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Awareness and perception of green marketing in Kumbakonam town

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Abstract
This paper focus on finding the perception and awareness of people regarding the Go green concept in semi – urban areas. Literacy rate is increasing in these areas among people. The researchers intend to know whether these concepts are getting established or not among the people. Statistical tools such as one way anova, non-parametric tools such as independent sample test with wilcoxon, factor analysis have been used to find out the results. The result reveals that people are aware regarding these Go green concept and related products in the study area.

Keywords: Awareness, perception, green marketing, Kumbakonam town

Introduction
India is the world's largest democracy and currently is undergoing a tremendous economic growth. Even then it faces increasing stress to its air, water, and energy also the resources use is becoming uncertain. Sustainable development is the watchword of everyday, which means due care should be taken to preserve existing environmental resources for the benefit of future generations. And its different aspects of green marketing include ecologically safer products, recyclable and biodegradable packaging, energy efficient operations, and better pollution controls. Advanced products from green marketing include packaging made from recycled paper, phosphate-free detergents, refillable containers for cleaning products, and bottles using less plastic and so on Green marketing are becoming more important to business because of the consumer's genuine concern about limited resources on the earth. By implementing green marketing measures to save the earth's resources in production, packaging, and operation, businesses are showing consumers that they too share the same concerns, boosting their credibility.

Phase of green marketing
First phase was termed as "Ecological" green marketing, and during this period all marketing activities were focused to help environment problems and provide remedies for environment problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

Need of green marketing
- In the recent times issues like global warming and depletion of ozone umbrella which are detrimental for healthy survival has cropped up.
- Every person rich or poor are interested in quality life full of health and vigor.
- Financial gains and economic profit are the main aims of any corporate business. But harm to environment at the cost of sustainable business across the globe is realized now through off late.
- This sense is building corporate citizenship in the business class. So green marketing by the business class is still in the selfish anthological perspective of long term sustainable business to please the consumer and obtain the license from the governing body.
- Industries in Asian countries are catching the need of green marketing from the developing countries but still there is a wide gap between their understanding and implementation.

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Advantages of green marketing

Companies that develop new and improved products and services with environment inputs in mind give themselves access to markets that increase their profit sustainability. They enjoy a competitive advantage over the companies which are not concerned for the environment. Few advantages are stated below:

- It ensures sustained long term growth along with profitability.
- It saves money in the long run, though initially the cost is high.
- It helps the companies market their products and services keeping environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantages.
- Most of the employees feel proud and responsible to be working for an environment responsible company.

Review of related literature

Mariammal, DRK, and M. Shaunmugavalli (2014), studied green purchasing behavior of the respondents. They advocate that 'consumer beliefs, Environmental attitude, social influence, and Quality of products are the significant factor related with the overall green purchasing behavior of the respondents.

The study conducted by Khan, Javeed Mohammed (2013) [2], reveal that majority of the consumers are still lacking green knowledge.

Kong, Wilson (2014) [3], highlighted that according label demonstrated in that their study consumer perception, green corporate perception, eco-label and green product value had positive significant influence on green purchases intention.

Monteiro, Mohan NJ, and Mohamed Irfan, studied that consumers in the age group of 30-34 are more environment conscious. Higher the education more positive attitude towards green marketing. It was seen that graduates, post graduates, and employees in private firms are more concerned about environment protection policies by firms.

Roy, Hindol (2013) [5], opinion that customers are becoming more demanding and they have started to pay more attention to the environment. What is important with brands is how customers perceive them and what the image of the brand is. The aim of this study is to find out how consumer behavior is influenced by green marketing by companies.

Objectives of the Study

➢ To know the awareness, perception and importance of green marketing among the people of Kumbakonam town.
➢ To exhibit the perception related to factors stimulating purchase of green products and purpose of using green products.
➢ To know the relationship between certain demographic variables and overall awareness of green marketing of people in the study area.
➢ To find out the significant differences on the basis of gender and marital status of people of Kumbakonam with respect to overall awareness on green marketing.
➢ To understand the factors influencing the perception and awareness on green marketing and products.

Preparation of Questionnaire

The primary data are those which are collected fresh and for the first time and thus happen to be original in character.

There are several methods of collecting primary data in surveys and descriptive researches. In this study, the researcher has taken the effort to frame a questionnaire after discussion with few experts and marketers of green products. Finally, the questionnaire was designed which comprises of 25 questions, out of this 6 questions are based on the demographic profile and the rest are related to various other aspects of perception and awareness of green marketing of people.

Sampling and collection of data

It refers to the number of customers selected from the universe to constitute a sample. The researchers have circulated 120 questionnaires to selected sample respondents and received back 105 filled questionnaires. But 10 questionnaires were unusable due to missing of complete information. Hence the sample size is 95. Since the researcher has taken only one semi urban town called Kumbakonam which is one taluk of Thanjavur district, sample size is not beyond 95.

Data Analysis

The researcher used four important tools to analyze the data after entering, coding and grouping data simple percentage for multiple responses, one way anova, Wilcoxon test for independent sample and Factor analysis are used for analysis in this research work.

Table 1: Multiple Responses of Consumers on Stimulating Factors towards the Purchase of Green Products

Stimulating Factors	Responses		% of Cases	Rank
	N	Percent		
Recycled/ Reusable	64	10.4%	68.8%	III
No chemical ingredients	89	14.5%	95.7%	II
Not polluting the environment	41	6.7%	44.1%	V
Minimal package	89	14.5%	95.7%	II
Natural ingredients	57	9.3%	61.3%	IV
Price	92	15.0%	98.9%	I
Brand name	92	15.0%	98.9%	I
Convenience	89	14.5%	95.7%	II
Total	613	100.0%	659.1%	--

Source: Primary data Sample size: 95. Cumulative responses size: 613

The above table explains the composition of multiple responses of the people of Kumbakonam with regard to the various stimulating factors which induce people to purchase green products. Based on the cumulative score of all the eight factors, two factors namely price and brand name stand first in the ranking and hence these factors seems to be the most important in stimulating people for the purchase of green products. Another three factors namely non chemical ingredients, minimal package and convenience, convenience ranked second in motivating the people for purchase of green products. Recycled/Reusable and natural ingredients are ranked third and fourth respectively. It can be concluded that certain brands are getting established in the market which attract the people and create awareness of green products among people. The researcher concludes that the price of green products is comparatively higher than the non green products, which naturally instigate the people to believe in the purity and hygiene of the products. Moreover it also motivates them towards both purchase and usage of these products in the study area.

Table 2: Response of Consumers on Purpose of Using Green Products

Purposes of green products	Responses N	Responses Percent	Percent of Cases	Rank
Publicity	94	15.1%	98.9%	I
Harm less for the society	54	8.7%	56.8%	VI
Attracting the customers	90	14.4%	94.7%	III
Concerned about environment	78	12.5%	82.1%	V
Good for health	40	6.4%	42.1%	VII
Social responsibility	81	13.0%	85.3%	IV
Availability	92	14.8%	96.8%	II
Social status	94	15.1%	98.9%	I
Total	623	100.0%	655.8%	--

Source: Primary data   Sample size: 95.   Cumulative responses size: 623

The above table explains the composition of multiple responses of the people of Kumbakonam with regard to the various purposes using green products. Based on the cumulative score of all the eight purposes for using green products, namely publicity and social status stand first in the ranking. Second and third ranks were given by people in the study area with regard to the purpose of using green product to availability and attracting the customers. Social responsibility, concern about environment, harmless for the society and good for health are ranked fourth, fifth, sixth and seventh respectively by people. The usage definitely promotes social status for the people. Moreover awareness about green products is also slowly getting established in the mind of the people. Therefore it has become more indispensable for people to maintain their social status and they buy and use such products. Various super markets are ensuring availability of green products and some specialized shops at selected parts of the study area pave ways for people to go green.

H_0: There is no relationship between age and overall awareness of people on green marketing in Kumbakonam town.

Table 3: Age and Overall Awareness of People on Green Marketing

Age Categories	Mean	SD	F Value	P Value
Youngsters	3.56[a]	0.400		
Lower middle aged people	3.81[b]	0.323	3.845	0.025*
Upper middle aged people	3.82[b]	0.443		

Note: *significance @ 5% level.

One way Anova technique is used here, and the P value is 0.025, and the null hypothesis is rejected at 5% level of significance. Therefore, it is concluded that there is a relationship between the age of people and their overall awareness on green marketing and products in the study area. Based on the Duncan Multiple Range Test (DMRT), among the three age groups presented in the above table, age group namely youngsters is significantly different with the other two groups namely upper middle aged and lower middle aged. But the lower middle aged group has a no significantly difference with upper middle aged group with regard to overall awareness on green marketing in Kumbakonam at 5 % level of significance.

H_0: There is no relationship between educational qualification and overall awareness of people on green marketing in Kumbakonam town.

Table 4: Educational Qualification and Overall Awareness of People on Green Marketing

Educational qualification	Mean	SD	F Value	P Value
Intermediate	3.78[a]	0.404		
Diploma	3.90[a]	0.085	0.301	0.824
Graduate	3.74[a]	0.086		
Post graduate	3.73[a]	0.460		

Note: P value denotes insignificance @ 5% level.

One way Anova technique is used here, and the P value is 0.824, and the null hypothesis is accepted at 5% level of significance. Therefore, it is concluded that there is no significant relationship between the educational qualification and their overall awareness on green marketing and products in the study area.
Based on the Duncan Multiple Range Test (DMRT), among the four categories of qualification as presented in the above table, all groups are not significantly different with other three groups at 5% level of significance with respect to overall awareness in Kumbakonam area.

H_0: There is no relationship between occupation and overall awareness of people on green marketing in Kumbakonam town.

Table 5: Occupation and Overall Awareness of People on Green Marketing

Occupation	Mean	SD	F Value	P Value
Employed	3.80[b]	0.383		
Self employed	3.91[b]	0.238	4.807	0.010**
Students	3.53[a]	0.487		

**Note: ** insignificance @ 5% level.

One way Anova technique is used here, and the P value is 0.010, and the null hypothesis is rejected at 1% level of significance. Therefore, it is concluded that there is a relationship between occupation of people and their overall awareness on green marketing and products in the study area. Based on the Duncan Multiple Range Test (DMRT), among the three occupational status presented in the above table, students category is significantly different with the other two groups namely self-employed and salaried. But people doing own business has a no significant difference with salaried class people with regard to the overall awareness on green marketing in Kumbakonam at 1 % level of significance.

H_0: The mean score of two gender groups are not significantly different with overall awareness of people on green marketing in Kumbakonam.

Table 6: Wilcoxon Test - Gender and Overall Awareness

Gender	Size	Mean rank	SD	z value	P value
Male	55	44.74	0.412	1.356	0.175
Female	40	52.49	0.496		

Note: P value denotes insignificance at 5% level

Since the p value is 0.175 which is more than 0.05 and the z value is 1.356, the null hypothesis is accepted at 5% level of significance. Hence it can be concluded that there is no significant difference between male and female people of Kumbakonam area with regard to overall awareness on green marketing and products. Based on the mean rank for male (44.74) and for female (52.49), the above said result is clearly evident and also statistically insignificant. The

expectation of both men and ladies regarding health & hygiene are not different in the study area. People are becoming aware of organic farming, naturopathy, ailments of chemical products, and benefits of non-chemical products etc, irrespective of their gender in the study area is the outcome of this study.

H_0: The mean score of two groups are not significantly different with overall awareness of people on green marketing in Kumbakonam.

Table 7: Wilcoxon Test – Marital Status and Overall Awareness

Marital status	Size	Mean rank	SD	z value	P value
Single	34	36.76	0.412	2.972	0.003**
Married	61	54.26	0.482		

Note: ** Significance at 1% level.

Since the p value is 0.003 which is less than 0.01 and the z value is 2.972, the null hypothesis is rejected at 1% level of significance. Hence it can be concluded that there is a significant difference between married and unmarried people of Kumbakonam area with regard to overall awareness of green marketing and products. Based on the mean rank for male (36.76) and for female (54.26), the above said result is

clearly evident and also statistically significant. The expectation of both married and unmarried people regarding health & hygiene would be different in the study area. Married people are aware of organic forming, naturopathy, ailments of chemical products, and benefits of non-chemical products etc, because they have responsibility not only towards themselves but to their family members' life also. So they seek good things whereas the unmarried people are not having this responsibility as they are free birds.

Results of Factor Analysis
The researcher has asked one question to find the consumer awareness on green marketing and related products in the semi urban area. 16 variables were included in that and finally factor analysis was employed to find the major factors which are contributing towards the overall awareness among the people of Kumbakonam. The result of the same is given below:

Table 8: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.631
Bartlett's Test of Sphericity	Approx. Chi-Square	395.214
	Df	120
	Sig.	.000

Table 9: Factor Analysis – Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.999	24.993	24.993	3.999	24.993	24.993	3.570	22.312	22.312
2	1.877	11.733	36.726	1.877	11.733	36.726	1.614	10.089	32.401
3	1.459	9.116	45.842	1.459	9.116	45.842	1.610	10.065	42.466
4	1.247	7.796	53.638	1.247	7.796	53.638	1.520	9.498	51.964
5	1.114	6.963	60.601	1.114	6.963	60.601	1.382	8.638	60.601

Extraction Method: Principal Component Analysis.

The above two tables explain the result of factor analysis by employing principal components analysis with Varimax rotation method. The KMO and Bartlett's test showed the Kaiser Mayer Olkin measure of sampling adequacy value is 0.631 and the significance value is less than 0.001 which shows that the variables are statistically significant and the data reduction technique can be exercised to reduce into factors.

From the above given table No.9, the researcher infer that 16 variables emerged as five groups based on the Eigen value more than 1 which all together contribute nearly 61% to the awareness of green marketing among the people in Kumbakonam.

From the component matrix values factor 1 comprising of 6 variables namely aware none of concept of green marketing (0.797), belief in the concept of green marketing (0.707), know about the advantages of green products (0.594), green marketing products help in the betterment of environment (0.645), government should take initiative in making companies to go green (0.647) and everyone is responsible for successful green marketing concept (0.748) are considered and termed as "Awareness", and factor 2 consisting 2 variables namely regular marketing technique harm the environment (0.3) and productivity can be improved drastically by using green marketing (0.676) were put together and termed as "Change". The 3rd factor comprising of 2 variables namely all companies shall try to implement green marketing in the process (0.719) and green marketing products are easily available in the markets for

purchase (0.813) were put together and termed as "Availability". The fourth factor comprising of 3 variables namely green marketing concept exist but and not implemented (0.412), reluctance in implementing green marketing concept by companies (0.659) and huge investment required to develop green products (0.696) were put together and termed as "Resistance" and finally the 5th factor comprising two variables namely am aware of companies moving towards green (0.664) and work schedule gets affected by implementing green concept (0.721), was termed by the researcher as "competition".

Therefore the researcher concluded that the first factor which includes 6 variables and termed "Awareness" is greatly contributing in explaining awareness of people about green marketing and products in Kumbakonam town as compared to other factors, as shown in the above table. Due to shortage of time the researcher could not go for any further multivariate analysis to know which factor is more important and so on.

Result and discussion
This study was conducted to study the awareness and perception of people on green marketing and green products in Semi – Urban towns like Kumbakonam.
This researcher approached nearly 100 respondents for this survey with structured questionnaire as mentioned in the methodology. The results were given with necessary interpretation in an orderly manner. Now the researchers give their final views about the study.

➢ People are becoming aware about health and hygiene, natural way of doing things, avoiding chemical supported products etc., which has resulted in the growth of organic farming and non – fertilizer products. Therefore chance and scope for green marketing and green products will be more in the future as people are seeking the specific brands available for these products and also they don't care about the price of these products

➢ As per Abraham Maslow's need hierarchy, the rich? Crowd needs social esteem and status. Money is not a problem for them and they also take more care about health and hygienic. So the price becomes immaterial for them to buy and use these types of products. As per the result, it is more clear that people move to these products for publicity and social status

➢ Age of people has relationship with the overall awareness of these products in this area as understood by the researcher in the following way. As people age, understanding and maturity level also grows. People become responsible towards healthy life. This is also proved with another test that marital status has a relationship with awareness in the study area; hence the researcher came to the conclusion that married people are more responsible in their life.

➢ Occupation of people also has a relationship with the overall awareness in the study area. Hence it is cleaner that thinking of salaried group is significantly? differ with from the thinking of self-employed group

➢ Another interesting result from the study is there is no significant difference between male and female with regard to overall awareness in the study, which means that they think alike on their aspects.

➢ Factor were framed with the help of data reduction technique and five factors were extracted and named by the researcher "Awareness, Change, Availability, Resistance and Competition" which reveals the results that people in Kumbakonam are having the awareness, willingness to change from non – green to green products, availability is also there in selected places, the companies are not feeling comfortable to change their process completely from non – green to green and finally competition has also started to show its face among the few suppliers of green products.

Conclusion
Saving the nature from artificial disaster can be one of the important things that people can do to create space to their future generation to live in this earth at least with minimum comfort. For this, we need to adopt ourselves in to naturalization and avoid harmful artificalisation in production process and encourage people to go green by creating more awareness in both government and nongovernmental organizations. Health is wealth is a known proverb and these words are to be taken into serious consideration. Both people and organizations in the society may work to prevent artificial disasters and emphasize natural ways of doing things for happy and healthy life is the final conclusion by the researchers.

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