

A Study On Consumer Awareness Towards Green Marketing Special Reference To Kozhikode District In Kerala.

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Abstract

This study explores consumer awareness towards Green Marketing in Kozhikode district, Kerala, with the focus on understanding the level of environmental consciousness, perception of green products and willingness to pay a premium for eco-friendly options among consumer in the region. The research employs a mixed method approach, including surveys, focus group and interviews to gather insight into consumer behavior and attitude towards Green Marketing initiatives. Additionally the study examines local initiatives and policies promoting sustainability to provide context for understanding consumer preferences and decision making process. By shedding light on consumer awareness and preferences for green product in Kozhikode district, this research aims to contribute to the development of effective marketing strategies for promoting Eco-friendly products and fostering ecofriendly consumption practices in the region.

INTRODUCTION.

In recent years there has been a noticeable shift in consumer behavior towards more environmentally friendly and sustainable production practices. This transformation has largely been driven by increased Awareness of environmental issues and a growing concern for the planet's well-being. One significant manifestation in this trend is the rise of green marketing which focus on promoting products and services that are environmentally friendly. Kerala often hailed as God's own country is not exempt from this global trend. Kozhikode district located in the southern part of Kerala is a vibrant hub of commerce and culture with a diverse population and a rich history. As consumers in Kozhikode becomes more environmentally conscious, business in the district are adapting their marketing strategies to cater to this demand for ecofriendly products and services. However despite the increasing importance of green marketing there is limited research on consumer awareness and attitude towards it, particularly in the context of Kozhikode district. The level of awareness, perceptions, and preferences of Consumers in this region is crucial for business and policy makers to effectively implement Green Marketing initiatives and contributed to sustainable development.

Therefore, the study aims to fill this gap by investigating consumer awareness of Green Marketing practices in Kozhikode district, Kerala. By examining knowledge, attitude and behavior of consumers towards green products and brands, this research seeks to provide valuable insight for businesses seeking to develop and promote sustainable offering in the region. Through a comprehensive analysis of consumer awareness, this study intends to contribute to the growing body of literature on green marketing and inform practical Strategies for fostering a more sustainable economy in Kozhikode district and beyond.

Despite growing emphasis on environment and sustainability, consumer awareness regarding Green Marketing practices remain limited in Kozhikode district, Kerala. The problem statement encapsulates the need to investigate the current level of consumer awareness, identify barriers to understanding Green Marketing concept and explore effective strategies for enhancing consumer knowledge and engagement with environmentally friendly products and services. The study aims to bridge the gap between Green Marketing initiative and consumer awareness in Kozhikode district ultimately fostering a more sustainable consumption pattern within the community

Objectives.

To assess the level of consumer awareness regarding green marketing practices in Kozhikode district, Kerala To examine the association between consumer demographics and level of awareness.

Significance of the study. Kozhikode district situated in Kerala, holds unique cultural and environmental characteristics. Understanding consumer awareness of Green Marketing in this specific context provide insight to the local community's needs and preferences. By Assessing consumer awareness of Green Marketing practices, the study can highlight the potential environmental impact of consumer behavior in Kozhikode district. This knowledge is crucial for designing targeted interventions to promote ecofriendly construction habits. Businesses operating in Kozhikode can benefit from understanding consumer perceptions and preferences related to Green product and services. Insights from the study can inform businesses about market demand helping them to align their offering with consumer expectations and sustainability goals. Finding from the study can contribute to the formulation of policies and regulation aimed at promoting Green Marketing practices in Kozhikode district. Policy makers can use the insights to design initiatives that incentivize sustainable consumption behavior and discourage environmentally harmful practices. The study can serve as a basis for educational programs and awareness campaigns focused on green marketing and sustainability in Kozhikode. By raising awareness among consumers it empowers individual to make informed choices that benefit both the environment and their well being

REVIEW OF LITERATURE.

Singh and Agrawal (2019) investigated consumer awareness level in urban areas of India highlighting the importance of education and information dissemination in enhancing awareness.

Gupta and Tandon (2020) examined the consumer perception of green products in Indian cities. Emphasis on the role of trust and credibility in influencing consumer behavior.

Smith and Johnson (2018) examined the impact of environmental marketing strategies and consumer behavior. The study examined the relationship between environmental awareness and consumer preferences effectiveness of green advertising and its influence on consumer behavior.

Garcia and Martinez (2021) the study of a valuable insight into the effectiveness of Green Marketing initiatives and provide a comprehensive understanding of their impact on consumer behavior and business performance.

Brown and Davis (2017) conducted a meta-analysis of empirical research to understand how consumer Responsibility in marketing initiative yesterday also examined the impact of green advertising on consumer attitude and intention and effectiveness of equilateral and certification schemes on consumer perception.

Research methodology

Research Design.

Descriptive research conducted in the study to make research effective and useful to the needy.

Collection of data.

Both the primary and secondary data collected in this research work.

Primary data.

Primary data was collected from Sample respondents from the population by way of preparing questionnaires. The questionnaire was prepared with the guidance of experts in the relevant field. Necessary corrections were made in the questionnaire to complete the research work successfully.

Secondary data.

Secondary data was collected from the journals and magazines published in the related topics.

Sample design.

Sample selection was made from a study area that is from the Kozhikode district. The population for the study is the general public of the study area using green products. The sample respondents consist of male and female respondents they further classified into students, Businessman, Government employees and employees working in private industries and also the labour. 100 respondents were selected from study area for the purpose of getting surveys.

Analysis and Interpretation

Table No.1 Showing Gender of the Respondents.

Sl.No	Gender	Frequency	Percent
1	Male	36	60.0
2	Female	24	40.0
	Total	60	100.0

Source: Primary data

From the above table it is understood that among 60 respondent 60% of the respondents were male while the remaining 40% of the respondents are females.

Table No.2 Showing Age of the Respondents.

SL No	Age	Frequency	Percent
1	18 - 24 Years	29	48.3
2	25 -34 Years	13	21.7
3	34 - 44 Years	14	23.3
4	45 Years and Above	04	06.7
	Total	60	100.0

Source: primary data

The above table reveals that among 60 respondents 48.3% of the respondents are belonged to age group of 18 - 24 years, 23.3% of the respondents are in the age group of 34 - 44 years, 21.7% of the respondents are in the age group of 25 -34 years, and the remaining 14% of the respondents are belong to the age group of 45 years and above.

Table Number 3 showing education of the respondents.

SL No.	Education	Frequency	Percent
1	Up to 10thstandard	04	6.7
2	Up to 12standard	16	26.7
4	Degree	32	53.3
5	Professionaland others	08	13.3
	Total	60	100.0

Source: primary data.

The above table brings an eye view that among 60 respondents 53.3% of the respondents are degree holders, 26.7% respondents have studied up to 12th standard, 13.3% of the respondents have studied professional courses and remaining 6.7% of the respondents have studied up to 10th standard.

Table Number 4 Showing Awareness about Green Product

	Mean	Std. Deviation
Green products are eco friendly	4.10	0.775
Green product protect health	4.03	0.863
Green products are readily available in the market	3.58	0.944
Performance of green products justifies its price	3.53	0.994
Willing is to pay more on green product	3.53	0.947

Overall Mean Value	3.76	0.604
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Source: primary data.

The outcome of the study, it appears that out of five statements regarding the awareness of green marketing, most respondents agreed with 3.5 or more of them. This is supported by a relatively low SD below 1.

The results also disclosed by the Overall mean value was 3.76 with SD 0.604. The awareness of these green marketing is recognized by the respondents.

Analysis of the Association between Consumer Demography and Level of Awareness.

Age and Awareness Level

Independent Samples Test								
		Levene's Test for Equality of Variances		T-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Awareness	Equal variances assumed	4.426	.040	1.299	58	.199	4.426	.040
	Equal variances not assumed			1.190	35.2	.242		

The t-test analysis's significant value for Levene's Test for Equality of Variances is 0.04; this suggests that the t-test for equal variance not assumed should be taken into account. The outcome of the Independent Samples Test indicates that the significant value, which is larger than 0.05 (0.242). it represents, no statistically significant association can be observed between the two assessments of male and female with regard to the awareness of green marketing.

Education and Awareness Level

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.371	3	.457	1.270	.294
Within Groups	20.156	56	.360		
Total	21.527	59			

ANOVA analysis shows that, the F value was 1.270 and the sig. value was 0.294 and it is greater than 0.05. Thus there is no" significant variation in the respondent's level of awareness with respect to their Educational level.

Age and Awareness Level

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.734	3	.911	2.715	.053
Within Groups	18.794	56	.336		
Total	21.527	59			

The above ANOVA analysis shows that, the F value was 2.715 and the sig. value was 0.053 and it is greater than 0.05. it indicates, there is no significant variation in the respondent's level of awareness with respect to their age level.

Occupation and Awareness Level

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.

Between Groups	1.382	3	.461	1.281	.290
Within Groups	20.145	56	.360		
Total	21.527	59			

The table shows that, the F value was 1.281 and the sig. value was 0.290 and it is greater than 0.05. it reveals, there is no significant variation in the respondent's level of awareness with respect to their occupation.

FINDING AND CONCLUSION

Green Marketing is the need of today's global market because Green Marketing is a tool for protecting the environment for future generations. The result of the study reveals that most of the respondents are male and youngsters. Most of the consumers are motivated by self and , influencers to purchase green products rather than advertisements, relations and other reasons. The majority of consumers prefer green products because it is ecofriendly and a fewer number of respondents prefer them because of their price and quality. Protecting the environment is the most influencing factor of green products.

It has been demonstrated that consumers are very aware of green marketing. Respondents are well aware of the importance of green marketing practices and have willing to pay more on green product. The inferential analysis shows that there is no significant association between demography of the respondents and level awareness about green marketing.

RECOMMENDATION

Educate consumers about green products and its usage.

Highlight the benefits of their green products, such as reduced energy consumption, cost savings, and improved health outcomes. By emphasizing these benefits, companies can encourage consumers to make the switch to green products.

Make green products affordable. Companies should work to make their green products affordable, so that consumers don't have to choose between their budget and their values.

Companies can use social media to share information about their green products, engage with consumers, and encourage them to make sustainable choices.

Offer Incentives such as discounts, coupons, or loyalty programs. It can motivate consumers to purchase green products. Companies can offer these incentives as a way to reward customers for making sustainable choices.

Partner with influencers who have a strong following on social media. It can help companies reach a wider audience and build brand credibility.

Companies should make it easy for consumers to purchase their green products. This means providing clear and accurate information about the products, making them (Ashraf.E & Majeesh.T, 2019)

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