follows:

Table:1

Mean scores of Perceptions of respondents on Green Marketing Practices

S.No.	Statement	Mean Score
1.	I feel responsible towards environmental protection	4.5
2.	I initiate programs of sustainable development Programs	3.0
3.	I prefer to purchase a products that are manufactured through eco-friendly processes.	4.0
4.	Companies should educate their customers to use products in environmental friendly manner	5.0
5.	Companies should continuously involve in bringing the changes in the products to make them environmental friendly	3.9
6.	I prefer products that are with eco-friendly packaging	4.9
7.	Products must be promoted through eco-friendly modes of communication	3.3
8.	I prefer to purchase a that uses green supply chain for procurement and distribution	4.0
9.	I buy the products with green labels	4.3

Source: Field Survey

Discussion: The data analysis reveals that the consumers have a positive opinion on the the green marketing practices in Ananthapur District, Andhra Pradesh, India. The findings also show that they feel responsible for environmental protection. They have an moderately positive opinions on the eco-friendly modes of communication and on the companies continuous involvement in modifying the product to make it more eco-friendly. Highly positive perceptions have been found on the green marketing features such as green-labeling, green packaging, green supply chain for procurement and distribution of products. Quite remarkably, green awareness was found to have a positive opinion on need for companies to educate their customers to use products in environmental friendly manner which means that more knowledgeable consumers embrace more on environment friendly products. Significantly it is found that lowest positive response has been found towards respondents on their involvement in sustainable development programs. It can be noticed from analysis the respondents of study may be classified as Greenback Greens. According to **Roper 2002**, Greenback Greens. refer to such consumers who do not initiate any sustainable development programs but are more willing to purchase environmentally friendly products. The findings drawn from the overall analysis indicate that customers of Ananthapur district also are positive towards the green marketing practices.

Recommendations: Basing on the above analysis the following recommendations are proposed.

1. Awareness towards green marketing practices is increasing across the globe. Hence this certainly presents ample opportunities to the firms to penetrate into the semi urban areas of the country also.
2. Consumers are expecting companies to initiate steps to create more awareness among the consumers.
2. Organizations can emphasize on promotion of products through eco-friendly modes of communication thus enhancing their brand image.

Conclusion: The awareness towards green marketing practices is significantly increasing amongst consumers and businesses. Business organizations are initiating steps to conserve ecology. Consumers want greener goods from greener companies. This green revolution is not only

becoming prominent among the metro and cosmopolitan cities but also among the consumers of semi urban areas. The above analysis has indicated the same. It is understood that green initiative certainly brings success to the companies. These green marketing practices surely shows a right path for the companies to reach to pinnacle.

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