

# Consumer awareness on environmental issues and its impact on purchasing behaviour of Green marketing products in Chittoor District, Andhra Pradesh, India

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## Abstract

Consumer awareness on the purchase of grocery products was assessed in Chittoor District, Andhra Pradesh, India. Most of the respondents were aware of the environmental issues and need for the purchase of green products in environmental protection. Destroying forest was regarded as the first cause for environmental degradation. The respondents preferred to purchase green products from the purchases directly and felt the grocery products ranic first in the protection of their health.

**Key words:** consumer awareness, environmental issues, forest degradation, Green marketing, purchase behaviour

## INTRODUCTION AND DESIGN OF THE STUDY

India is a diverse country with strong culture, values and ethics indicated by a significant segment of the population holding advanced degrees, yet also with massive poverty and illiteracy. It is the world's largest democracy. Currently India is undergoing a tremendous economic growth. Even then it faces increasing stresses to its air, water, energy and the resources use is also becoming uncertain. Its agricultural productivity is at risk, whereas its agricultural imports are in a raising trend. In today's planet, development can no longer follow the traditional path of emphasizing heavy industries and paying little attention to the surrounding environment. Sustainable development is the watchword of everyday, which means due care should be taken to preserve existing environmental resources for the benefit of future generations.

Urbanization and changing consumption patterns have equally contributed for many of the environmental problems faced by the country in the recent years. Severe air pollution affects many cities of India today. Many waterways have become highly polluted by the industrial and urban wastes. Degradation of soil, forest and bio-diversity has become a widely prevalent phenomenon. The other environmental problems faced by the country include depletion of energy resources, intensive cultivation of fields, poor management of wastes, loss of bio-diversity and a high incidence of variety of diseases and health hazards. Companies, government and consumers are responsible for these environmental issues. Nothing can be saved for future generation if they don't take initiatives to attain sustainable development. Many firms are currently undertaking an environmental transformation process with the purpose of reducing the negative externalities that come from their economic activities (Elena Fraj-Andres *et al*, 2009). Acceleration in the human induced changes in the climate of the earth and it has become the focus of the scientists and social scrutiny as well.

## REVIEW OF LITERATURE

Green marketing came into prominence in the late 1980s and early 1990s. The first book titled Ecological Marketing was the outcome of first workshop on "Ecological Marketing", held by American Marketing Association (AMA) in 1975. Green marketing acquired an eminent status since early 1990s. There have been talks about green consumers and green consumerism in 1970s and 1980s. Henion and Kinnear (1976) defined green consumers as environmentally conscious consumers while Antil (1984) described green consumerism as a specific type of socially conscious consumer behavior with prime focus on protection of environment. Green consumerism was described as a form of "pro-social" consumer behavior (Weiner and Doescher, 1991). Polonsky (1994) defined "green marketing as the marketing that consists of all activities designed to generate and facilitate any



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exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.”

Mintel (1995) found a significant gap between consumers concern and actual green purchasing. It is found that still there are considerable barriers towards the diffusion of more ecologically oriented consumption styles.

According to Michael J Polonsky, environmental marketing has been perceived as an opportunity by the organizations to achieve their objectives (stated by Keller 1987, Shearer 1990). It was believed that organizations have moral obligation to serve the society in more environmental friendly way (Keller 1987, Shearer 1990, Freeman and Liedtka 1991, Davis 1992). Firms are also forced to become more socially responsible due to the laws laid by the government towards the protection of the environment. Firms are also pressurized by the environmental activities adapted by competitors that demand the firms to change their marketing activities to environmental marketing activities. One of the factors identified that affects the purchase of green product is its high price in comparison with traditional product. Price of the product can be reduced by properly designed environmental standards. Environmental standards can trigger innovations that lower the cost of the product or improve its value. Such innovation will allow the companies to use a range of inputs more productively-from raw materials to energy to labor – thus offsetting the cost of improving environmental impact and hence enhanced resource productivity will make companies more competitive. Innovation will play a lead role in sustainable development for the companies to be competitive and resisting innovations will lead to loss of competitiveness in today’s global economy (Porter and Claas van der Linder, 1995).

Consumers are substantially aware about green products; however applying green marketing practices in business operations is not an easy task (Juwaheer, 2005). Antonio *et al.* (2009) suggested that due to environmental consciousness that has evolved over time, studies on green consumerism will be the main focus point in future leading to identifying the consumer attitudes, behaviors and intentions. Braimah and Tweneboah-Koduah (2011) studied Ghanaian consumers and have found low level of awareness towards green marketing issues which affected that purchase decision of the consumers. Price of green products was also found to be one of the factors that influence the purchase of green products. However, it was found that young consumers are more likely to be influenced by green issues. Cherian and

Jacob (2012) found that consumers lack green knowledge and because of this low awareness, organizations are still not focusing towards development of green products.

There are several issues and challenges identified by various researchers with respect to Green Marketing (Welling and Chavan, 2010). Practicing green marketing initially may prove to be a costly affair as it encourages green products/services, green technology (procuring new technology or modification of existing technology), green power/energy which requires a lot of money to be spent on R&D programs. High investment is required in marketing promotions to create awareness regarding green products and their uses. Many customers may not be willing to pay a premium for green products which may affect the sales of the company. It requires the companies to extensively communicate the presence and benefits of green marketing to the customers by means of various tools available for integrated marketing communication. Eco-labeling could be a good way to convince the customers regarding green products. Consumers might be willing to pay premium price if they see additional benefit (such as quality, environmentally safe product, fuel-efficient vehicles, and non-hazardous products) attached with the product. Green Marketing can help organizations to gain a competitive advantage and a strong consumer base. (Renfro, 2010).

## STATEMENT OF THE PROBLEM

This study aims to identify the consumer awareness regarding green products in Chittoor District, Andhra Pradesh, India, which includes both urban and rural areas.

Despite environmental changes, the underlying assumptions for the extent of consumer awareness and perception towards green products have not been much empirically investigated in Indian market. More specifically, the study attempts to answer the following questions:

- ♦ To what extents are the consumers’ are aware of environmental disasters?
- ♦ How far does environmental awareness have an impact on the consumer purchase behaviour?
- ♦ What other factors influence in pre and post purchase behaviour towards green products?
- ♦ What are the problems faced by the consumers’ in relation to buying and using the green products?
- ♦ What are the implications of all the above for green product marketing organisations?

## OBJECTIVES OF THE STUDY

The overall objective of the study is to analyze the consumer awareness on environmental issues and its impact on purchase behaviour of green products in Chittoor district. The specific objectives of the study are:

- ♦ To study the consumer awareness on environmental issues and its impact on purchase behaviour of selected green products.
- ♦ To investigate the demographic profiles of the consumers' and their differences in understanding the environmental issues and their preference for the selected green product.
- ♦ To study the extent of consumers' pre-purchase search for green products.
- ♦ To study the problems faced by consumers' in locating the green products and the implications of the above for green marketing organisations, in designing futuristic green marketing strategies.

## RESEARCH METHODOLOGY

Questionnaire was the main tool used to collect the data from the sample respondents. For this purpose, a well structured questionnaire was prepared to collect data from the sample respondents in the study area.

The key aspect of the present research study was identified through the interviews. The questionnaire is circulated among the research experts and it was re drafted in the light of their commitments.

After the construction of questionnaire it was pre tested with more than 10 respondents. After pre-testing, necessary modifications were made in the questionnaire for the present study.

In the present study, non random sampling method was used by the researcher.

The sample size is chosen for this study is 103. The research is conducted at Chittoor rural and urban areas. Convenience sampling method of non-probability sampling was used for this study.

For the analysis of primary data the following techniques used;

1. Percentage Analysis and
2. Scaling Analysis

## RESULTS AND DISCUSSION

### Demographic Profile of the Respondents' and Their Pro-Environmental Behaviour

The growing environmental related issues have become persistent public issues in the present business world. Today's consumers' growing needs

have made business organisations indulge in activities, which have led to the environmental problems like global warming, the on-going reduction of natural resources and food and water scarcities. The pollutions have been linked with the consumption pattern of modern day consumers'. The personal, social and economic characteristics have a bearing on the awareness level of environmental issues among the consumers' and their preference for green products. Therefore, Respondents' profiles are studied and presented in this section. The study covers a sample size of 103 respondents', who reside in both villages and towns of north and south taluks of the Chittoor district.

### Demographic profile of the respondents

Among the respondents 71.84 per cent were males, 28.15 per cent were females (Table 1).

**Table 1.** Distribution of Sample Respondents- Gender

S. No.	Gender	No. of Respondents	%
1	Male	74	71.84
2	Female	29	28.15
<b>Total</b>		<b>103</b>	<b>100</b>

Among the respondents sampled 1.94 per cent belonged to the age group of less than 20, 55.33 per cent to the age group between 21-30, 23.30 per cent to the age group between 31-40, 14.56 per cent to the age group between 41-50 and 4.85 per cent of the respondents were in the age group of above 51 (Table 2).

**Table 2.** Distribution of Sample Respondents- Age

S.No.	Age	No. of Respondents	%
1	Less than 20	2	1.94
2	21-30	57	55.33
3	31-40	24	23.3
4	41-50	15	14.56
5	Above 51	5	4.85
<b>Total</b>		<b>103</b>	<b>100</b>

Educational qualification wise 1.94 per cent of the respondents were not having formal education, 14.56 per cent had school level of education, 28.15 per cent were graduate, 47.57 per cent were post graduates and 7.76 per cent of the respondents were having professional qualification (Table 3).

**Table 3.** Distribution of Sample Respondents-Educational Qualification

S.No.	Educational Qualification	No of Respondents	%
1	No formal education	2	1.94
2	School level	15	14.56
3	Graduate	29	28.15
4	Post graduate	49	47.57
5	Professionals	8	7.76
<b>Total</b>		<b>103</b>	<b>100</b>

Occupational status wise 32.03 per cent of the respondents were students, 4.85 per cent were of professional level of occupation, 2.91 per cent were doing business, 47.57 per cent were employed, 0.97 per cent were retired, and 11.65 percentages of the respondents were others i.e self employed (Table 4).

**Table 4.** Distribution of Sample Respondents-Occupational status

S.No.	Occupational-status	No of Respondents	%
1	Student	33	32.03
2	Professional	5	4.85
3	Business	3	2.91
4	Employed	49	47.57
5	Retired	1	0.97
6	Others	12	11.65
<b>Total</b>		<b>103</b>	<b>100</b>

With regard to monthly income, 36.89 per cent of the respondents were Dependent, 2.91 per cent were having income level of <Rs.5000, 6.79 percent with Rs. 5001-15000 income level, 2.42 percent with Rs.15001-25000 income level, 24.42 percent with the income level between Rs. 25001-30000, and 4.85 percent of the respondents were having an income level of Rs. 30001 and above (Table 5).

**Table 5.** Distribution of Sample Respondents-Monthly Income

S.No.	Monthly income	No of Respondents	%
1	Dependent	38	36.89
2	Less than Rs.5000	3	2.91
3	5001-15000	7	6.79
4	15001-25000	25	2.42
5	25001-30000	25	24.42
6	30001 and above	5	4.85
<b>Total</b>		<b>103</b>	<b>100</b>

With regard to family size, 2.91 per cent of the respondents were Single, 1.94 per cent were with the family size of three members, 55.33 per cent were with four family members, 29.12 per cent were having a family of five members, and 10.67 percentages of the respondents were having more than five family members( Table 6).

**Table 6.** Distribution of Sample Respondents - Family Size

S.No.	Family size	No. of Respondents	%
1	Single	3	2.91
2	Two	-	
3	Three	2	1.94
4	Four	57	55.33
5	Five	30	29.12
6	More than five	11	10.67
<b>Total</b>		<b>103</b>	<b>100</b>

Among the respondents 54.36 per cent were residing in village, and 45.63 percentages of the respondents were residing in town(Table 7).

**Table 7.** Distribution of Sample Respondents-Residing Region

S.No.	Residing Region	No. of Respondents	%
1	Village	56	54.36
2	Two	47	45.63
<b>Total</b>		<b>103</b>	<b>100</b>

On the need to deal environmental problems, 79.61 per cent of the respondents felt that it was very urgent in taking consideration about the environmental problems, 14.56 per cent as urgent, 1.94 per cent as somewhat, and 3.88 per cent of the respondents had no idea about the environmental issues needed to be dealt with(Table 8).

**Table 8.** Distribution of Sample Respondents-environmental problems

How urgently do you think the environmental problems need to be dealt with?

S.No.	Environmental Problems	No of Respondents	%
1	Very urgent	82	79.61
2	Urgent	15	14.56
3	Not at all	-	--
4	Somewhat	2	1.94
5	No idea	4	3.88
<b>Total</b>		<b>103</b>	<b>100</b>

With regard to high awareness of environmental protection 65.04 per cent of the respondents stated

that as in most situations, 26.21 per cent stated that In some situations I am, 4.85 per cent stated that they were less concerned about environment problems, and 3.88 per cent of the respondents were not sure about it and it depends on situation (Table 9).

**Table 9.** Distribution of Sample Respondents- high awareness of environmental protection

Do you think you are a person who has a high awareness of environmental protection?

S.No.	Awareness of environmental protection	No of Respondents	%
1	In most situations, I am	67	65.04
2	In some situations, I am	27	26.21
3	Less concerned about environment	5	4.85
4	I am not sure about it and it depends on situation	4	3.88
<b>Total</b>		<b>103</b>	<b>100</b>

In response to the above question, on the meaning of grocery products (Table 10) 14.56 per cent of the respondents had No idea/don't know regarding green products, 77.66 per cent were aware that green products are environmentally friendly, 3.88 per cent were aware that is useful in preservation of natural resources, 1.94 per cent were aware that green product means energy efficiency, and 1.94 per cent of the respondents were aware that green products are Non-toxic in nature (Table 10).

**Table 10.** Distribution of Sample Respondents-What does a green product mean to you?

S.No.	Green products mean	No of Respondents	%
1	No idea/Don't know	15	14.6
2	Environmentally friendly	80	77.7
3	Preservation of natural resources	4	3.88
4	Energy efficiency	2	1.94
5	Non-toxic	2	1.94
6	Long lasting	-	
<b>Total</b>		<b>103</b>	<b>100</b>

On their observations about green products, 57.28 per cent of the respondents stated that they were hard to identify by just seeing, 9.70 per cent stated that advantages of green products are not known to them. 8.73 per cent were of the view that there is an absence of advertisement for green products, and 24.27 per cent of the respondents cannot find green products in the small stores in the study area (Table 11).

**Table 11.** Distribution of Sample Respondents-observations

What are your observations regarding green products?

S.NO	Observations green products	No of Respondents	%
1	They are hard to identify by just seeing it	59	57.28
2	Advantages of green products are not known	10	9.7
3	Absence of advertisement for green products	9	8.73
4	Cannot find green products in the small stores	25	24.27
<b>Total</b>		<b>103</b>	<b>100</b>

While purchasing, 89.32 per cent of the respondents stated that is extremely important to purchase green products, for 2.91 per cent it was Not very important, for 1.94 percent it was Not at all important, and 5.82 percent of the respondents stated that they don't know about purchasing of green products (Table 12).

**Table 12.** Distribution of Sample Respondents - important Green product.

When thinking about purchasing, how important to you is, it should be a "Green product".

S.No.	Purchasing of Green Product	No of Respondents	%
1	Extremely important	92	89.32
2	Not very important	3	2.91
3	Not at all important	2	1.94
4	Don't know	6	5.82
<b>Total</b>		<b>103</b>	<b>100</b>

With regard to the place of purchase, 29.12 per cent of the respondents buy green products in city markets, 54.36 per cent directly from producers, 3.88 per cent were interested to purchase through specialized shops, and 12.62 percent of the respondents were ready to purchase *via* super markets (Table 13).

**Table 13.** Distribution of Sample Respondents - Buy green groceries

Where do buy green groceries, vegetables and fruits?

S.No.	Buy Green groceries	No of Respondents	%
1	City markets	30	29.12
2	Directly from producers	56	54.36
3	Specialized shops	4	3.88
4	Supermarkets	13	12.62
<b>Total</b>		<b>103</b>	<b>100</b>

For the above question on the impact of purchasing of green products (Table 14), 30.09 per cent of the respondents strongly agreed with environmental impact in product purchase, 63.10 per cent agreed with the statement, 4.85 per cent were not having any idea about the statement, and 1.94 percentages of the respondents disagreed with the statement (Table 14).

**Table 14.** Distribution of Sample Respondents - Environmental issues

How do you perceive the following statement "Environmental issues always have an impact on your purchase decision of selected green products?"

S.No.	Environmental issues	No of Respondents	%
1	Strongly agree	31	30.09
2	Agree	65	63.1
3	No idea	5	4.85
4	Disagree	2	1.94
5	Strongly disagree	-	
Total		103	100

With regard to indicators of environmental disturbance, for the respondents, destroying the forest ranked in the 1<sup>st</sup> place (4.79), pollution in the 2<sup>nd</sup> place (4.78), too much of wastes going in to lands ranked in the 3<sup>rd</sup> place (4.56), reduction in natural resources ranked in the 4<sup>th</sup> place (3.67), toxic substance in the environment ranked in the 5<sup>th</sup> place (3.09), and congestion was ranked in the 6<sup>th</sup> place (2.71) in this study area (Table 15).

**Table 15.** Distribution of Sample Respondents - environmental disturbance

The following factors are the main indicators of the environmental disturbance in your place,

S.No.	Environmental Factors	Total score	Mean score	Rank
1	Too much of wastes going in to lands	470	4.56	III
2	Toxic substance in the environment	319	3.09	V
3	Reduction in natural resources	379	3.67	IV
4	Congestion	280	2.71	VI
5	Pollutions	493	4.78	II
6	Destroying the forests	494	4.79	I

For the above question on the sources of information (Table 16), the respondents ranked social networks in the 1<sup>st</sup> place (4.10), books in the 2<sup>nd</sup> place (3.79), family friends or co worker in the 3<sup>rd</sup> place (3.65), government regulators in the 4<sup>th</sup> place (3.64), television news in the 5<sup>th</sup> place (3.62), environmental newsletters in the 6<sup>th</sup> place (3.31), news papers in the 7<sup>th</sup> place (3.17), websites in the 8<sup>th</sup> place (3.08), magazines in the 9<sup>th</sup> place (3.05), other private research agencies in the 10<sup>th</sup> place (2.93), environmental activist ranked in the

11<sup>th</sup> place (2.90), posters creating awareness in the 12<sup>th</sup> place (2.45), and formal lectures or classes in the 13<sup>th</sup> place (2.40) (Table 16).

**Table 16.** Distribution of Sample Respondents - environmental issues

What are the sources of information about environmental issues are perceived to be good?

S.No.	Sources	Total score	Mean score	Rank
1	Government regulators	375	3.64	IV
2	Formal lectures or classes	248	2.4	XIII
3	Posters creating awareness	253	2.45	XII
4	Environmental newsletters	341	3.31	VI
5	Books	391	3.79	II
6	Family, friend or co-worker	376	3.65	III
7	Social networks	423	4.1	I
8	Television news	373	3.62	V
9	Newspapers	327	3.17	VII
10	Magazines	315	3.05	IX
11	Websites	318	3.08	VIII
12	Other private research agencies	302	2.93	X
13	Environmental activist	299	2.9	XI

With regard to the outcome of the purchase of green products by the respondents, Improving their health and health of their family members was ranked in the 1<sup>st</sup> place (4.93), supporting green producers in the 2<sup>nd</sup> place (4.92), a fair price for green producers in the 3<sup>rd</sup> place (4.79), purchasing a quality product in the 4<sup>th</sup> place (4.78), increasing my peace of mind in the 5<sup>th</sup> place (4.24), supporting pro-environmental companies in the 6<sup>th</sup> place (4.13), purchasing a product which is more expensive in the 7<sup>th</sup> place (4.12), a reduction in the use of pesticides in the 8<sup>th</sup> place (3.89), supporting organic farming in the 9<sup>th</sup> place (3.71), and purchasing a product which is not readily available was ranked in the 10<sup>th</sup> place (3.44) (Table 17).

## SUMMARY, FINDINGS AND SUGGESTIONS

The specific objectives of the study was to identify consumer awareness on environmental issues and its impact on purchase behaviour of green products and to investigate the demographic profiles of the consumers' with their differences in understanding the environmental issues and preference for green products.

**Table 17.** Distribution of Sample Respondents - outcome of your green purchase decision

Tell us what will be the outcome of your green purchase decision of the green products will be?

S.No.	Outcome of Green Product Purchase Decision	Total	Total score	Mean score	Rank
1	A fair price for green producers	103	494	4.79	III
2	Purchasing a product which is more expensive	103	425	4.12	VII
3	A reduction in the use of pesticides	103	401	3.89	VIII
4	Increasing my peace of mind	103	437	4.24	V
5	Improving my health and health of my family members.	103	508	4.93	I
6	Purchasing a product which is not readily available	103	355	3.44	X
7	Supporting green producers	103	507	4.92	II
8	Supporting pro-environmental companies	103	426	4.13	VI
9	Supporting organic farming	103	383	3.71	IX
10	Purchasing a quality product	103	493	4.78	IV

Both the Primary Data and the secondary data were used for the study. The secondary data was collected to explore various concepts and theories related to green marketing. The Primary Data was collected from the 103 respondents', residing in towns and villages of north and south taluks of Chittoor district. The sample area was selected using systematic process. The data included the factors related to environmental issues, environmental awareness, knowledge and concern of the consumers' towards this environmental issues and its impact on green marketing products purchase behaviour using a structured schedule. Direct face to face interview method was employed to collect the data from the respondents'.

## FINDINGS

The salient findings of the study are:

- ◆ 79.61 per cent of the respondents felt that there are very urgent environmental problems in the study area.
- ◆ 65.04 per cent of the respondents were in most situations highly aware of need for environmental protection in the study area.
- ◆ 77.66 per cent of the respondents desired environmentally friendly green products.
- ◆ 57.28 per cent of the respondents felt it was hard to identify a green product by just seeing.

◆ 89.32 per cent of the respondents felt extremely important about Green products.

◆ 54.36 per cent of the respondents were willing to purchase green groceries, vegetables and fruits directly from producers.

◆ 63.10 per cent of the respondents were aware of Environmental issues in the study area.

◆ Destroying the forest was ranked in the 1<sup>st</sup> place (4.79) as far as environmental disturbance is concerned in the study area.

◆ Networks were ranked in the 1<sup>st</sup> place (4.10) in information about environmental issues in the study area.

◆ Improving their health and health of their family members was ranked in the 1<sup>st</sup> place (4.93) in green product purchase decision of the respondents in the study area.

## Suggestions from The Study

i) Marketers should play crucial role since they have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In recent times, Green marketing assumes even more importance and relevance in developing countries like India.

ii) Along with Private sector, Government initiatives are most important. Intensive efforts should be made by Government for following these practices for wellbeing of next generations.

iii) Firms should be given best vendor award for initiation and implementation of green marketing practices.

iv) Study revealed that government regulations and competitors' forces play crucial role in green Endeavour. So government should spend some more amounts on research and development for innovating eco friendly technologies, and should give subsidies to those who are practicing.

v) There is close association between green marketing practices and market performance. Hence, Companies should focus more on to develop environment friendly products and put an endeavour for eco-friendly modification in product design which will increase market share and give competitive advantage.

vi) The Ministry of Road Transport and Highways, a branch of the Government of India, is the apex body for formulation and administration of the rules, regulations should give more exemption in taxation for non-polluting vehicles.

vii) Since the bigger challenge will be in the public sector, voluntary efforts alone will not solve the country's environmental problems. The efforts of leading businesses need to be complemented with enforcement to improve laggards, and a firm commitment to the rule of law.

viii) Companies should follow a more holistic approach. They should not just focus on being energy efficient, but they should shine when it comes to social responsibility and sustainability.

ix) There should be more institutes established for the assessment of green activities and its outcomes in respect to automobile as well as other sectors.

## CONCLUSION

Every day there is a growing evidence for the need to carry out more activities to protect the environment in which we live. As environmental issues are viewed as serious factors by all the sections of people in the society, the policy maker's started framing policies for environmental protection and it becomes vital for the marketers to be proactive in approaching the green marketing strategies for their survival. As natural resources become increasingly limited, behavioral modifications on the part of consumers' becomes necessarily important and as a marketer it becomes mandatory in reaching the consumers' and providing them with necessary information about alternatives. Especially, in a country like India the growing population becomes a burden for the earth in the form of never ending needs and wants of consumers. The past years have witnessed that the marketers have failed to identify the green product demand in consumer minds and to actively respond it. This untapped market and the prevailing gap between the consumers and the marketers should be rectified. As the adverse effect of environmental damage is same for everybody, it all depends on the marketers to educate the cause and effect relationship of the non- green product usage and to promote the benefits of using the green products for a better future.

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