

## GREEN MARKETING IN AGRICULTURE AND ITS AWARENESS LEVEL IN VARANASI DISTRICT OF UTTAR PRADESH

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### ABSTRACT

The present research entitled “Green marketing in Agriculture and its awareness level in Varanasi District of Uttar Pradesh”, consists of five distinctive chapters including summary and conclusions, Kashi Vidhyapeeth, Baragaon, Harhua and Pindara, these four blocks of Varanasi are taken for further study about green marketing. The percentage distribution for various respondent regarding their primary and secondary income and their educational as well occupational segregation.

Majority of the respondent had Primary level of education in the study area. 37.94 percent of respondent belong to the age group of 37-47 which was highest. Around 49.39 percent respondent were landholding far from market which was taken as more than 10 km. the primary income of the majority of the respondent lies in the range of 20-40000 rupees and 63.85 percent respondent were relies on Agriculture for their livelihood, Around 42.77 percent of respondent had awareness regarding green marketing and around 68.49 percent respondent who perform organic farming were aware about the green marketing the most effective awareness source for green marketing was peer group followed by Kisan mela.

**Keywords:** Green Marketing, Awareness Level, Promotional tools

### 1. INTRODUCTION

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Environmental Marketing and Ecological Marketing are the synonymous terms used in relation to Green Marketing. Thus “Green Marketing” refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for

switch in to green products and services. While the shift to “green” may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization’s objective. So green marketing is inevitable.

There is a growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

Thus the growing awareness among the consumers all over the world regarding protection of the environment in which they live. People do want to bequeath a clean earth to their offspring. Various studies by environmentalists indicate that people are concerned about the environment and are changing their behavior pattern so as to be less hostile towards it. Now we see that most of the consumers, both individual and industrial, are becoming more concerned about environment-friendly products. Most of them feel that environment-friendly products are safe to use. As a result, green marketing has emerged, which aims at marketing sustainable and socially-responsible products and services. Now is the era of recyclable, non-toxic and environment friendly goods. This has become the new mantra for marketers to satisfy the needs of consumers and earn better profits so the present study focuses on the objective: -

“To evaluate the awareness level for Green Marketing among the respondents in study area”

## 2. MATERIAL AND METHODOLOGY

### I<sup>st</sup> Stage - Selection of the District

Varanasi District were divided into 3 tehsils (Tehsil sadar, Tehsil Pindra and Tehsil Rajatalab) and 8 blocks. The reason for selection district were following

1. The researcher himself is familiar with the area.
2. The researcher is conversant with the local language, geography, agricultural situation and other aspects of the area.
3. The knowledge of tract was also helpful for collecting reliable information's.

### II<sup>nd</sup> Stage - Selection of the Block

Varanasi district comprises of eight development blocks viz., Arajiline, Baragaon, Chiraigaon, Cholapur, Harhua, Kashi Vidhya Peeth, Pindara, Sewapuri. Out of these 8 blocks, 50 percent blocks namely Kashi Vidhyapeeth, Baragaon, Harhua and Pindara were selected purposively for the present study.

### III<sup>rd</sup> Stage – Selection of the Villages

There are 1360 villages in Varanasi district. A complete list of villages was obtained from the respective selected block development offices. The villages were arranged in ascending order on the basis of their size of land holding in the block. Than 10% villages from each block were selected randomly i.e. 63 villages

**Table.1.** Distribution of various farmers block wise

S. No	Blocks	Villages selected	Marginal farmers	Small farmers	Semi-medium farmers	Medium farmers	Large farmers	Total
1	Kashi Vidhyapeeth	13	4	10	32	26	4	76
2	Baragaon	14	10	16	28	22	6	82
3	Harhua	17	8	10	24	24	4	70
4	Pindara	19	12	16	38	28	10	104
	Total	63	34	52	122	100	24	332

## 3. ANALYTICAL TOOLS

### Percentage Analysis Method: -

Simple percentage analysis method refers to special kind of ratio. With the help of absolute figures, it was difficult to interpret any meaning from the collected data, but when percentages are found out, and then it becomes easy to find the relative difference between two or more attributes.

Formula: -

$$P = \frac{X}{N} * 100$$

Where;

P= Percentage

X= Frequencies

N= Total number of respondent

**Chi-square Test** - A chi-square ( $\chi^2$ ) statistic is a test that measures how a model compares to actual observed data. The data used in calculating a chi-square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. The Formula for Chi-square test-

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where,

$\chi^2$  = Chi Squared

$O_i$  = Observed Value

$E_i$  = Expected Value

#### 4. RESULT AND DISCUSSION

**Table 4.1** Distribution of respondent on the basis of Awareness regarding green marketing

Do you Aware about Green Marketing				
		Yes	No	Total
Types of land holding	Marginal	10(3.01)	24(7.22)	34(10.24)
	Small	20(6.02)	32(9.63)	52(15.66)
	Semi Medium	52(15.66)	70(21.08)	122(36.74)
	Medium	44(13.25)	56(16.86)	100(30.12)
	Large	16(4.81)	8(2.40)	24(7.22)
<b>Total</b>		<b>142(42.77)</b>	<b>190(57.22)</b>	<b>332 (100)</b>

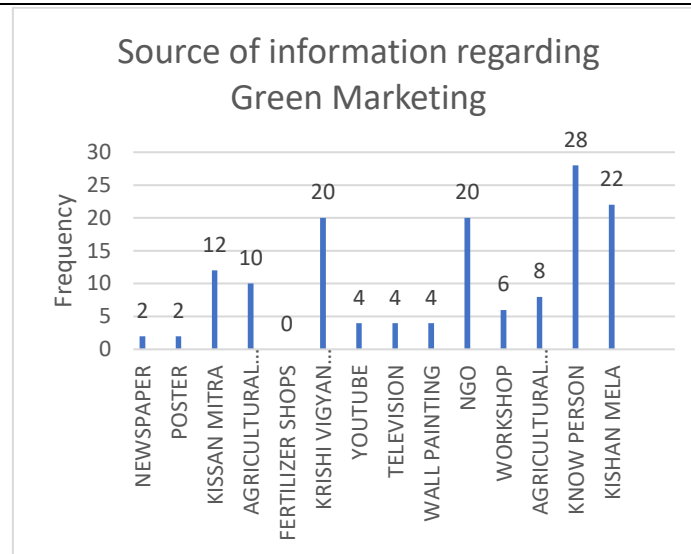
**Source: Based on data collected by researcher in study Area**

Table 4.1 revealed that based on the survey conducted it was evident that 42.77 percent of the respondent aware about the green marketing however 57.22 percent of respondent did not aware about green marketing, on comparing awareness of organic farming which was stood at 43.97, it is clear that majority of the respondent who perform organic farming were aware about the green marketing, Based on the table 4.1 only 3.01 percent respondent in marginal section aware about the green marketing whereas 6.02 percent of respondent aware about organic fertilizer based on comparison it is clear that 3.01 percent of respondent who were performing organic farming were no able to know about green marketing. In small categories respondents 6.02 percent of respondent aware about green marketing where as 9.63 percent were not aware about it, in comparison to organic farming practice which stood at 7.22 percent in small category a deficit of 1.2 percent was found so around 1.2 percent respondent were not aware about green marketing who perform organic farming In semi Medium categories 15.66 percent of respondent were aware about green marketing and 21.08 percent of respondent were not aware However there was only 13.85 percent of respondent performing organic farming resulted in addition of 1.81 percent who do not perform organic farming but were aware about the green marketing in the study area. In medium categories farmers 13.25 percent respondent were aware about green marketing and around 13.85 percent perform organic farming resulted in addition of 0.60 percent respondent who did not perform organic farming but aware about green marketing in the study area. In large categories respondent 4.81 percent respondent were performing organic farming and all were i.e. 4.81 percent also aware about green marketing.



**Fig 1 .6 %** distribution of respondent

Fig 4.2.6 revealed that out total 42.77 percent (100 percent) of respondent who were aware about green marketing 37 percent belong to semi medium group and 31 percent belong to Medium Group which validate the results that respondent who were performing organic farming were also aware about green marketing. Around 14 percent of respondent belong to small group and 11 percent of respondent belong to large group and only 7 percent of respondent belong to marginal group who were aware about green marketing in the study area.



around 19.71 percent respondent were known about green marketing with relative or “known person” in the study area followed by Kishan Mela with 15.49 percent. Also major role played by Krishi Vigyan Kendra and NGO in regarding promotion of green marketing in the study area with 14.08 percent share, followed by Kisan Mitra in the study area with 8.45 percent.

Around 1.40 percent was the contribution of Newspaper in promoting green marketing in the study area, Poster contribute 1.40 percent in promoting green marketing in the study area, Agricultural officers contribute 7.04 percent in promoting green marketing in the study area, YouTube, television and wall painting has equal percentage of 2.81 in promoting green marketing in the study area. Workshop has 4.22 percentage contribution in promoting green marketing in the study area whereas Agricultural university has 5.63 percentage contribution in promoting green marketing in the study area.

## 5. CONCLUSION

It was revealed from the study that only Known person, Kishan Mela, NGO and Krishi Vigyan Kendra were the major contributor in promoting green marketing of respondent, however there was no contribution of fertilizers shop in study areas for promoting green marketing in the study areas. There was minimal contribution of Newspaper, Poster, YouTube, Television, wall painting in promoting green marketing in the study area. There was moderate level of influence done by Workshops Agricultural University, Agricultural officer and Kishan mitra in promoting green marketing in the study area.

## 6. REFERENCES

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