

A STUDY ON THE MEDIA WITH THE GREATEST IMPACT ON CONSUMER AWARENESS TOWARDS GREEN MARKETING

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ABSTRACT

An activity of selling the products as well as the services in agreeing to the customers demand and social (the societal) benefits for the environment purposes is known as the green marketing. Green marketing is commonly used by several environmental firms that have a dedication to social and environmental responsibility. Media is the best platform to create awareness, interest and consideration of green marketing. This study focuses on, figuring-out if there is any impact of print-media, radio, television and social media on consumer awareness towards green marketing as well as understand which medium or the media impacts the most towards consumers awareness regarding green marketing.

Keywords: Green marketing, Consumer awareness, Print-media, Radio, Television(TV), Social media.

1. INTRODUCTION

Green marketing is a major and most happening area in the marketing domain. The holistic managements' activity or the process which is believed to be responsible for identification, anticipation, and further satisfaction of the needs of the consumers as well as the society in a profitable and the sustainable manner(Peattie,1995). Businesses must continually evaluate what are most appealing and recent trends in marketing. Through regularly investigating the shifts in customer behaviour in markets, developments in marketing be discovered. Businesses may adapt what they are providing to customers by noticing variations in consumer behaviour. Modern consumers are more worried with the destruction of the planet and the harmful impacts of the products and services they use, which could harm the environment(Mayank Bhatia and Amit Jain). Green marketing represents, the style of advertising as well as the promotional concept. As the form of marketing, it's similar to corporate or service marketing but concentrates on the promotion of specialised products, for example environmentally friendly ones which include green items like recycled products or environmentally friendly automobiles as well as environmentally friendly ideas(Ravindra P. Saxena and Pradeep K. Khandelwal). Though consideration were given to this concept, green marketing from 1970's, this actually came out in the year 1980's, in Europe when it was found that some produced items were bad for the planet's health. People started to become increasingly aware of how important it was for protecting and preserving our natural surroundings around the beginning of the mid-1990's. Concerns over ecological problems have increased people's awareness. Later was referred to as "Sustainable" green advertising. Organisations felt compelled to alter their methods of marketing as consumers began purchasing products and services that had a lower environmental impact. Businesses want to share their green practises as customers grow increasingly conscious of issues related to the environment in order to gain faith and draw in environmentally mindful customers. In this situation, marketing is crucial in influencing customer views and knowledge of green marketing. For better marketing media plays a vital role, this is the study conducted to figure out if there is any impact of print-media, radio, television and social media on consumer awareness towards green marketing as well as understand which medium or the media impacts the most towards consumers' awareness regarding green marketing.

2. REVIEW OF LITERATURE

The research aimed to study green advertising and marketing in the society, rhetorical analysis was utilized to examine, and the findings would provide insights on potential application or implementation of the green advertising communications to the parties, both buyers and sellers(Ryan, T. A.,2012). The research paper was conducted to know if the tactics of green marketing would impact towards the consumer perception as well their choices for purchasing. qualitative research was conducted and it was found that the majority of respondents indicated that they care about the surroundings and said they would genuinely think about purchasing green items(Lim, W. M.,2013). This is a study conducted to analyse and know if environmental marketing or the advertisements have any impacts on purchasing behaviour of consumers or customers. Primary research was conducted in the city, Tehran and the results were positive(Delafrooz, N.,2014). Shoppers are extremely particular about a few matters, according to the study. These include customer loyalty to environmentally friendly products, concerns about the environment and rising temperatures, quality of goods, worry about inflated prices, luxury and awareness of the environment. The analysis of data included inferential as well as descriptive statistics(Panahi, D. M.,2014). The research explores the idea of environmentally friendly marketing and green product development, the various customer usage styles when it comes to green marketing and green product development, and finally, it looks at the issues that businesses have encountered

when the haven' adopted green advertising and green development of products(Yan, Y. K.,2014). The study was done to find out the best

method of communicating environmentally friendly items to clients in the grocery shops through green marketing. It is found that point-of-sale and newspapers play major role and further environmental protection, and health problems are the best topics for communication messaging in green marketing(Ganganaboina, A. Y.,2017). The study was done to find out the best method of communicating environmentally friendly items to clients in the grocery shops through green marketing. It is found that point-of-sale and newspapers play major role and further environmental protection, and health problems are the best topics for communication messaging in green marketing(Bhavana, A.,2018). The overall objective of this study was to identify how the shift of consumers towards green products would benefit the environment, a convenience sampling method was used and was analysed through frequency analysis. The study identified that promotional/advertising activities impacts on consumers awareness towards green products. It also found that awareness is the key for purchasing green products(Divyapriyadharshini, N.,2019). The study identified that promotional/advertising activities impacts on consumers awareness towards green products. It also found that awareness is the key for purchasing green products(Nguyen, H. V.,2019). The descriptive study or the analysis is conducted to know the attitude, beliefs of consumers towards protecting the environment as well as their purchasing behaviour of the green products. This paper suggests that, argues that environmentally conscious consumer organisations may take use of the Indianmarket for environmentally friendly goods further(De Jesus, F. S.,2021).

3. RESEARCH METHODOLOGY

In this particular research the quantitative research has been conducted. In the quantitative research, questionnaire was designed and tested for regression analysis for the 5% level of significance. Both google form and offline surveys were conducted in order to collect responses from 238respondents (various consumers). Multiple Regression analysis was made use in orderto understand the relationships among the variables using SPSS statistical tool/software.

4. OBJECTIVE OF THE STUDY

The major objective or aim of this research is to figure out if there is any impact of print-media, radio, television and social media on consumer awareness towards green marketing. Further, to find which media or medium impacts the most on consumer awareness regarding the greenmarketing.

Hypothesis: Null Hypothesis - There is no significant impact of print-media, radio, television and social media on consumer awareness towards green marketing.

Alternative Hypothesis - There is significant impact of print-media, radio, television and social media on consumer awareness towards green marketing.

| Variables Entered/Removed ^a | | | |
|---|---|-------------------|--------|
| Model | Variables Entered | Variables Removed | Method |
| 1 | TELEVISION (TV), RADIO, PRINT MEDIA, SOCIAL MEDIA ^b | . | Enter |
| a. Dependent Variable: CONSUMER AWARENESS | | | |
| b. All requested variables entered. | | | |

The consumer awareness is the dependent variable (Y) and the Television (TV), radio, print media, social media are the independent variables.

| Model Summary | | | | |
|--|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .468 ^a | .219 | .205 | .950 |
| a. Predictors: (Constant), TELEVISION (TV), RADIO, PRINT MEDIA, SOCIAL MEDIA | | | | |

As the value of Adjusted R Square is less than the value of R Square and further, the value of R Square is neither one nor it is zero. Hence this is considered as to be a moderate fit model.

| ANOVA ^a | | | | | |
|--------------------|------------|----------------|-----|-------------|--------|
| Model | | Sum of Squares | df | Mean Square | F |
| 1 | Regression | 58.954 | 4 | 14.738 | 16.315 |
| | Residual | 210.479 | 233 | .903 | |
| | Total | 269.433 | 237 | | |

a. Dependent Variable: CONSUMER AWARENESS

b. Predictors: (Constant), TELEVISION (TV), RADIO, PRINT MEDIA, SOCIAL MEDIA

As the value of F is 16.315 and the p-value is 0.000 which is less than alpha value which is 0.05 (level of significance-5%), here we accept the alternative hypothesis and reject the null hypothesis, which means that means there is a significant impact of print-media, radio, television and social media on consumer awareness towards green marketing.

| Coefficients ^a | | | | | | |
|---------------------------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.833 | .410 | | 4.473 | .000 |
| | PRINT MEDIA | -.042 | .061 | -.043 | -.694 | .488 |
| | RADIO | .069 | .059 | .074 | 1.172 | .242 |
| | SOCIAL MEDIA | .441 | .059 | .476 | 7.466 | .000 |
| | TELEVISION (TV) | .008 | .071 | .007 | .117 | .907 |

a. Dependent Variable: CONSUMER AWARENESS

From the above table it is clearly seen that the beta value for social media(0.441) is greater than the print media(-0.042), radio(0.069) and television(0.008). Hence we could say that social media impacts the most in creating the awareness regarding the concept green marketing to the consumers.

5. FINDINGS

From the survey conducted it was found that there is lack of information regarding green products in the society. As most of the consumers lack knowledge about the labels and certificates used to recognize, which might mislead them in purchasing green products. The majority of customers occasionally like ecologically friendly items, and some of them are prepared to pay extra for them.

6. RECOMMENDATIONS

Inform customers of the advantages of environmentally friendly goods for the surroundings. Marketing, online platforms, and displays in stores might all be used to accomplish this. Making eco-friendly goods more readily available and inexpensive. This could involve offering discount on eco-friendly items, increasing their visibility in retailers, and communicating additional details about the advantages these goods have for environment as a whole.

7. CONCLUSION

Consumers have shown positive attitude towards green marketing products at the same time many consumers are concerned with availability, quality, and convenience towards the products in markets. The major aim of the study was to figure out if there is any impact of print-media, radio, television and social media on consumer awareness towards green marketing and also identify which media or medium impacts the most on consumer awareness regarding the green marketing. Through the regression analysis we could answer these. And as we found Social media plays vital role in creating extreme consumer awareness towards green products, organisations may collaborate with social media personalities to market products that

are environmentally friendly. Government might also sponsor campaigns that encourage the promotion of environmentally friendly goods on social media.

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