

AN ANALYSIS OF RELATIONSHIP BETWEEN MARKETING FACTORS AND CUSTOMERS SENTIMENT TOWARDS GREEN MARKETING

¹Mr. Mahendra Vidyaprasad Pandey (Research Scholar)

²Dr. Veena Prasad Vemuri (Professor)

^{1,2}Department of Management, Swami Vivekanand University, Sagar, MP

ABSTRACT

The current research endeavours to investigate impact of marketing factors and customer perceptions of green products. In this research, researcher tries to find out which marketing factors are influencing a consumer to purchase green products. In this research, the researcher endeavors to search for factor which is influencing more on consumer sentiment out of five marketing factors, i.e., Product, Price, Place, Promotion and Packaging, that leads to green marketing. After analyzing research data and testing hypothesis and objectives researcher concluded that eco-friendly products are always benefited to the businessmen and the society. There is a lot of positive change in the consumers perception towards eco-friendly goods in last few years. Consumer using eco-friendly products are increasing worldwide. In India inspite of price sensitive behaviour of the consumer large number of consumers are ready to pay more for green products. If eco-friendly product produced, priced, distributed and promoted effectively it will definitely accept and use by the consumers. At the end as a researcher and member of the society I am very positive that FMCG eco-friendly market will grow in future.

Keywords: FMCG product, marketing factors, green marketing, consumer perception, and product priced

INTRODUCTION

The notion of green marketing arose in reaction to increased concern about environmental deterioration. The degradation of the environment is a big worldwide problem. There is rising worry about greenhouse gases in the environment caused by the use of fossil fuels, ozone layer depletion caused by certain chemicals, and global warming. Environmentalists in India and throughout the world are raising their voices and lobbying against polluting enterprises. Green marketing is practise of selling products &/or services based on their environmental advantages. Such a product or service might have environmentally friendly components or be made in an environmentally friendly manner, for example:

- Being produced in a sustainable manner
- Not containing any hazardous or ozone-depleting elements
- capable of recycling and/or made from recycled materials
- Being produced from renewable resources (such as bamboo, etc.)
- avoiding the use of excessive packaging
- Being made to be repairable rather than "throwaway"
- **According to American Marketing Association,** "Green marketing is promotion of items that are seen to be ecologically friendly."
- **According to Michael Jay Polonsky,** "Green marketing encompasses any

actions aiming to produce & enable any exchanges intended to meet human needs or desires in such a way that satisfying of these needs & desires occurs with little negative impact on natural environment."

- **According to Pride & Ferrell**, "An organization's efforts to create, promote, price, & distribute environmentally friendly products."
- **Mintu & Lozada** Green marketing is described as "use of marketing instruments to encourage exchanges that meet corporate & individual goals in such a way that physical environment is preserved, protected, and conserved."
- **According to Stanton and Futrell**, "All actions meant to produce and support any exchanges intended to meet human needs and desires; hence, it assures that organization's & all its customers' interests are safeguarded, as voluntary exchange will not occur unless buyers and sellers gain mutually."
- **Chamorro & Bañegil** described as "the process of conceiving, exchanging relationships that go beyond the existing demands of customers while taking into account societal interest in conserving the natural environment"
- **Soonthonsmai** Green marketing is described as measures taken by businesses that are concerned about environment or green challenges by delivering environmentally friendly goods or services to satisfy consumers and the community.
- **According to Rahman, Reynolds, & Svaren**, Green marketing refers to a business that operates in a way that reduces waste, is environmentally friendly, saves energy, & generally promotes environmental health & societal sustainability.
- **Henion and Kinnear** defined Ecological Marketing is concerned with all marketing operations that contribute to the cause of environmental problems & may give a solution to such problems. Thus, ecological marketing is study of positive & negative effects of marketing operations on pollution, energy depletion, & the depletion of non-energy resources.
- **Coddington** "Environmental marketing" is characterised as "a business development obligation & a company growth opportunity."

According to the concepts above, green marketing focuses on satisfying client requirements & desires while causing no or little harm to the natural environment. It included a wide variety of operations such as product modification, modifications to manufacturing process, packaging improvements, & advertising adjustments. As a result, green marketing, as we define it here, implies a more proactive role for marketers. It promotes not just awareness of the influence that marketing operations may have on natural environment, but also methods that limit or eliminate any negative impact. Green marketing refers to environmentally responsible corporate practises. Green Marketing refers to any firm's marketing activity that aims to make a positive influence or decrease negative impact of a product on the environment.

Green marketing is a broader notion than simply selling things with environmental advantages. Green marketing is generating environmentally friendly or less hazardous products and packaging. Green marketing encompasses a wide range of topics, from environmental protection to pollution management. Companies should make every effort

to conduct research & development in order to generate eco-friendly products for the benefit of customers in particular and society in general.

Companies that are devoted to sustainable development & corporate social responsibility are more likely to engage in green marketing. More businesses are making an effort to embrace sustainable business practises because they know that doing so would make their products more appealing to consumers while also lowering costs such as packaging, shipping, energy/water consumption, and so on. Businesses are increasingly realising that exhibiting a high degree of social responsibility may boost brand loyalty among socially conscious customers. According to Peattie evolution of green marketing had three phases

1. The first phase was dubbed "Ecological green marketing," & during this time, all marketing operations were focused on assisting with environmental issues & providing solutions.
2. The focus turned to clean technology in the second phase, which involves the invention of creative new products that address pollution and waste challenges.
3. "Sustainable green marketing" was third step. It gained popularity in late 1990s & early 2000s.

LITERATURE REVIEW

Hassan & Mohd Nor (2013) attempted to determine level of consumers' decision making towards green electronic products & to identify influence of four factors on consumers' decision making towards green electronic products, namely attitude towards environmental protection, environmental knowledge, green purchase intention, & safety & health concerns. The study discovered that consumers' level of decision making toward green electronic items was low, indicating a lack of understanding about market's availability of a diverse variety of green electronic products. Environmental understanding and purchase intention of green items were also found to be substantially connected with customer choice making towards green electronic devices.

Prof. Jaya Tiwari (2013) covered various topics like evolution of green marketing, 4Ps of green marketing mix i.e. green products, green pricing, green promotion & gree Place (distribution). In her article she stated that the main challenges for green marketing in India is that it is a new concept & large numbers of consumers are not aware about it. Secondly, to produce green products is very costly for the companies due to costly raw material used in it. It is difficult for companies to convince consumers about the benefits of the green products.

P. Asha & Dr. R. Rathiha (2017) analysed consumer attitudes regarding critical concerns concerning green products, as well as factors that influence respondents' attitudes about green products. The study's goal is to identify elements that influence the purchase of green products & to comprehend impact of demographic characteristics on buying of green products. Researcher concluded that female consumers are more aware & have positive attitude towards green products than male consumers. Consumers' opinion of green product is very high but demand for green product is low.

Asad Mirza and Ashish Gupta (2020) conducted an experimental study on consumers' perceptions of green FMCG products. People are growing more health concerned and are gravitating towards purchase & use of environmentally friendly green items. In context of consumer goods, green products contain natural components and have a beneficial influence on consumer health while having little or no impact on environment.

Green products support sustainable development & provide consumers with the mental gratification of knowing that they are helping to save the environment. The study also shows the types of sellers chosen by customers for the purchase of green FMCG items, which may help green product makers choose the optimum channel of distribution for their products.

According to Ms. Pratyusha Goswami et al. (2020), our society is becoming increasingly concerned about natural environment. The harmful impact of human actions on the environment is a source of worry nowadays. Customers and manufacturers have shifted their focus to environmentally friendly things that are intended to be "green" or condition pleasant, such as low power expending (imperatively successful) electrical machines, natural items, without lead paints, recyclable paper, & cleansers.

Dr. Rajeev Vashisht (2021) examined Green marketing and its long-term sustainability, as well as the methods and marketing mix utilised in green marketing. The report also discusses importance of green marketing to both customers & environment. Secondary data was gathered and utilised in this work from journals, periodicals, newspapers, and websites.

Dr. Ravinder Kaur et al. (2021) develop a conceptual framework to evaluate the influence of green marketing mix factors on green product purchase intentions in India. The study employed the one-questionnaire strategy to account for the observed findings of the customer survey, and multiple regression analysis was performed to assess the model assumptions. Green marketing mix elements, according to the research, are crucial in forecasting client purchasing intention. Green product is seen as the most essential factor, followed by location, price, and advertising. Furthermore, the findings have significance for policymakers & practitioners in encouraging the focus on green marketing mix in developing strategies.

OBJECTIVES OF THE STUDY

The present research study is aimed to find out relationship between marketing factors and customers sentiment towards green marketing.

HYPOTHESES OF THE STUDY

H₀: There is no significant difference (relationship) b/w Marketing factors like green products, green pricing, green place, green promotion & green packaging on consumer perception towards green FMCG goods.

H₁: There is significant difference (relationship) b/w Marketing factors like green products, green pricing, green place, green promotion & green packaging on consumer perception towards green FMCG goods.

RESEARCH METHODOLOGY

Green marketing is still new concept in Indian consumer market. Few researchers have made research papers on this topic. However, there is no major detailed research by any researcher. In early researches, researchers tried to evaluate only impact of one marketing element that is price, on consumer perception on green marketing. Other elements of marketing mix like product, promotion, place, and packaging are not studied well. There is no research to find variations amongst consumers' perceptions of different areas particularly among the people of kalyan. The current study's research design was descriptive in nature. In this research, researcher tries to find out which marketing factors are influencing a consumer to purchase green products. In this research, the researcher endeavors to search for factor which is influencing more on consumer sentiment marketing factors. Survey is conducted through a structured questionnaire. Most of the questions are close-ended and rating scale questions. Open ended questions were also included to allow respondents to express their views and suggestions about improvement of present status of green marketing. For this research, the samples are the consumers

using FMCG green products in Kalyan. Statistical software used for data analysis is SPSS v. 20. For the purpose of data analysis, various statistical operations and tools are used such as chi square test, Garrett’s Ranking Technique, Kolmogorov-Smirnov Z, Friedman test and mean rank.

TABLE 1 RESPONDENTS' PERCEPTION TOWARDS GREEN PRODUCTS

		Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
prefer eco-friendly productsover non eco-friendly products	N	84	344	137	31	4
	%	14.0	57.4	22.8	5.2	0.6
look at the ingredients of eco-friendly products while purchasing	N	123	347	83	44	3
	%	20.5	57.8	13.8	7.4	0.5
Eco-friendly products arevaluable to the society	N	225	299	70	6	0
	%	37.5	49.9	11.6	1.0	0.0
can easily identify eco- friendly products available in the market	N	98	267	186	47	2
	%	16.3	44.6	31.1	7.7	0.3
Eco-friendly product consumption will not bringany harm to our health	N	76	229	160	130	5
	%	12.7	38.2	26.6	21.7	0.8
Eco-friendly product consumption will not createany pollution	N	100	356	126	14	4
	%	16.6	59.4	21	2.3	0.7
Companies producing eco-friendly products have fine environmental reputation	N	80	343	148	25	4
	%	13.4	57.2	24.6	4.2	0.6
prefer to buy products whichwill damage the environmentvery less	N	83	340	157	19	1
	%	13.8	56.6	26.2	3.2	0.2
Comparatively eco-friendlyproducts are inferior in performance to non-eco- friendly products	N	133	345	103	15	4
	%	22.2	57.5	17.2	2.4	0.7
Purchasing eco-friendlyproducts will contribute to the sustainable future	N	216	326	51	7	0
	%	36.0	54.4	8.5	1.1	0.0

(Source: Compiled Primary Data)

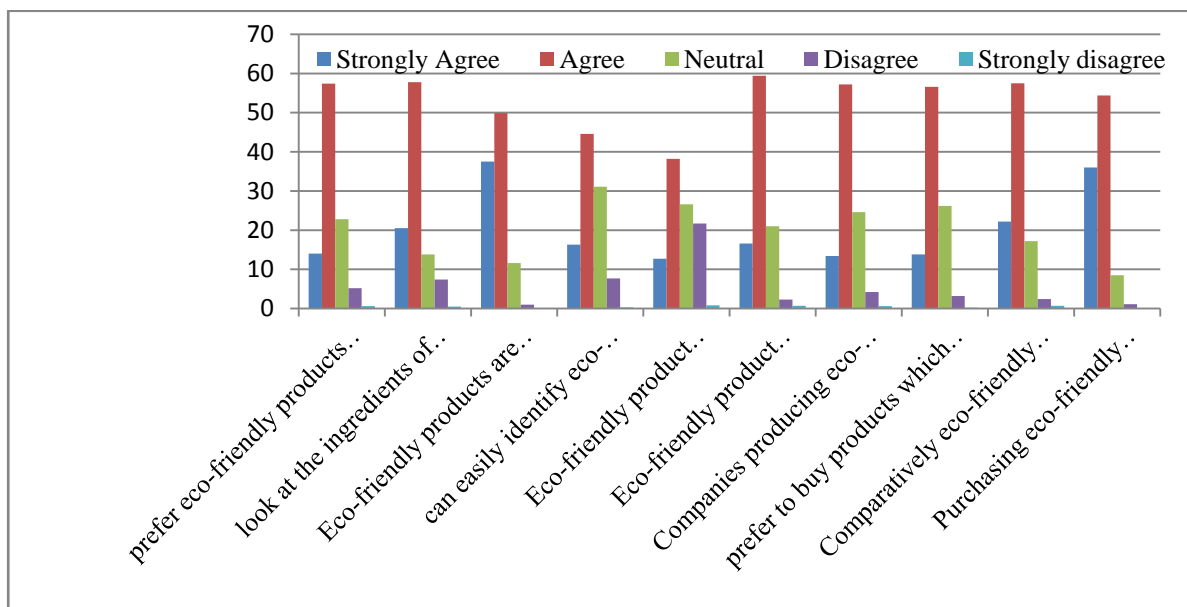


FIG. 1: RESPONDENTS' PERCEPTION TOWARDS GREEN PRODUCTS

Table 1 exhibits the respondents’ Perception towards Green Products. All the factors are measured on 5likert scale i.e. strongly agree, Agree, Neutral, disagree and strongly

disagree. From the tabulated data, it is depicted that out of 600 respondents, 84(14%) respondents strongly agreed, 344 (57.4%) respondents agreed, 137 (22.8%) respondents were neutral, 31(5.2%) respondents disagreed, and 4(0.6%) respondents strongly disagreed that they prefer eco-friendly products over non eco-friendly products.

It is also interpreted that, out of 600 respondents, 123(20.5%) respondents strongly agreed, 347(57.8%) respondents agreed, 83(13.8%) respondents were neutral, 44(7.4%) respondents disagreed, and 3(0.5%) respondents strongly disagreed that they look at the ingredients of eco-friendly products while purchasing.

Further, it is interpreted that out of 600 respondents, 225(37.5%) respondents strongly agreed, 299(49.9%) respondents agreed, 70(11.6%) respondents were neutral, and 6(1%) respondents disagreed that eco-friendly products are valuable to the society.

Analysing results of 600 responses, 98(16.3%) respondents strongly agreed, 267(44.6%) respondents agreed, and 186 (31.1%) respondents were neutral, 47(7.7%) respondents disagreed, and 2(0.3%) respondents strongly disagreed that they can easily identify eco-friendly products available in the market.

It is also interpreted that out of 600 respondents, 76(12.7%) respondents strongly agreed, 229(38.2%) respondents agreed, 160(26.6%) respondents were neutral, 130(21.7%) respondents disagreed, and 5(0.8%) respondents strongly disagreed that eco-friendly product consumption will not bring any harm to our health.

Analysing result of 600 respondents, 100(16.6%) respondents strongly agreed, 356(59.4%) respondents agreed, 126(21%) respondents were neutral, 14(2.3%) respondents disagreed, and 4(0.7%) respondents strongly disagreed that eco-friendly product consumption will not create any pollution. It is also interpreted that out of 600 respondents, 80(13.4%) respondents strongly agreed, 343 (57.2%) respondents agreed, 148(24.6%) respondents were neutral, 25(4.2%) respondents disagreed, and 4(0.6%) respondents strongly disagreed that companies producing eco-friendly products have good environmental reputation.

Further, it is interpreted that out of 600 respondents, 83(13.8%) respondents strongly agreed, 340(56.6%) respondents agreed, 157(26.2%) respondents were neutral, 19(3.2%) respondents disagreed, and 1(0.2%) respondents strongly disagreed that they prefer to buy products which will damage the environment very less.

It is observed and interpreted that out of 600 respondents, 133 (22.2%) respondents strongly agreed, 345(57.5%) respondents agreed, 103(17.2%) respondents were neutral, 15(2.4%) respondents disagreed, and 4(0.7%) respondents strongly disagreed that comparatively eco-friendly products are inferior in performance to non-eco-friendly products.

After analyzing of 600 responses, it is interpreted that, 216(36%) respondents strongly agreed, 326(54.4%) respondents agreed, 51(8.5%) respondents were neutral, and 7(1.1%) respondents disagreed that Purchasing eco-friendly products will contribute to the sustainable future.

TABLE 2: FREQUENCY ANALYSIS OF EACH MARKETING FACTOR

Factors	Frequency				
	Ranks				
	1	2	3	4	5
Product	331	114	36	13	20
Pricing	34	81	115	107	177
Place/distribution	16	86	123	150	139
Promotion	122	168	102	71	51
Package	26	83	127	165	113

(Source: Compiled Primary Data)

Table 2 gives the frequency of ranking given by the consumer to each marketing factor. 1 considered as highest frequency rank and 5 considered as lowest frequency rank. From the above data it is interpreted that product is the most important marketing factor influencing consumer perception towards FMCG eco-friendly goods whereas price is the least.

TABLE 3: GARRETT VALUE WITH THE HELP OF PERCENT POSITION VALUE

Rank	Percent Position Value	Garrett Value
1	10	75
2	30	61
3	50	50
4	70	40
5	90	25

(Source: Compiled Primary Data)

Table 3 gives the Garrett value with the help of percent position value calculated by the associated formula and table for Garrett value.

TABLE 4 ACTUAL GARRETT VALUE

Factors	Original Ranks				
	1*75	2*61	3*50	4*40	5*25
Product	24825	6954	1800	520	500
Pricing	2550	4941	5750	4280	4425
Place/distribution	1200	5246	6150	6000	3475
Promotion	9150	10248	5100	2840	1275
Package	1950	5063	6350	6600	2825

(Source: Compiled Primary Data)

Table 4 indicates Actual Garrett Value of marketing factors influencing consumer perception towards FMCG eco-friendly goods. Making use of the Garrett value, each cell value is recalculated as per the required procedure.

TABLE 5 FINAL RANK GIVEN BY CONSUMERS TO MARKETING FACTOR

Factors	Total	Final Rank
Product	34599	1
Pricing	21946	5
Place/distribution	22071	4
Promotion	28613	2
Package	22788	3

(Source: Compiled Primary Data)

Table 5 represents the final overall rank, given by consumers to each factor. We conclude the final ranking by considering factors getting highest to lowest rank. Through the ranking technique, we try to find the relationship between marketing factors and consumers' perception towards Green Products. We observe that the most important factor that according to consumers' perception, the 'Product' is the important marketing factor that they prefer, followed by the 'Place/Distribution of the Product', which is the next factor preferred by the consumers. Next comes the 'Package', then 'Promotion' and at the end the 'Pricing'. Again, 'Price' is the least preferred factor because Green Products are usually expensive.

TABLE NO.5.61: KOLMOGOROV-SMIRNOV Z VALUE OF MARKETING MIX AND CONSUMER PERCEPTION TOWARDS GREEN MARKETING

	Kolmogorov-Smirnov Z	Asymp. Sig. (2-tailed)
I prefer eco-friendly products over non eco- friendly products	10.43	0.00
I look at the ingredients of eco-friendly products while purchasing	10.64	0.00
Eco-friendly products are valuable to the society	8.42	0.00
I can easily identify eco-friendly products available in the market	8.19	0.00
Eco-friendly product consumption will not bring any harm to our health	7.65	0.00
Eco-friendly product consumption will not create any pollution	10.39	0.00
Companies producing eco-friendly products have fine environmental reputation	10.31	0.00
I prefer to buy products which will damage the environment very less	10.09	0.00
Comparatively eco-friendly products are inferior in performance to non-eco-friendly products	9.95	0.00
Purchasing eco-friendly products will contribute to the sustainable future.	9.42	0.00
Reasonable cost and saving	13.73	0.00
Made of natural ingredients	13.62	0.00
Ease of use	16.08	0.00
Brand/image of the company	16.13	0.00
Effective	15.37	0.00
Other	17.44	0.00

(Source: Compiled Primary Data)

HYPOTHESIS TESTING

TABLE 7 FRIEDMAN TEST MEAN RANK OF SIGNIFICANT DIFFERENCE BETWEEN MARKETING FACTORS AND CONSUMER PERCEPTION TOWARDS GREEN FMCG GOODS

	Mean Rank
Product	1.64
Pricing	2.55
Place/distribution	3.59
Promotion	3.52
Package	3.60

(Source: Compiled Primary Data)

TABLE 8 CHI-SQUARE VALUE OF MARKETING FACTORS AND CONSUMER PERCEPTION TOWARDS GREEN FMCG GOODS.

N	600
Chi-Square	1301.65
Df	4
Asymp. Sig.	.00

(Source: Compiled Primary Data)

Since $p\text{-value} < 0.05$, we reject H_0 . There is a significant difference between Marketing factors and consumer perceptions towards Green FMCG goods. According to the mean rank table, the highest mean i.e., a major difference exists because of Packaging and Place/Distribution.

FINDINGS

- Maximum 57.4% respondents agreed that they prefer eco-friendly products over non eco-friendly products.
- Majority 57.8% respondents agreed that they look at the ingredients of eco-friendly products while purchasing.
- Further 37.5% respondents strongly agreed and 49.9% respondents agreed that eco-friendly products are valuable to the society.
- 44.6% respondents agreed that they can easily identify eco-friendly products available in the market.
- Maximum 38.2% respondents agreed that eco-friendly product consumption will not bring any harm to our health.
- 59.4% respondents agreed that eco-friendly product consumption will not create any pollution.
- 57.2% respondents agreed that companies producing eco-friendly products have good environmental reputation.
- 56.6% respondents agreed that they prefer to buy products which will damage the environment very less.
- 57.5% respondents agreed that comparatively eco-friendly products are inferior in performance to non-eco-friendly products.
- 54.4% respondents agreed that Purchasing eco-friendly products will contribute to the sustainable future.

CONCLUSIONS

There is a significant difference (no relationship) between Marketing factors and consume perception towards green FMCG goods. The most important marketing factors influencing consumer perception towards green marketing are packaging and place/distribution. After analyzing research data and testing hypothesis and objectives researcher concluded that eco-friendly products are always benefited to the businessmen and the society. There is a lot of positive change in the consumers perception towards eco-friendly goods in last few years. Consumer using eco-friendly products are increasing worldwide. In India inspite of price sensitive behaviour of the consumer large number of consumers are ready to pay more for green products. If eco-friendly product produced, priced, distributed and promoted effectively it will definitely accept and use by the consumers. At the end as a researcher and member of the society I am very positive that FMCG eco-friendly market will grow in future.

REFERENCES

1. Hassan, Y. and Mohd Nor, M. A. (2013). Understanding Consumer Decision Making towards Green Electronic Products. *South East Asia Journal of Contemporary Business, Economics and Law*, 2(1): 27-33.
2. Tiwari Jaya (2013) Green Marketing in India: An Overview, *IOSR Journal of Business and Management*, Vol. 1, Issue 1, pp. 33-40
3. P. Asha and K. Rathiha (2017) Consumer attitude towards Green Products, *International Journal of Advanced Research in Management*, Vol.8 Issue - 3, pp. 1-7
4. Ms. Pratyusha Goswami, Shailee Lohmor Choudhary, Dr. Rinku Sharma Dixit. (2020). Analysis of the Consumer Sentiment towards Green Marketing: A Study. *International Journal of Advanced Science and Technology*, 29(3), 12884 - 12892.
5. Asad Mirza and Ashish Gupta (2020) "A Study on Consumers Perception towards Green FMCG Products :With Reference To Lucknow city in Uttar Pradesh", Vol. 7,

Issue 26 (II), 2020, Page Nos. 277-284

6. Dr. Rajeev Vashisht (2021) "Green Marketing and Its Importance" Assistant Professor, Dept. of Commerce, Rajdhani College, University of Delhi, New Delhi 28th - 29th May, 2021
7. Dr. Ravinder Kaur, Suyash Mishra, Shivani Yadav, Tanya Shaw (2021) "Analysing the Impact of Green Marketing Mix on Consumer Purchase Intention". DOI: 10.1504/IJICBM.2021.10038995