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## *Customers' Perception towards Green Marketing: A Study of Jhajjar District of Haryana*

**Jashvanti<sup>1</sup>**  
(M.Com, NET ),  
MDU Rohtak,  
India.

**Seema Devi<sup>2</sup>**  
(M.Com, NET ),  
MDU Rohtak,  
India.

*Abstract: Business activities are not possible without society. A business is run to serve society by using the natural resources of society. Some businesses adopted policies to save the environment and manufacture only those products which are not adversely affected and it is also helpful to maintain and increase customer base. The main objective of the research is to an analysis of customer perception of green marketing activities. The research is conducted in the Jhajjar district of Haryana. The sample size of the research was 200 and collected through a structured questionnaire. Non- Probability convenience sampling technique was used. Data were analyzed by applying a 5-point Likert scale and a weighted ranking technique was also applied. The results of the research show that customers prefer those companies which engaged in the manufacturing and production of environment-oriented products also customers are also willing to support green marketing programs. The study concluded that customers know the value of a healthy environment and are also ready to buy products at high prices for environmental support.*

*Keywords: Green activities, perception, environment, etc.*

### I. INTRODUCTION

With globalization, the market size and value of the market increased but it also increases the environmental problem widely in the world. Various meetings and conferences are also conducted to protect the environment. A new concept of marketing is developed named "green marketing". Green marketing means activities or products of companies that are environmentally friendly or which have a less negative impact on the environment. In green marketing, companies voluntarily support the environment cleanses. As per the companies act and corporate governance companies should expense 2 % of their average profits for society. (Companies act, 2013).

### II. REVIEW OF LITERATURE

**Boztepe, (2012)** explores a study to examine the influence of consumer perception of green products on green purchase intention. The results demonstrated that within consumer perception; green corporate perception, eco-label, and green product value had positive significant influences on green purchase intention. The findings also revealed that eco-label and green product value made the largest contribution to influencing green purchase intention among consumers. In contrast, both green advertising and green packaging had no significant impact on consumer intention to purchase green products.

**Mishra and Sharma (2014)** conducted research on consumers' perceptions and preferences toward green marketing practices and products with the help of a structured questionnaire. A high level of awareness about green marketing practices and products was found among the consumers. Research has given good insights for marketers of green products and suggests the need of designing marketing communication campaigns promoting green products due to the high green value among the

consumers. Results of regression analysis reveal the view that overall green values, awareness about green products and practices, and the perception regarding the seriousness of marketing companies towards green marketing had a positive significant impact on consumer persuasion to buy and prefer green products over conventional products.

### III. OBJECTIVES OF THE STUDY

1. To know the concept of green marketing used by business organization.
2. To study the perception of customer perception in respect of green marketing activities of the companies.

### IV. RESEARCH METHODOLOGY

#### Data types and methods of data collection

The study was purely based on primary data and for the data collection questionnaire method was applied.

#### Sample Size and Sampling technique

For the attainment of the objectives of the research, the data were collected from 200 respondents. The research used a non-probability convenience sampling technique for the collection of data.

#### Area of the study

The present study collected data from rural and urban areas of the Jhajjar district of Haryana state. So the area of the study is Jhajjar.

#### Techniques of data analysis

For the analysis of data 5 points, the Likert scale was used. After collecting the ion of data through the Likert scale weighted ranking technique was applied and ranks were assigned to all the statements of customer perception.

### V. ANALYSIS AND DATA INTERPRETATION

**Table No.1: Table showing Customer Perception in respect of Green Activities**

Statements	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total
I am aware of green marketing Activities	20	28	32	56	64	200
My buying decision was affected by my concern about the environment	14	26	46	90	24	200
I am ready to pay high prices for the product of the organization following green activities	22	34	72	56	16	200
I have a positive point of view towards organizations following green activities	28	30	58	60	24	200
I will switch products on the basis of green activities	14	28	18	94	40	200
I am preferring the companies following green activities.	26	24	48	76	26	200

Source: Primary Data

Table no.1 represents the perception of customers in the context of various statements in respect of green activities. The table shows that with the statement "I am aware of green marketing Activities" 20 customers Strongly Disagree (SD),28 disagree, 32 are no opinion, 56 agree and 64 Strongly Agree(SA). The table also shows that with the statement "My buying

decision affected by my concern about environment” 14 customers Strongly Disagree (SD),26 disagree, 46 are no opinion, 90 agree and 24 Strongly agree (SA). With the statement “I am ready to pay high prices for the product of organization following green activities” 22 customers Strongly Disagree (SD),34 disagree, 72 are no opinion, 56 agree and 16 Strongly Agree(SA). Consumer perception in respect of “I have a positive point of view towards organization following green activities” 28 customers are Strongly Disagree (SD),30 disagree, 60 are no opinion, 58 agree and 24 Strongly agree (SA). Consumer perception in respect of “I will switch the products on the basis of green activities” 14 customers are Strongly Disagree (SD),34 disagree, 18 are no opinion, 94 agree and 40 Strongly agree (SA). Consumer perception in respect of “I am preferring the companies following green activities” 26 customers are Strongly Disagree (SD),24 disagree, 48 are no opinion, 76 agree and 26 are Strongly Agree(SA).

After collecting data on the Likert scale, the researcher applied the Weighted Ranking Technique and assigned weights and calculate the total score of statements as well as arithmetic mean, and find the preference of customers by the rank method. After obtaining the mean, the researcher applied rank on the basis of the mean score of statements. The following weights were assigned:

**Strongly Agree-5**

**Agree-4**

**No opinion-3**

**Disagree-2**

**Strongly Disagree-1**

**Table No.2: Table showing Mean score of perception of Customer in respect of Green Activities**

**Weighted Ranking Technique**

Statements	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Mean	Rank
I am aware of green marketing Activities	20	56	96	224	320	49.86	<b>I</b>
My buying decision was affected by my concern about the environment	14	52	54	360	120	40	<b>IV</b>
I am ready to pay high prices for the product of the organization following green activities	22	68	144	224	80	35.86	<b>VI</b>
I have a positive point of view towards organizations following green activities	28	60	174	240	120	41.46	<b>III</b>
I will switch products on the basis of green activities	14	68	54	368	200	46.92	<b>II</b>
I am preferring the companies following green activities.	26	24	72	304	130	37.06	<b>V</b>

Source: Researcher Calculation

Table no.2 shows the scores of the statements after assigning weights and also the mean score of the statements. After calculation of the mean scores of all statements ranks were assigned. The table shows highest mean score is assigned to the statement “I am aware of green marketing Activities” with a value of 49.86 and it is assigned rank I followed by the statement

“I will switch the products on the basis of green activities” with a mean score of 46.92. The statement “I have a positive point of view towards organization following green activities” shows a mean score of 41.46 and rank assigned III followed by “My buying decision affected by my concern about environment” with a score of 40. Rank 5 was assigned to the statement “I am preferring the companies following green activities” with a mean value of 37.06 and it was followed by the statement “I am ready to pay high prices for the product of organization following green activities” with a mean score 35.86

After analyzing the results of the weighted ranking technique, it was observed that customers have a positive attitude in respect of green activities followed by the companies. The researcher found that customers are aware of green marketing activities and they are concerned about environmental protection. As per the analysis of the research, it was also found that customer switches their buying decision on the basis of green activities and customers have a positive attitude about those companies following green activities and customers prefer those companies. Customers are also ready to pay more to those companies that follow green activities practices. So research found that customers are aware of the importance of environmental protection and preferred companies that follow green marketing activities.

## VI. CONCLUSION

The study was conducted to analyze of customers’ perception of green marketing activities of the business organization. After the collection of data weighted ranking technique was applied. The study found that customers are aware of green marketing activities and prefer those companies which engaged in green marketing activities. The study also found that customers are ready to switch brands that are green activities oriented and also ready to pay high prices for the products which support the environment. That is why the study concluded that customers want to protect the environment and prefer companies engaged in green marketing activities.

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