



A STUDY ON GO GREEN MARKET

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Abstract

Human beings are living on earth. Earth is the main source of all, as a duty we have to protect our earth as well as our environment. Green marketing is a very interesting topic at present scenario. All the business organizations and government are also trying to protect our environment. This paper aims to find out the effect of usage of normal products and how to replace these products with ecofriendly products. As responsible human beings we are giving some suggestions through our paper which were simply followed by each and every one, and we are suggesting where to use, how to use these eco-friendly products.

Keywords: *Consumer Behavior, Normal Products, Ecofriendly Products, Environment, Problems of Green Consumers.*

Introduction

Early human beings used to eat only to fruits, nuts and hunted animals, after that they started cultivation. Then they started exchange system but again, facing many problems in exchange system, "Market" as came to the existence. "Market" is a geographical area where buyers and sellers located at a same place, means sellers will prepare "Products" according to the taste of consumers. "Product" means it is a bundle of utilities which satisfies human needs and wants products satisfies consumers needs in an effective manner, but polluting the environment. Early morning wake up to night bed, paste to mosquito mat we were using so many products and spoiling ourselves and our environment. These are very dangerous symptoms to our environment and for our future generations. According to pride & Ferrell(1993) Green marketing also alternatively known as environmental marketing and sustainable marketing refers to an organizations efforts at designing, promoting, pricing and distributing products that will not harm environment. Human beings are leaving their carbon footprint in the environment.

Objectives

- To study the normal products effects to the environment.
- To study the replacement of normal products with eco friendly products.
- To make awareness among consumers about eco friendly products.
- To study how industries are following different methods to protecting the environment.
- To study how government has taken an active participation in protecting environment.

Needs of the Study

- To protect our environment.
- To save our natural resources.
- To give better environment to future generations.
- To live in healthy environment.
- To protect our body from chemicals and toxic.

Literature Review

- The personal norms of consumers have more positive influence on green consumer behavior. According to Straughan& Roberts (1999) the demographical and psychological variables can be used to understand the environment conscious consumer behavior and further stated that psychographic variables are much comfortable for explain the green consumer behavior than demographic variables. The factors which affect the green consumer behavior are altruism, environmental concern and perceived consumer effectiveness.
- The advantages for adopting green products are energy reduction, material reduction, less packaging material, low emissions, and recyclable (Stevens, 2001).
- D'Souza et.al. (2006) had made an empirical investigation to under the green purchase intention of consumers and found that marketing mix elements like green products, product labels, packaging and product ingredients does not influence the consumer behavior but past experience with green products positively influences the green purchase intention.
- Manaktola&Jauhari (2007) had conducted a survey to know about the consumers' attitude towards green practices of hotels and found that consumers are impressed with green practices of hotels but they are not willing to pay more for the same



- The lack of awareness about green products, negative perceptions of green products, can be resolved by educating customers and building better products respectively (Bonini& Oppenheim, 2008).
- Paco&Raposo (2009) had conducted a survey to identify the characteristics of green consumers. The factors considered are environmentally friendly products, environmental activism, environmental knowledge, environmental concern, recycling, perception, resource saving, economic factor and skepticism towards environmental standards.
- The responsibility of educating consumers is not sole responsibility of businesses but the government should play a prominent role in encouraging the consumers to adopt for eco-friendly products.
- Murphy et.al (2010) found that consumers positive attitude towards green products is not influenced by recession. The factors for understanding consumer behavior in this research study are demographic, responsibility, information and purchasing.
- According to Chen (2010) green brand image, green satisfaction, and green trust are important factors for building green brand equity. The ecologically conscious consumer behavior can be briefly explained by psychographic variables like perceived consumer effectiveness rather than demographic variables.
- The consumers are more willing to pay more for green products after perceiving functional risk as important determinant (Essoussi& Linton, 2010).
- Cheah&Phau (2011) had investigated the about the influence of ecoliteracy, interpersonal influence and value orientation on consumers attitude towards environmentally friendly products and stated that these factors have strong correlation with attitudes of consumers.
- Wang & Tung (2012) had conducted a study to know how life style of consumers influence their behavior towards environment-friendly products and confirmed that plan oriented consumers are having positive attitude towards green products.
- Chen &Chang (2012) have developed a model for understanding green purchase intentions among consumers by using four factors – green perceived value, green perceived risk, green trust and green purchase intention and stated that consumers who perceive green products are better for environment will have positive purchase intention towards green products.
- The green purchase intention may not lead to green purchase behavior (Akehurst, Afonso, &Goncalves, 2012). Raksha & Shaw (2012) had examined whether brand commitment of consumers influences the attitude of consumers towards environmental-friendly initiatives of organizations and stated that companies should do more activities to catch the attention of consumers.

Research Methodology

Research Design: Research design in a descriptive.

Source of Data:

Primary data was collected through interview method; secondary data was collected from journals, magazines, news papers and internet.

Research Study Area

Hyderabad city was selected to research study, by asking several questions for employees, business people and different professionals. In Hyderabad transport and communication system is a well developed. The people are having more purchasing power and well educated of IT sector the people from all over India are staying in Hyderabad. All these people should have aware of green products and their benefits. Hence this city was selected as the research study area.

Green Marketing

Green marketing refers to environmental friendly products. Green means colour it is there in national flag which represents prosperity. Exact definition of green marketing is what we are producing, how we are using, how we are disposing must be less harm to the environment. Green technology and green product are very much useful for our survival and for our future generations as we should protect the natural resources and gift to them.

Vehicles

Human beings introduced many road way transportations, air ways and marine transportation by using all these they can travel millions of kilometers very easily with in short time. These vehicles have made human life sophisticatedly but releases more pollution, which effects environment, human beings, animals and other non living objects. All road transportations vehicles release hydrocarbons, nitrogen oxides and sulfur dioxides. Greatest contributor to air pollution is from automobiles. All these pollutants affect the ozone layer at ground level and affect the lungs of human beings. Marine vehicle disturbs the aquatic life. Aero vehicles disturb the birds. Important monuments like Tajmahal (Nonliving thing)had changed its colour



because of pollution. Air pollution is fast leading to the discoloration of the Taj Mahal, Agra's famous white-marble monument of love, a study by two scientists at the Indian Institute of Technology (Kanpur) has claimed. The pollutants deposited on the marble were identified through investigations. Researchers found 3% of the deposits to be black carbon, around 30% organic carbons (or brown carbon) and most of the rest dust. Black carbon is emitted by vehicles and other machines that burn fossil fuels. Brown carbon is typically released through burning of biomass and garbage. To avoid all these we should follow strict rules like.

- Instead of diesel cars and petrol cars it's better to choose CNG cars.
- It is better use manpower rather than machine power like we can cover small distance by walk, like a proverb one short two birds walking is good for health and as well as our environment. Now a days so many organizations are encouraging their employees to come to offices by cycles at least weekly once.
- As we all know about trees reduces pollution, an interesting fact is that two trees can reduce pollution in year one car released pollution in its life time.

Plastic

India is said to be a wealthy country, containing with many metals, ancient people used for their storage many metal like silver, bronze, copper now all these are replaced with plastic. Plastic causes more pollution in environment which could take thousands of years to mix into the earth. To avoid all these we should follow

- Proverb like old is gold like we will use all old metals for utensils.
- Avoid using plastic Tiffin box, if we can avoid this, we can avoid 17 types of cancers. Keeping hot items in plastic causes cancer.
- Use durable bags for carrying purpose like jute and cloth bags, if an emergency case of using plastic bags use only 41% more than microns. These are recyclable.
- Now a days people are preparing plastic roads with all wastages. A plastic road is a wonderful and innovative thing which has a more durability comparative with normal roads.
- After using plastic water bottle we were throwing outside, but if we can fill all the plastic bottles with mud and we can use it like bricks. Instead of plastic bottles better go for glass or metal bottles.
- Instead of using plastic spoons and cups it is better to use eatable spoon and cups.

Technology

Technology makes human life easy but cause pollution which is unnoticeable. TV, refrigerators, A/Cs even emails, SMS, whatsapp, WIFI usage releases more radiation power to our surrounding environment. To avoid these we should use our things in a controlled manner means daily once or twice keep time for checking mails rather than opening throughout the entire day. Latest technology has introduced in A/C, refrigerators which are environmentally friendly which does not effects ozone layer. Instead of ball point pens it is better to go for old ink pens. Bio clothes are ecofriendly clothes, in normal clothes to avoid wrinkles they are adding many chemicals. Instead of going fully concrete floors under apartments, better to go for water harvesting pits. In case of road existence instead of cutting down trees better to go for tree transplantations. Instead of using artificial and chemical pesticides it is better to go for organic and traditional pesticides like composite and cow dung, it will protect environment and our health. Factories are releasing so many contaminated wastages into water and air which air and water are essential for human survival; they should maintain green belt and recycle their waste water instead of dumping directly into oceans and lakes. Each and every one should save water for our survival and for future generation not only that an interesting fact is that oceans can absorb CO_2 and release O_2 , so we should protect lakes, ponds. We should keep shower and top timers. We must protect trees by avoiding deforestation, less usage of papers like instead of paper napkins use cloth napkins, digital paper usage and recycle able papers. In schools, colleges and office there is more wastage of paper to avoid this school and colleges after their usage of their books they can handover it to their juniors. In Office they should follow digital papers. Instead of normal batteries it is better to go for rechargeable batteries, Instead of plastic brushes go for bamboo tooth brushes, instead of normal lights better to go for Led bulbs. We produce the electricity from thermal power plants causes more pollution, so it is better to go for solar power. Instead of using normal chemical based washing powder and laundry soaps, better to use powders which were prepared by Himalayan tree. Normal body soaps are replaced by basin powders, shampoos are replaced by shekya. We use so many house cleaners which are made up by chemicals but these are replaced by eating soda, vinegar and salt. Green mall, ecofriendly umbrellas, avoids packing products with polishing using milk based layer to warp the items, bio toilets in railways., Ood days and even days (recently introduced by Delhi government) these are the latest trends eco friendly products., Strict fine on public littering. Government should give reward benefits like tax exemption to customers and organizations how are following green marketing activities at starting of green product is really difficult to follow the consumers but after getting better results people never go back. Even organizations motivate their employees towards to green marketing products and give them reward benefits.



Advertisements of Green Market

As a government role they should give wide range advertisement campaign to the green products, even business organizations should tell about their products are ecofriendly through advertisements. It is not only in government hands and business organization hands. It is a minimum responsibility of each and every one should protect our environment by word of mouth communication.

Other Go Green Activities

1. Instead of desktop it is better to use laptops, so that we can save 80% of power.
2. All corporate offices releasing 40% of the carbon in to the environment because they use unnecessary power for light, fans, and A/Cs. If we use sensors to turn on and off then we can save 10% of power usage.
3. For disposable we are using black plastic covers but because of black color, it is hard to recycle, so it is better to use white covers.
4. Cell phones laptops, TV and refrigerators cause more pollution while they are in use, at the time of their disposal if we burn it release poisonous gases. If we bury in the earth it takes thousands of years to disposal. Instead of all these e- waste can be eliminated by recycling. In this recycling we can separate silver, copper, iron and gold like metals rest of the plastic we can use for reusable purpose. "ATERO" is a company is running successfully for this recycle, it got limca book of records.
 1. Vitamin battery has launched for recharge our mobiles, earlier it was made up of plastic but now it is eco friendly.
 2. Floating gardens which clean water and air, they float on o the water which is introduced by MLRITM students on august 15 at tank bund in Hyderabad.
 3. A solar chip is introduced recently to purify the water instead of using water purifiers, boiling water causes more wastage of power and gas.

Many corers of creatures losing their existence on the earth because of the mistakes done by human beings not only the creatures but italso effects on seasonal imbalances, natural calamities and global warming these are all caused by our own mistakes done with our own hands.

Challenges of Green Products

- Lack of awareness and education related to go green products among people.
- Comparatively green products are deals with a costly affair. Ex: Normal bulbs and CLF bulbs.
- Durability is also less. Ex: paper bags and plastic bags
- Replacement problems Ex: A person purchased a diesel car he cannot have CNG facility he cannot replace the diesel car with CNG car.
- It is a continuous process for so many years with each and every one co-operation but people are not having that much patient.

Suggestions

We should have followed all ecofriendly products without fail and we should have habituated to our children that give a better impact in future generations. Government also takes strict regulation on business organization as well as general public like swatchbarath, Haritha Vanam (Recently done by Telangana Government) .Every one think that eco friendly products are costly but some products are less expensive when compare to normal products like fertilizers are more costly compare to compost and cow dung ,rather than cosmetics home based cosmetics like tulisi,turmicalovera , are less expensive. As we all know that plants absorb co2 at day time ,releases o2 at night time ,but some interesting fact is that some plants like allover ,money plant, tulisi will produce o2 even 24 hours, so I suggest all of u should grow theses plants .

Conclusion

Now a days human being are well educated and job holders and earning sufficient money and earning more money than they need, so automatically purchasing power and consumption levels are too high and are unsustainable. Hence we should change all the all the marketing consumers into green marketing consumers to protect our environment. This not in a single man hand we all should participate in that, along with organization and government but is not possible in a hour or a day or a year it will take time to get entire world as a green world. That is a great gift which we are giving to our future generations. Some consumers are already aware about green market and ready to pay more money, but more people not willing I hope my research work help them a lot of change into green consumers.

Reference

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