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A study of green marketing in India and its impact after globalisation

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Abstract
The primary concept behind green marketing is to give customers with knowledge about a product's environmental impact so that they can utilize that information when making purchasing decisions. Companies will be more inclined to manufacture items that are better for the environment as a result of this factor. In order to implement their green marketing strategy, these organizations are interested in determining the factors of green purchase behavior. However, this is a difficult strategy to implement because various studies have shown that environmentally conscious consumers do not necessarily choose ecologically friendly or green items. Changes in consumer tastes, exaggeration of green advertising claims, negative consumer perceptions of green products, and the high expense of manufacturing green products are just a few of the issues these companies confront. Green marketing has become an integral aspect of a company's entire strategy.

Keywords: Green marketing, globalisation, organizations

Introduction
Several businesses have begun to implement environmentally friendly methods, and several have placed environmentally friendly plants. Green companies have the following characteristics: they use natural gas as a boiler fuel; they recycle biodegradable waste; they use recyclable packaging materials; they use biomass and solar radiation as renewable energy sources; they generate electricity from hydroelectric plants; and they reduce toxic emissions.

According to a BT-AC Nielsen ORG-MARG survey, Oil and Natural Gas Corporation (ONGC) is the most environmentally friendly company, followed by Reliance Industries. In India, the oil and petroleum sector was regarded as the greenest. Other companies in this industry that were identified and rated as green companies in the survey include BPCL, Castrol India, and HPCL. The bulk of private sector firms (13 out of 20) were among India's top 20 greenest businesses. India's software firms are also regarded environmentally friendly. IT firms are permitted to open offices within the city borders. This is due to the fact that they are not harmful to the environment. Other green enterprises in India include Johnson & Johnson, Chill breeze, IBM, LG Electronics, PNB, Tata Motors, and Hero Honda Motors (Mondal, A., 2012) [14].

With the growing threat of environmental degradation affecting many enterprises, many companies have made the decision to become more socially responsible by designing products that fulfill the needs of environmentally concerned customers. Today, society is beginning to care about environmental issues, and businesses are realizing the importance of being ecologically conscious. Green marketing is viewed from two perspectives by businesses. To begin with, businesses use their environmental stewardship as a marketing strategy. Second, businesses recognize it as a responsibility but do not actively promote it. Organizations feel that by adopting this environmentally sustainable behavior, they will obtain a competitive edge. The market is shifting as a result of environmental and economic concerns. Businesses that incorporate green methods into their product development, operational operations, and marketing activities are gaining a competitive advantage.

Introductory phase of green product in India
Slowly but steadily, global demand for green products is increasing. When compared to other products and services that perform the same purpose, green products and services "have a lesser or reduced influence on human health and the environment."

Less or non-toxic products, products made with recycled content, bio-based products, products and services that minimize waste, energy efficient products, and products that reduce water use are all examples of environmentally friendly products.

Green products, according to Schlegelmilch *et al.* (1996) [15], include recycled paper products, non-animal tested products, ecologically friendly detergents, organically grown fruit and vegetables, ozone–friendly aerosols, and energy-efficient products. A green product is one that does not pollute the environment or deplete natural resources and may be recycled or conserved (Shamdasani *et al*., 1993) [16]. "Eco-friendly," "environmentally safe," "recyclable," "bio-degradable," and "ozone friendly" are common words used by corporations advertising green products. Green products are also defined as those that are based on an eco-innovation concept. It entails the creation of products with less environmental footprints. Electric vehicles, less expensive alternative energy (renewable energy), reusable bags, sustainable fashion (organic cotton clothes), and LED lighting are examples of eco-innovated products. These items have a lot of potential to help society achieve long-term growth and development.

Environmental awareness

Natural resources such as air, lumber, fossil fuels, and water are used and harmed in the manufacturing, processing, and consumption of goods. Environmental degradation has resulted from over consumption and exploitation of nature. The consumption of products generates toxic waste, which pollutes the environment. Every environmental issue has a source, numerous impacts, and, most importantly, a remedy. The recognition of a problem is the first step toward a solution. As a result, it is critical to be aware of environmental issues and to respond to them as soon as possible.

Even regular people nowadays are well aware about the hazards to their environment. Individuals are familiar with environmental phrases such as air or water pollution, sound pollution, unexpected climate change, ozone layer depletion, and its negative impact on the environment. Many individuals believe that these issues are the result of market forces such as high technology and rising consumption levels, which are linked to marketing operations aimed at satisfying consumer requirements and desires. Consumers all across the world have recently become more environmentally conscious, resulting in a green revolution and demands to avert additional environmental damage.

Strategies to improve customer perception

The following are some strategies that can be utilized to improve customer perception.

1. **Take a look inward:** Companies must be careful not to place a higher value on processes than on customers. When it comes to improving customer perception and the way organizations approach customer success, the biggest roadblock is the companies themselves. Companies should assess their strategy and improve contact with customers, focusing on proper problem solutions, rather than putting protocol over people, which restricts customer connections.
2. **Use positive language:** Positive emotions, according to positivity researchers, can alter people's perceptions and encourage them to embrace new possibilities. These pleasant interpersonal emotions should not be stifled in the workplace. Customers acquire feelings for products and services providers as a result of frequent encounters with them, resulting in a rise in customer satisfaction.
3. **Consistency:** To generate a favorable customer perception, every activity that requires customer engagement must be adaptable and indicative of how businesses want their customers to perceive their brand. This can be accomplished by establishing fundamental operating values that serve as the foundation for all brand interactions. Integrity, respect, and customer attention should all be ingrained in the company's culture.
4. **Filling talent shortages:** Customers must be addressed as people, not just money sources. Providers of goods and services must know when to commence proactive communication and what to do if they don't have an answer to a question or a problem. To master this strategy, you'll need sufficient training and dedication to gain the necessary skills to bridge the skills gap.

Review of literature

Due to growing concern about environmental issues, there has been a gradual growth in global environmental consciousness/awareness over the previous few decades. Environmental preservation has long been regarded as one of the most critical topics at both the national and international levels. Hundreds of millions of dollars have been spent on conservation, pollution control, and the protection of endangered animals and resources on a national and international level. People's concern for the environment has progressively increased. This issue has spread beyond industrialized countries like Germany (Pierre & Prothero, 1997) [17] and the United States of America (Ottman, 1998) [18] to less developed countries like India, the Philippines, and Turkey. Environmental issues have piqued the interest of these less developed countries, and they confirm that environmental degradation would be damaging to public health (Peattie, 1992) [19]. Customers' environmental sensitivity is thought to be a big concern for marketers. Consumers' growing awareness of environmental issues will have a significant impact on corporate strategic planning.

Green consumers, according to Ottman (1993) [20], are "those who seek out and support items that meet their needs while having a lower environmental impact."

According to Sharma (2011) [21], green customers engage in the following activities:

Buying products with a lower environmental impact

- Avoiding products with aerosols;
- Buying recycled paper products (such as toilet tissue and writing paper);
- Buying organic produce;
- Looking for products with less packaging;
- Bringing one's own bag rather than using a plastic carrier provided by a store.

Only a few customers, according to Grunert (1993) [22], insist on environmental concerns and demonstrate it through actual buying behavior. Customers who are concerned about the environment, such as green customers, will try to show their concern through various actions. For example, they scrutinize the things they buy to ensure that they are

engaging in ethical consumption, or they purchase only green products that limit the implications of their consumption with the goal of improving their environment. The preferences of customers change throughout time. Although consumers are more aware of environmental issues these days, some may have a negative opinion of environmentally friendly goods and a lower willingness to pay more for them. To remain competitive in the marketplace, businesses must respond to this socio-demographic shift. Marketers are currently experiencing a significant problem in gaining a complete understanding of consumer behavior in regards to green marketing and green purchasing.

According to Suchard and Polonski (1991) [23], customers demonstrate their care for the environment by engaging in ethical consumerism, which includes purchasing only green items and inspecting product package materials. Even consumers who are deeply concerned about environmental issues, however, do not act consistently (Yam & Chan, 1998) [25]. Consumers with a high level of environmental awareness and care are not obligated to engage in environmentally friendly behavior.

On a global scale, Germany pioneered organized green public procurement in the 1980s, followed by other European countries such as Denmark (1994), while Japan enacted the Green Purchasing Law in May 2000 to encourage green procurement as a national policy. All governmental agencies, including local governments, are required by law to conduct green purchasing and to submit their purchasing data to the public. The academic literature, as well as numerous case studies and publications on environmental management, are progressively documenting green purchasing techniques (Ministry of Environment, Japan, 2007). This rule not only makes purchasers' behaviors more environmentally friendly when they consume goods and services in their daily lives, but it also encourages suppliers to manufacture environmentally friendly items. When it comes to green shopping, consumers are also playing a role. The law mandates that the federal government adopt a green buying policy and plan.

Objectives

1. To Know about Awareness Regarding Environmental Issues in Delhi NCR.
2. Seriousness of Environmental Problems and Sources of Pollution.

Hypothesis

H1: There is a statistically significant variation in how seriously people see environmental concerns based on their mean rankings.

H2: The mean rankings of people's perceptions of the causes of air pollution show a statistically significant difference.

Research methodology

The term "methodology" refers to the approach taken, the steps taken, the instruments used, and the order in which events occurred throughout data collecting and statistical analysis to achieve the study's goals. Included in research design are the elements listed below:

Initially, 900 people were included in the sample size calculation for the study. The responders received all of the surveys for completion. Twelve questionnaires, however, were returned incomplete and were therefore discarded. So, a total of 800 individuals (369 men and 431 women) participated in the survey.

In the study, two sets of questionnaires were employed. To determine the five personality qualities of the respondents, Costa and McCrae (1985) [24] devised a standard questionnaire called the "Neo-Five Factor Inventory." It has 60 statements relating to the five personality qualities (Neuroticism, Extroversion, Openness to Experience, Agreeableness and Conscientiousness). The questionnaire has 12 items for each personality attribute. The scale for these survey questions ranged from 0 for strongly disagree to 4 for strongly agree. The "Neo-Five Factor Inventory" questionnaire's answer key was used to code the replies.

The investigator individually spoke with the respondents, urging them to answer all of the questions. They were also made aware that their responses would be kept private. On a Likert scale, the respondents were asked to rate each item as either agreeing or disagreeing. Scores were given on a scale of 1 for strongly disagree to 5 for strongly agree. The researcher has made every effort to obtain the respondents' open and objective responses.

Statistical techniques used for data analysis

Data-reduction technique-factor analysis is used to analyse the various aspects of environmental awareness and green purchasing behaviour. The degrees of environmental awareness and green purchasing behaviour were investigated using frequency and percentage. On the basis of their awareness and green shopping habits, the respondents were divided into three groups: low, moderate, and high levels. The following formula was used to calculate the levels:

$$\text{Level Interval} = \frac{(5 \text{ X No. of Statements}) - (1 \text{ X No. of Statements})}{\text{No. of Levels to be formed}}$$

The t-test, ANOVA (Analysis of Variance), and post hoc analysis were used to determine the differences in environmental awareness and green purchasing behaviour across demographics (gender, marital status, residence status, age, income, education, occupation, and size of family). Regression was used to evaluate the connection between personality, environmental consciousness, and green purchasing behaviour.

There has been analysis. The statistical programme SPSS Version 16 has been used to apply all statistical approaches.

Limitations of the study

The proposed study's sample, universe, and time limits were all imposed by the fact that the current investigation was carried out by a single researcher. As a result, it could only be finished within specific parameters.

1. Due to time and financial constraints, the study is only conducted in National Capital Region (NCR) of Delhi.
2. The researcher's goal could not be achieved to the intended level due to a lack of financial resources.

Result and data interpretation

Prologue

This chapter elaborates on the data analysis and interpretation in light of the study's goals. It explains the descriptive examination of consumers' environmental consciousness and green buying habits. On the basis of

demographics, it also discusses the variations in environmental consciousness and green shopping practices.

Awareness regarding environmental issues

Table 1 shows how people view the current state of the environment. According to the results, the majority of respondents (48.75%) believe that "Many efforts are needed to save our ecosystem because it is in poor condition." Additionally, 43.75% of respondents concur that "Our ecosystem is in some crisis but can be saved." Only 5.5 percent of respondents, on the other hand, believe that "Our environment is in decent shape," and 2.0 percent believe that "Our environment is in such awful health that very little can be done." This leads to the conclusion that people in India today are concerned about the current state of the environment and believe that everyone should work to preserve it. In this approach, every effort should be made to preserve the environment while also enhancing its quality.

Table 1: Perception of people on current environmental condition

Our Environments	N	Percentage
In good shape	44	5.5
In some trouble but can be saved	350	43.75
In bad shape and lots of efforts required to save it	390	48.75
In such a bad shape that very little can be done	16	2.0

***Source*:** Field Survey

The results of the Friedman test, which was performed on people's perceptions of the gravity of environmental issues and the various causes of air pollution, are shown in Table 2. For this, respondents were asked to evaluate the gravity of the various environmental issues as well as the main contributing sources of air pollution.

Table 2: Fried man mean rank test on seriousness of environmental problems and sources of pollution

Rank The Environmental Problems on the Basis of their Seriousness in India	Mean Rank
-Pollution	2.30(1)
-Global Warming	2.77(2)
-Endangered Species	5.02(6)
-Ozone Depletion	3.55(3)
-Deforestation	3.58(4)
-Pesticides in Our Food	3.86(5)
Rank the Polluting Sources	**Mean Rank**
-Vehicles	1.98(2)
-Household Waste	3.17(3)
-Industrial Wastage	1.69(1)
-Fire crackers	3.24(4)

Note: Figures in Parentheses Represents Overall Rank
***Source*:** Field Survey

The test statistic chi-square value (2) = 1092.482 and df = 5, which is significant at the 0.01 level, shows that there is a significant difference between the mean ranks of seriousness of environmental problems when taking into account the severity of environmental problems among persons. H1 is therefore approved. Pollution is rated as the most significant environmental issue in India by the majority of respondents, followed by global warming as the second most serious issue and then ozone depletion, deforestation, pesticides in food, and endangered species as the least serious issues.
According to the results of the Friedman test, the chi-square value (2) = 1022.175, df = 3 is significant for the major sources of air pollution. As a result, the mean ranks prove to be important. The finding H2 is acceptable based on that. According to the findings, home waste, cars, and firecrackers are the three sources of pollution that contribute the least to the environment. Industrial waste was found to be the most significant source of pollution.
Table 3 illustrates how much individuals are aware of the various environmental challenges. The respondents were questioned regarding their familiarity with environmental symbols, organic fruits and vegetables, reading and viewing of environmental news and awareness programmes.

Table 3: Awareness of People on Some Issues Related to Environment

Environmental Issues	Yes	No
Seen Any Environmental Logo on Various Products	410(51.2)	390(48.7)
Read Nature/Environment Related News	719(89.8)	81(10.1)
Aware About Organic Fruits & Vegetables	678(84.7)	122(15.2)
Regularly Watch Programmes Related to Environment	388(48.5)	412(51.5)

Note: Figures in Parentheses Denotes the Percentage
***Source*:** Field Survey

According to Table 3's findings, 48.7% of respondents said they had never seen an environmental logo on a product. The percentage of people who have seen an environmental logo on a product is only 51.2%. When asked if they read news about the environment and nature, 89.8% of the respondents said yes; nevertheless, 10.1% of the respondents said they don't read news about the environment. Further, 84.7 percent of respondents indicated they were aware of organic fruits and vegetables, while 15.2 percent of respondents claimed they were not. This was in response to a question about whether or not they were familiar with these foods. Once more, the respondents were questioned about watching environmental programmes. The percentage of respondents who said they usually watch environmental programmes was 48.5%; the percentage of respondents who said they don't regularly watch similar programmes was 51.5%.

Table 4: Effective medium to raise environmental awareness

Most Effective Medium to Raise the Environment Awareness and Sensitize People about Environmental Issues	N (Percentage)
Conferences/Seminars	138 (15.5)
Television (TV)	485(60.6)
Print Media	254 (31.7)
Internet	320(40.0)
Activities of Non-Governmental Organizations	152(19.0)
Awareness Programmers in Schools/Colleges	391 (48.8)
Responsibility of Making Environment Healthy Lesson	
Industry/Business	108(13.5)
Environmental Groups	168(21.0)
Government	286(35.7)
Individuals	602(75.2)

Note: Figures in Parentheses Denotes the Percentage
***Source*:** Field Survey

The obligation to safeguard the environment and the most efficient way to raise people's environmental consciousness are both highlighted in Table No. 4. A little over half (60%) of the respondents agree that television (T.V.) is the best medium for increasing environmental awareness and

educating people about environmental protection, while 48.8% (n=391) of the respondents believe that awareness campaigns in schools and colleges can be one of the most effective ways to raise people's environmental awareness. Only 31.7% of respondents believe that print media, such as newspapers and magazines, may be useful in enhancing people's environmental consciousness, compared to 40.0% who believe the internet can be used effectively to do so. Only a small percentage of respondents (19.0%) believe that non-governmental organisation (NGOs) activities can be successful, while 15.8% believe that conferences and seminars on environmental topics are the greatest means of increasing public knowledge of environmental issues.

The second section of the table highlights who should be held accountable for maintaining a healthy environment. The majority of responders (75.2%) indicated as such Individuals, or people, should assume responsibility for environmental protection, and each individual should feel a sense of obligation to preserve the environment and exert all reasonable efforts to do so. However, 35.7% of respondents believe that government should be in charge of protecting the environment and developing and enforcing environmental rules and regulations so that everyone can act in an environmentally friendly manner. According to 21.0% of respondents, environmental organisations should be held accountable for enhancing environmental quality. Only 13.5% of respondents believe that corporations and industry should work to restore the environment.

Conclusion

Although single and married respondents have high awareness regarding sources of air pollution, they still don't have high awareness regarding indication of air pollution, according to a comparison of environmental awareness regarding indication of air pollution with environmental awareness regarding sources of air pollution. It indicates that they are ignorant of the signs of air pollution. Most of them have a basic understanding of the air pollution indicators that show how much pollution is present in our environment.

It shows that the majority of respondents are more conscious of environmental concerns. When looking at the respondents' high levels of environmental awareness across all age groups, it was discovered that more respondents over the age of 46 had higher levels of concern for the environment and related issues. Therefore, it may be said that older respondents are more concerned about the environment than younger respondents. Age-related environmental degradation is something that older people are more concerned about, and they also appear to be more aware of the need to improve the environment through activities and efforts.

The majority of responders scored highly on knowledge of air pollution sources. With respect to the sources of air pollution, 96.2% (n= 76) of the respondents over the age of 46 demonstrated a high level of awareness, followed by 89.5% (n=290) of the respondents under the age of 25, 89.0% (n=211) of the respondents between the ages of 26 and 35, and 88.7% (n=142) of the respondents between the ages of 36 and 45. It shows that respondents across all age categories are quite knowledgeable about the causes of air pollution.

However, in the same age group as before, respondents above the age of 46 did not demonstrate greater knowledge of signs of air pollution in the last component of environmental awareness. 63.8% (n=150) of the respondents in the under-25 age group, followed by 61.4% (n=59) of the over-46 respondents, 51.7% (n=163) of the 26–35 respondents, and 50.6% (n=78) of the 36-45 respondents, have demonstrated intermediate awareness regarding indications of air pollution. Thus, while respondents older than 46 were found to have high awareness on four aspects of environmental awareness, they did not score highly on this dimension.

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