

**A STUDY ON AWARENESS OF GREEN MARKETING AMONG UNDERGRADUATE STUDENTS IN HIMACHAL PRADESH.****Dr. Munish Kumar Thakur****Gmail: munishthakur1974@gmail.com****Associate Professor of Commerce, Govt. Degree College Lad Bharol, Mandi, Himachal Pradesh.****ABSTRACT**

Green Marketing is a type of marketing which is connected with marketing of green products and services. It involves production of eco friendly products and reduce the negative effect of the firm's activities on the environment. Consumers today are more concerned about environmental degradation and negative impact of their uses of product and services on environment. The reason for this concern could be visible climatic changes, global warming and increasing air and water pollution. In the present research, the authors have made an attempt to study the awareness of green products among the college students of two districts of Himachal Pradesh. The sample size of the study is 210. Study shows that students are becoming more ecologically conscious and desirous of purchasing environment friendly products. Students in the study are having a very positive attitude towards the green products and the majority of the students are willing to pay more for green products. So awareness about green products should be created by government as well as non-government agencies and educational institutions.

**KEYWORDS:** Green marketing, Environment, Students, Awareness, Green products

**INTRODUCTION**

Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. Here, term 'green' is indicative of purity. Green means pure in quality and fair or just in dealing (Kushalappa, Jain, and Nikhila, 2020). Consumers today are more concerned about environmental degradation and negative impact of their uses of product and services on environment. The reason for this concern could be visible climatic changes, global warming and increasing air and water pollution. According to American Marketing Association, marketing of products that are presumed to be environmentally safe is called as Green Marketing. Thus wide range of activities are covered under green marketing, which includes modifying the product, making changes in the production process and packaging, as well as modifying advertising or removing any activity that impacts the environment in negative way (Bhatia and Jain, 2014).

In societies where there is "freedom of choice", it has been generally accepted that individuals and organizations have the right to attempt to have their wants satisfied. As firms face inadequate natural resources, they must develop new or alternative ways of satisfying these indefinite wants. Realizing this importance, these days one of the key business strategies ensuring solutions to these resource related issues (sustainable development) has taken the shape of Green Marketing. Green Marketing can be considered as a type of marketing and a marketing philosophy. As a type of marketing it is same as industrial or service marketing, and it is connected with marketing of green merchandise and located them as green brands. While as a philosophy, green marketing routes parallel to the societal marketing concept and advocated the view that satisfying customers is not enough and enterpriser should consider ecological desires of the public as a whole (Choudhary & Gokarn, 2013).

**GREEN PRODUCTS**

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development

## LITERATURE REVIEW

**1. Gaikwad and Ingavale (2011).** In their research article “A study of Consumer Awareness for Green Marketing” analysed the awareness and willingness of the consumer to buy green products. In this paper, researchers observed that people who belong to the service category are more aware and willing to buy eco-friendly products and consumers who are aware of eco-friendly products and have a preference for eco-friendly products are not willing to buy expensive eco-friendly.

**2. TIWARI, TRIPATHI, SRIVASTAVA and YADAV (2011).** In their study they suggested that marketers need to apprehend the implications of green marketing. If you assume clients are not concerned about environmental problems or will not pay a premium for merchandise that are more eco-responsible, think once more. You should find a possibility to increase your product's performance and give a boost to your customers' loyalty and command a higher price. The realization specializes in numerous components of green behaviour, sustainability and other measures for green marketing and to gain foothold for the betterment of the society at large. Green marketing should not overlook the economic issue of marketing. Green marketing to be in its infancy and a number of research is to be completed on green marketing to discover its potential or capacity.

**3. Garg and Sharma (2017).** In their research article “Green Marketing: An Emerging Approach to Sustainable Development” found that both markets and consumers are becoming increasingly sensitive to the need to switch to green products and services. Therefore, firms are taking action to develop potential ecological approaches in the green market industry.

**4. Kushalappa et al. (2020)** In their studies the authors have made an attempt to study the awareness of green merchandise among the college students of Belthangady Taluk. The sample size of the study was 125 respondents. It could be found from the study that majority of the respondents select green merchandise and they desired to buy green merchandise related to food articles and within the form of medicines. Their study well-known shows that majority of the respondents want eco-friendly products even though product is costly. Students in the study are having a very positive attitude towards the green products. Green products are very essential for the sustainable development of the country. There is a need for creating awareness about the green products. Awareness should be created by the companies offering the green products, government as well as non-government agencies and educational institutions.

**5. Khadar and Anish (2022).** In his research article “A study on student's perception towards green marketing” a study at SDM Degree College Ujire, found that as Indians, it's our responsibility to value addition to our green product by promoting green marketing. So, people are aware about products firstly and government and organizations have taken some more measures for promoting products & services through green marketing.

## OBJECTIVES OF THE STUDY

1. To examine the level of awareness of college students of Himachal Pradesh about green products.
2. To identify the preferences of the students about green products.
3. To make suggestions and recommendations based on the findings of the study.

## HYPOTHESIS

H0: There is no significant difference in the level of awareness of the students of different disciplines about Green Marketing.

H1: There is significant difference in the level of awareness of the students of different disciplines about Green Marketing.

## RESEARCH METHODOLOGY

For the study both primary and secondary data has been used. The primary data for this study has been collected through a questionnaire. Google form was used for collecting the primary data. Keeping in view the time factors for the completion of the study only a sample of 210 students has been collected from the undergraduate students of two districts of Himachal Pradesh. Random sampling method has been used to collect the data. The Secondary data has been collected from different published sources like books, journals and web sites. Frequency distribution and Chi-square test has been used at various stages of data analysis.

**ANALYSIS AND RESULTS**

**1. What is your discipline**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Arts	79	37.6	37.6	37.6
Commerce	89	42.4	42.4	80.0
Science	42	20.0	20.0	100.0
Total	210	100.0	100.0	

Data collected through survey / questionnaire

It is fact from the above table that 89% of the respondents belongs to Commerce background and 79% belongs to Arts background and 42% of the respondents belongs to science discipline.

**2. Awareness of the concept of green marketing**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Aware to some extent	74	35.2	35.2	35.2
Fully aware	109	51.9	51.9	87.1
Not aware	27	12.9	12.9	100.0
Total	210	100.0	100.0	

Data collected through survey/ questionnaire

According to the Table 2, it is crystal clear that 51.9% of the respondents are fully aware about the concept of green marketing, 35.2% of the respondents are aware to some extent about green marketing, and only 12.9% of the respondents are not aware about the concept of green marketing.

**3. Sources of awareness of green marketing.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Class lectures	39	18.6	18.6	18.6
Friends and relatives	16	7.6	7.6	26.2
Magazine	3	1.4	1.4	27.6
News papers	19	9.0	9.0	36.7
Social media	127	60.5	60.5	97.1
Television	6	2.9	2.9	100.0
Total	210	100.0	100.0	

Data collected through survey/ questionnaire

It is true from Table 3 that the major source of information about the green marketing and about green products is social media (60.5%) followed by class lectures (18.6%), News papers, friends and relatives (7.6%), television (2.9%) and magazine is the least important source of information.

**4. Do you think there is enough information about “green” features when you buy the product.**

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	No	79	37.6	37.6	37.6
	Yes	131	62.4	62.4	100.0
	Total	210	100.0	100.0	

Data collected through survey/ questionnaire

The above table reveals the fact that 62.4% of the respondents think that there is enough information available about “green” features of the products when they buy the product and 37.6% of them were did not think that there is enough information available about “green” features of the products.

**5. Your preference while purchasing products.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Can't say	52	24.8	24.8	24.8
	Green product	142	67.6	67.6	92.4
	Non green product	16	7.6	7.6	100.0
	Total	210	100.0	100.0	

Data collected through survey/ questionnaire

According to the Table 4, majority (67.6%) of the respondents prefer Green products, 24.8% of the respondents can't say about their preference and only 7.6% of the respondents prefer non-green products.

**6. You are Preferred green products for**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Food article	123	58.6	58.6	58.6
	Medicine	47	22.4	22.4	81.0
	Stationary	40	19.0	19.0	100.0
	Total	210	100.0	100.0	

Data collected through survey/ questionnaire

Table 6 presents the preference of respondents towards type of green products preferred by the them. Majority of the respondents (58.6%) wanted to purchase green products related to food articles, 22.4% of the respondents prefer green products in the form of medicine, 19% of them prefer stationary.

**7. Level of Usage green products**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily basis	94	44.8	44.8	44.8
	Sometimes	88	41.9	41.9	86.7
	Very rarely	28	13.3	13.3	100.0
	Total	210	100.0	100.0	

Data collected through survey/ questionnaire

The above table shows that 44.8% of the respondents use the green products on daily basis, 41.9% of them use green products sometimes and 13.3% are using green products very rarely.

**8. what type of carry bags you preferred to carry things.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Green bags	189	90.0	90.0	90.0
Plastic bags	21	10.0	10.0	100.0
Total	210	100.0	100.0	

Data collected through survey/ questionnaire

It is fact from the above table that most of the respondents (90%) preferred green bags to carry things and only 10% of the respondents prefer plastic bags to carry things

**9. Do you agree that green products are recyclable.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	28	13.3	13.3	13.3
Yes	182	86.7	86.7	100.0
Total	210	100.0	100.0	

Data collected through survey/ questionnaire

The above table reveals the fact that 86.7% of the respondents agree that Green products are recyclable and only 13.3 % of them were did not agree that green products are recyclable.

**10. If green features increase the price of the product, are you willing to pay more?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	86	41.0	41.0	41.0
Yes	124	59.0	59.0	100.0
Total	210	100.0	100.0	

Data collected through survey/ questionnaire

The above table shows that majority (59%) of the respondents are willing to pay more just because of product is green and 41% of the respondents are not willing to pay more for green product.

**11. Do you use green products in daily life.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Val No	46	21.9	21.9	21.9
Yes	164	78.1	78.1	100.0
Total	210	100.0	100.0	

Data collected through survey/ questionnaire

It is crystal clear from the above table that Majority (78.1% )of the respondents use green products in their daily life and only 21.9% of them are not use green products in their daily life

**12. Preference between Eco-friendly product(Green product) and Non-Eco friendly product assuming that Eco friendly product is costly.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Eco friendly	167	79.5	79.5	79.5
Non eco friendly	43	20.5	20.5	100.0
Total	210	100.0	100.0	

Data collected through survey/ questionnaire

The above table shows that mostly (79.5%)of the respondents prefer eco-friendly products even though product is costly and 20.5% of the respondents does not prefer eco-friendly products.

**13. What is the main reason that makes you willing to pay more for the “green” product.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Enhance a quality of life	39	18.6	18.6	18.6
Environmental protection responsibility	136	64.8	64.8	83.3
getting high level of satisfaction	20	9.5	9.5	92.9
potential increase of product value	15	7.1	7.1	100.0
Total	210	100.0	100.0	

Data collected through survey/ questionnaire

It is true from Table 13 that the main reasonfor willing to pay more for the green product is environmental protection responsibility (64.8%) followed by enhance a quality of life (18.6%), getting high level of satisfaction (9.5%), potential increase of product value (7.1%).

**14. What is the main reason that makes you not willing to pay more for the “green” products?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cannot see the benefit of those features	56	26.7	26.7	26.7
Producers only claim, actually it is not	42	20.0	20.0	46.7
Product cost is too high, cannot afford them	112	53.3	53.3	100.0
Total	210	100.0	100.0	

Data collected through survey/ questionnaire

It is true from Table 14 that the main reason that makes respondents not willing to pay more for the green product is high product cost cannot afford them (53.3%),followed by cannot see the benefit of those features (26.7%) and Producers only claim, actually it is not(20%).

**15. Which marketing element strongly influences your buying behaviour of green products.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Package	36	17.1	17.1	17.1
Place	24	11.4	11.4	28.6
Price	26	12.4	12.4	41.0
Product	111	52.9	52.9	93.8
Promotion	13	6.2	6.2	100.0
Total	210	100.0	100.0	

Data collected through survey/ questionnaire

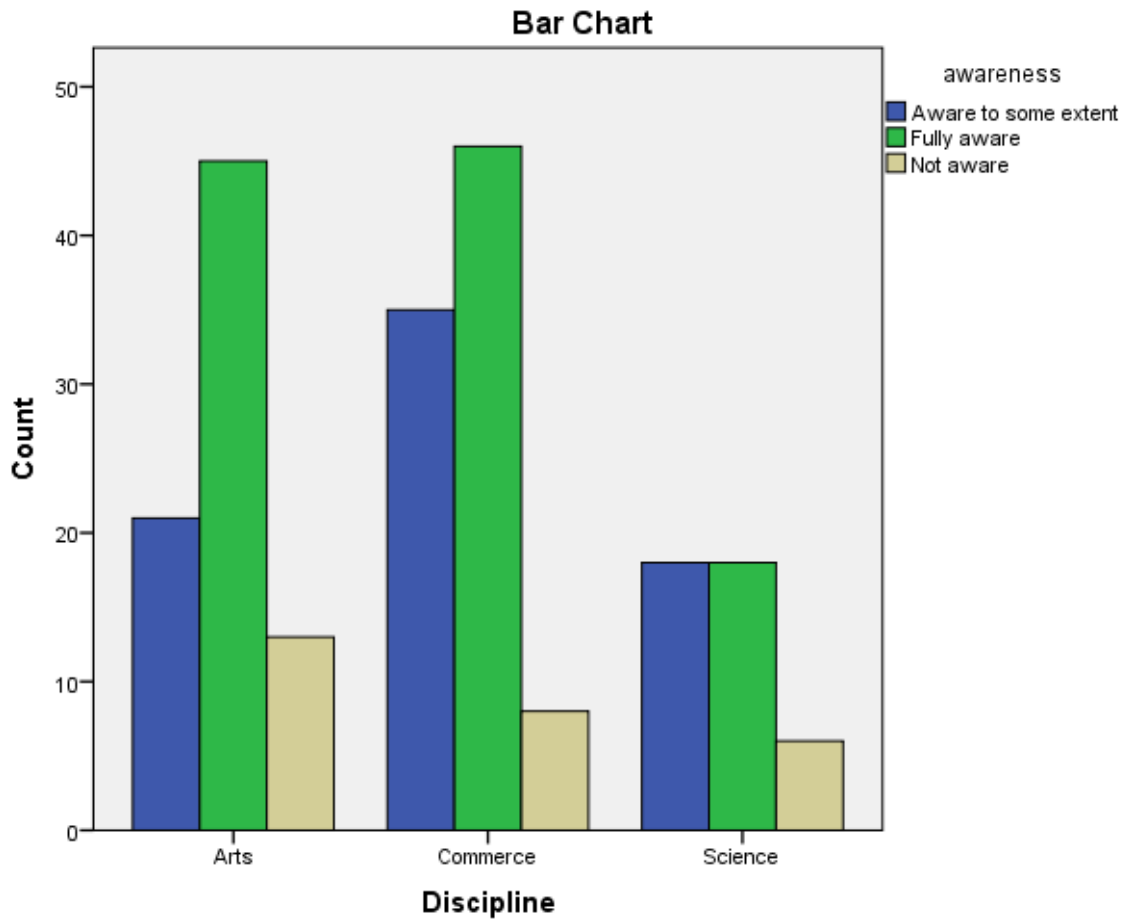
Table shows that marketing element product (52.9%) is strongly influence the buying behaviour of the consumers of green products followed by other marketing elements package (17.1%), price (12.4%), Place (11.4%), and least influencing element of marketing is promotion (6.2%).

**Discipline of study and level of awareness of the students about green products.**

Count		Awareness			Total
		Aware to some extent	Fully aware	Not aware	
Discipline	Arts	21	45	13	79
	Commerce	35	46	8	89
	Science	18	18	6	42
Total		74	109	27	210

Data collected through survey  $\chi^2=5.744$   $P>0.05$

Above table depicts the relationship between discipline of study and level of awareness of the students about green products. It has been found that majority of respondents irrespective of their discipline of study have opined that they are fully aware about the green products. Mostly students are aware about the benefits of green products and are purchasing green products. Table clearly states that at 5% significance level chi square value (5.744) is more than table value hence null hypothesis is accepted and alternate hypothesis is rejected. It clears that there is no significant relationship between different discipline of study of the students and their level of awareness about green products. It is apparently clear that most of the respondents are aware about the benefits of the green products.



**FINDINGS OF THE STUDY**

1. It is observed in the study that all respondents are under graduate students of three streams Arts, commerce and science and all are Government College students.
2. It is depicted from the study that 51.9% of the respondents are fully aware about the concept of green marketing, 35.2% of the respondents are aware to some extent about green marketing, and only 12.9% of the respondents are not aware about the green marketing and the major source of information about the green marketing and about green products is social media (60.5%) and magazine is the least important source of information.
1. Study shows that respondents use the green products on daily basis, Majority (78.1% )of the respondents use green products in their daily life.
2. Study reveals the fact that 86.7% of the respondents agree that Green products are recyclable.
3. It is depicted from the study that most of the respondents (58.6%) preferred to purchase green products related to food articles, 22.4% of the respondents prefer green products in the form of medicine, 19% of them prefer stationary.
4. Study shows that majority of the respondents are willing to pay more for green products and preferred green bags to carry things.
5. The study reveals that mostly (79.5%)of the respondents prefer eco-friendly products even though product is costly. the main reason for willing to pay more for the green product is environmental protection responsibility (64.8%) and enhance a quality of life (18.6%).



6. It is observed from the study that the main reason that makes respondents not willing to pay more for the green product is high product cost cannot afford them (53.3%), followed by cannot see the benefit of those features (26.7%) and Producers only claim, actually it is not (20%).
7. The study found that the buying behaviour of the consumers of green products is strongly influenced by the product element (52.9%) of the marketing followed by other marketing elements package (17.1%), price (12.4%), Place (11.4%), and least influencing element of marketing is promotion (6.2%).
8. Students in the study are having a very positive attitude towards the green products. The results of the hypotheses tested shows that streams of the students have no significant impact on their attitude towards green marketing.

### CONCLUSIONS AND RECOMMENDATIONS

Study shows that students are becoming more ecologically conscious and desirous of purchasing environment friendly products. It is depicted from the study that most of the respondents use green products in their daily life and preferred to purchase green products related to food articles. Students in the study are having a very positive attitude towards the green products and the majority of the students are willing to pay more for green products. So awareness about green products should be created by government as well as non-government agencies and educational institutions. The companies should offer green products to the public. It is the responsibility of the public to protect environment and give value addition to our green product by promoting green marketing. Government and organizations should take measures for promoting products & services through green marketing because there is a huge need to educate people about the features and the uses of green products.

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