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Customer Attitude Towards Green Marketing “A Study of Led Light in State Haryana”

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Abstract - Nowadays Environmental and Eco- friendly problem is a hot topic. Government of several countries has become more aware and active about these problems. This is the right time for adopting a trend of green marketing by the firm as well as Customers. Now if we don't take a step towards saving the environment we will consume all the natural resources. So this paper is discussing the awareness level about green marketing because energy is the life line of the economy which influence economy and human life in many ways therefore this research is attempt to know about the level of awareness among the people of Haryana about the green product LED . For this purpose a questionnaire was prepared and distributed among the user of LED light. 200 questionnaires were distributed and 200 filed in questionnaire were received. Further, the data were analysis with the help of frequency, mean and Chi-square test, and it is observed that, most of the respondents are aware about the green product concept and using the LED light. Some technical organization and government has to put more efforts to educate the population about the green product and environment.

Keywords - *Consumer Attitude, Green Marketing, Eco- Friendly, Product LED.*

I. Introduction

Our environment has undergone several changes and rapidly getting bad due to rising population and lot of human activities to support their life. It is also notable that human activity has given a rise to global warming and many living species have become extinct. To see all these consequences uses of green products become more important now these days. Green products are eco-friendly. These products are less harmful for our environment than other ordinary product. Due to these products we can protect the environment and increase the utilization Marketing of eco-friendly product is essential to make aware the society about these products. Green marketing positively influences the attitude of the consumers. It is

not clear what will happen in future and how much time we will take to influence the masses with green marketing and cover the entire industry with this modern concept. The main concern of this study is to know the perception and attitude of the people towards the green electronic products LED taken as green electronic products. These products used by everyone at a very broad level. That's why it is essential to check the attitude of the people towards these products.

II. Review Of Literature

Ghosh Moloy (2011). This paper is trying to identify the key ideas of the green marketing and identify the relation to promote the green products. The author also explains the concept, importance of green marketing and reason that make the organization interested to adopt a green marketing strategy and techniques. Also examine the highlight problems which are faced by the organization when they implement the green marketing.

Rahman Saifur and et al (2017) this study focuses on consumer perception towards green values created by the green marketing efforts by the promoters and its impact on their purchasing behavior of eco-friendly sustainable products and highlights the resolution of the efforts set by marketers in promoting green brand awareness in the consumer's mind relative to the non-green products. They suggest that marketers must come out with new and innovative ways to change the consumer's perception of the green marketing. such as, in a matter of the price, green products should be availed to the consumers at a much lower price to attract consumer base.

Wong FuiYeng & Yazdanifard Rashad (2015) tried to discuss the green marketing and its sustainability development as well as the tools and marketing mix of green marketing. They found that Eco-label, eco-brand and environmental advertisement are tools of green marketing which shows products features and aspects about eco-friendly products. They suggest that green marketing is a tool which is used by many companies to increase their competitive advantage as people is presently very concerned about environmental issues.

Shruti P Maheshwari (2014) this study focuses consumer beliefs and attitude on environment protection and their buying behavior of eco-friendly products and also focuses on the successful efforts by marketers in green brands awareness in consumer's way. She founds that through the various aspects greener goods could be influenced by marketing. Suggestion is that there is greater use of marketing brands to sell green products that are genuinely environmentally friendly.

Sen Rahul Argha (2014) tries to examine the consumer purchasing decision influenced by the green marketing practices undertaken by the companies and challenges faced by companies while pursuing green marketing activities. Now green marketing still in its infancy in India and more research needs to be undertaken on different aspects of green marketing to explore its potential to the maximum possible extent.

Gupta Ankita (2017) tried to find out the purposes and challenges of the green marketing. green marketing is a modern concept and it needs high efforts from all the sides because green marketing is on initial phase. But it is necessary for the fair environment for the further generation. And main suggestion of this study is that here a need for efforts from all sides like consumers, companies, and government.

Manisha (2017) this paper is find out what actually green marketing is all about and how can a business firm be more competitive by using green marketing. And also explain the concept, need important of green marketing. This research leads that green marketing is marketing of the products that are presumed to be environmentally safe. Thus the green marketing incorporates a broad range of activities, product modification, changes to the production process, packaging changes, as well as modifying advertising.

III. Objectives of the Study

- To identify the source of information about the green product (LED) and factor affecting the customer attitude towards green product (LED).
- To study the customers level of awareness about green marketing.

IV. Hypothesis of the Study

- **Ho1:** Awareness level about green product LED is same among the respondent with reference to their demographic characteristics i.e. residential area, gender, age.

V. Research Methodology

- **Research Design:** This research is based on Exploratory cum Descriptive. It is exploratory because this study identify the source of information and identify the factor affecting while purchasing of LED light and it is descriptive because the respondents were analyzed according to their residential area, gender and age in detail.
- **Sampling:** In this study random sampling method is used. Sample of 200 respondents of Rewari district, which are using green product LED are selected.
- **Source of data:** Primary source of data are composed through questionnaire, which are distributed among green consumers. Questionnaire is set into four parts. In **part A**, there are demographic profiles questions, **in part B**, questions which are related to identify the source of information. **In part C**, statements are related to awareness towards green product LED. **In part D**, questions are set according to factor affecting while purchasing of LED. Secondary data are collected through magazine, newspaper, research papers etc.
- **Research tools:** Descriptive (mean and standard deviation), chi-square and five point likert type statements are used such as strongly agree to strongly disagree.

1. S.A:- strongly agree.

2. A: - Agree

3. N:- Neutral

4. D: - Disagree

5. S.A:- Strongly Disagree

- In this we compare the table value with sig. value which is 5% level of significance.
- In analysis, abbreviations for statements are used and these are:

A₁: I believed that LED is linked with concept of green marketing.

A₂: I believed that cleanup processor of mercury containing light bulb is eco-friendly process.

A₃: I am aware about the recycling process of LED.

A₄: I believe that life of LED is more than incandescent light.

A₅: I believe that disposal of LED is easier than incandescent light.

A₆: I am immediately switched off the light after use.

VI. Analysis / Result

Table 1 : Source of information About Green Product

Source of Information	Rank	Mean	Std. Deviation
Television	1	2.09	1.338
Newspaper	2	2.76	1.174
Friends	3	3.22	1.342
Salesperson	4	4.02	1.537
Internet	5	4.07	2.214
Magazine	6	5.46	1.041
Radio	7	6.39	1.074

(Source: Primary Data)

Table 1 show that Television, Newspaper and friends are preferable source of information. Salesperson, Internet, Magazine and Radio come in the category of least preferable. The main source of information about green product of the customer is Television and Newspaper. So producers should be give information about product in these sources.

Table 2 : Factor Affecting the Buying Behavior Regarding LED.

Factor	Mean	Std. Deviation
Quality	1.72	.857
Healthy effect	2.68	1.075
Durability	3.30	1.103
Cost	3.50	1.626
Design	3.81	1.247

Table 2 shows that quality, health effects and durability are matter while customer purchases the (LED) bulbs. Cost and design is note affected. Its means main features are quality health effect and durability. Producers can be decrease the cost but no need to more efforts in design of LED bulbs.

Table 3 : Level of Awareness among the Respondents with According to Residential Status

Stat ements	Residen tial Status	S.A.	A.	N.	D.	S. D.	Total	Chi Square value	Sig. Value	Resul ts
A ₁	Urban	23	57	20	0	0	100	0.13	0.93>0.05	Not Sig.
	Rural	23	55	22	0	0	100			
	Total	46	112	42	0	0	200			
A ₂	Urban	6	22	64	5	3	100	4.08	0.39>0.05	Not Sig.
	Rural	7	17	71	5	0	100			
	Total	13	39	135	10	3	200			
A ₃	Urban	10	48	16	25	1	100	8.41	0.07>0.05	Not Sig.
	Rural	7	64	17	12	0	100			
	Total	17	112	33	37	1	200			
A ₄	Urban	9	61	9	21	0	100	9.51	0.05=0.05	Not Sig.
	Rural	18	54	16	11	1	100			
	Total	27	115	25	32	1	200			
A ₅	Urban	9	46	16	29	0	100	9.83	0.02<0.05	Sig.
	Rural	9	44	32	15	0	100			
	Total	18	90	48	44	0	200			
A ₆	Urban	58	35	4	3	0	100	4.80	0.30>0.05	Not Sig.
	Rural	53	31	8	2	2	100			
	Total	111	66	12	2	2	200			

(* indicates the value is significant at the 5% level of significance)

Table 3, this table reveals that there is no significant difference between thinking of both urban and rural area's respondents exempted disposal process of LED bulbs. Urban area's respondents are more aware about the rural area. It means mostly respondents are believe that LED bulbs are linked with green concept, cleanup processor of mercury containing light bulb is eco-friendly process, aware about recycling process of LED, life of LED is more than incandescent light and they also believed that they switched of the light after its use.

Table 4: Level of Awareness among the Respondents with According to Gender

State ments	Gende r	S.A.	A.	N.	D.	S.D.	Total	Chi Square value	Sig. Value	Resul ts
A ₁	Male	29	51	20	0	0	100	4.11	0.12>0.05	Not Sig.
	Female	17	61	22	0	0	100			
	Total	46	112	42	0	0	200			
A ₂	Male	9	23	62	5	1	100	4.40	0.35>0.05	Not Sig.
	Female	4	16	73	5	2	100			
	Total	13	39	135	10	3	200			
A ₃	Male	12	49	18	21	0	100	6.58	0.16>0.05	Not Sig.
	Female	5	63	15	16	1	100			
	Total	17	112	35	37	1	200			

A ₄	Male	17	41	18	23	1	100	23.24	0.00<0.05	Sig.
	Female	10	74	7	9	0	100			
	Total	27	115	25	32	1	200			
A ₅	Male	12	34	27	27	0	100	10.40	0.01<0.05	Sig.
	Female	6	56	21	17	0	100			
	Total	18	90	48	44	0	200			
A ₆	Male	48	36	8	6	2	100	6.90	0.14>0.05	Not Sig.
	Female	63	30	4	3	0	100			
	Total	111	66	12	9	2				

(* indicates the value is significant at the 5% level of significance)

Table 4 reveals that there is no significance difference between the thinking of according to gender both male and females are aware in statement of LED bulb is linked with green marketing, they well known of the cleanup process of this product, they aware about recycle process of LED product, and they agree with the concept that they switch off the lights after its use. But females are more aware in statement life of LED bulbs are more than the incandescent light bulbs, and also in awareness of disposal process females are more aware.

Table 5 : Level of Awareness among the Respondents with According to Age

State ment s	Age	S.A.	A.	N.	D.	S.D.	Total	Chi Square value	Sig. Value	Result s
A ₁	Below20	8	15	6	0	0	29	19.29	0.00<0.05	Sig.
	20-30	26	45	10	0	0	81			
	30-40	9	35	11	0	0	55			
	Above40	3	17	15	0	0	35			
	Total	46	112	42	0	0	200			
A ₂	Below20	2	0	26	1	0	29	34.23	0.00<0.05	Sig.
	20-30	7	26	45	2	1	81			
	30-40	3	6	44	2	0	55			
	Above40	1	7	20	5	2	35			
	Total	13	39	135	10	3	200			
A ₃	Below20	1	19	4	5	0	29	11.46	0.49>0.05	Not Sig.
	20-30	10	40	15	16	0	81			
	30-40	5	32	10	8	0	55			
	Above40	1	21	4	8	1	35			
	Total	17	112	33	37	1	200			
A ₄	Below20	4	17	5	3	0	29	9.26	0.68>0.05	Not Sig.
	20-30	14	46	9	11	1	81			
	30-40	7	33	4	11	0	55			
	Above40	2	19	7	7	0	35			

	Total	27	115	25	32	1	200			
A₅	Below20	0	18	4	7	0	29	22.14	0.00<0.05	Sig.
	20-30	10	38	18	15	0	81			
	30-40	7	23	18	7	0	55			
	Above40	1	11	8	15	0	35			
	Total	18	90	48	44	0	200			
A₆	Below20	18	7	2	2	0	29	8.97	0.70>0.05	Not Sig.
	20-30	48	28	3	1	1	81			
	30-40	28	20	4	3	0	55			
	Above40	17	11	3	3	1	35			
	Total	111	66	12	9	2	200			

(* indicates the value is significant at the 5% level of significance)

Table 5, reveals that age group 20-30 is more believed in this product is linked with green marketing, cleanup processor, and about disposal process of these products. But there is no significance difference in awareness about recycling process of these products, believe in life of these products are more than incandescent light and also believe in that they switch off the lights after its use. Age group 20-30 is more concern about the green products and processor of manufacturing and they think about the utilization of natural resources.

VII. CONCLUSION

According to findings most of the respondents are aware; they want increase in durability of resources and want to decrease in wastage of natural source. Television, newspaper and friends are good source to give the information about this product. More of the respondents are purchase this product for their health effect, good quality, and its long durability. Cost and design are not affected factor for the purchasing. Both urban and rural area respondents are aware about the awareness statements but in case of disposal of LED light rural area respondents are more aware about the product. About its durability and its disposal process females are more aware about these products. On the basis of age group, age group 20-30 is more aware about this product than the another age group, this age group believe that this product is linked with the green marketing. They well knew about the cleanup process of these products. Most of the youth want to increase in awareness about the green products.

VIII. SUGGESTIONS

Most of the respondents are aware about these products. Producers should give the information about these products on Television, and in Newspaper, most of the respondents got information through these sources. These sources explore the information about product in all type of people and all type of area. Through these sources every one can get the information. Mostly Customer purchases these products on the bases of their quality, health effects and its durability. So no needs to expanse more amount on design. If producer produce a product in many designs than consumers take a selection process another no need to expanse on design and style. Consumers are fascinate due to the products quality and features not enough to the design and look. Almost customers want to grow the features of product in fewer prices. They want better product in lowest price. Mostly respondents are aware about green marketing but green marketing is a most important topic for our environment and our climate. So there is need to improve the

information about green products and uses of green products that this will be known by everyone in a world wide. This is necessary for the environment and our surroundings.

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