



Awareness & Impact Of Green Marketing As A Protection Tool For Prevention Of Global Warming- A Study Of Millennials

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ABSTRACT

Purpose: Consumers today are more mindful of their influence on the environment because of the impending environmental disaster. As a result, they seek for products by companies who address environmental issues and employ sustainable practises. The global environmental problems of pollution, global warming, forest loss, green cover loss, etc., on the rise, there is a huge danger of a disastrous event.

According to the International Energy Agency, energy-related CO₂ emissions reached a record high in 2021, increasing to 36.3 gigatons. The ecological footprint is a measurement of how much energy and other elements of nature are used by people to go about their daily lives. For scientists and academics today, reducing this footprint is a critical subject.

Research Design: It is a descriptive analytical study and sampling design non probability purposive sampling

Originality/Value : The study helps to recognize the green marketing products on prevention of global warming on millennials in India. The descriptive empirical study tries to identify the demographic profile and the reasons for buying the green products and their global warming concerns.

This study on green marketing can help policy makers, business, government, and academicians to advance the consumer consciousness about sustainability and their importance for future generations. The purchasing decisions environmental impact identification helpsto persuade customers to make greener decision choices that could lessen all pollution, and reduce the detrimental environment impact.

Keywords: green marketing; global warming; concerns, sustainability, millennials

Introduction:

Today, after facing an environmental crisis due to the climate change, customers are informed better and are taking more mindful decisions to reduce the environmental impact on earth and aims to employ sustainable practices for environmentally consciousness (Boztepe, A. (2012). To achieve this goal of sustainability, many Indian organizations have adopted green marketing initiatives to warrant that consumers have a positive perception brands along with mindful consumption (Mishra, P., & Sharma, P. (2010), which is achieved by multiple marketing activities, like making products, processes, packaging and even advertising changes, to ensure that the products are environmentally perceived safe.

The Green Marketing goal is to increase brand awareness and ensure that the brand has a influence on the environment which is positive. The following strategies are used:

- ☐ Produce environmentally friendly products
- ☐ Use environmentally benign or non-recyclable packaging
- ☐ Reduce environmental impact

□ Invest in environmentally friendly initiatives in line with corporate social responsibility philosophies (CSR)

The threat of global environmental disasters is imminent, with increasing problems such as pollution, biodiversity loss, global warming, and deforestation. This makes consumers more environmentally conscious who are prepared to spend extra money to buy environmentally friendly goods so many have begun creating green products. This green marketing initiatives is forcing companies to transform their marketing and supply chains activities to achieve environmental sustainability. As Indian brands are attracting more individuals with their green products many consumers have become mindful of their purchases and are aware of the environmental impact that can change with their buying behavior (Panchasara, D.S. (2022).

Green marketing is focused on marketing goods based on their benefits and impact to environment. It includes producing eco-friendly products by adopting sustainable practices by implementing eco-friendly packaging, along with increasing environmental awareness of its products (Veeralakshmi, M. (2020). The costs of this kind of marketing can be high, but it is defended by the organization and societal impact which is derived in this type of effort. According to Bain report Indian consumers (60%) are enthusiastic to buy sustainable products and 52% of Indian cities expected to rise their spending on these brands in subsequent years as Sustainability is becoming increasingly important to Indian consumers, Research shows that Indian consumers (20%) are social environmental conscious and health conscious (49%). The Environmental concerns have directed Indian consumers to select sustainable products compared to all substitute and competitive products available in the market.

The Importance of Green Marketing is as follows:

1. Green marketing raises awareness and inspires consumers to make sustainable product adoptions.
2. By promoting environmentally friendly goods and processes, businesses can distinguish among competitors and request consumers who are progressively demanding environmentally friendly goods.
3. It helps companies to promote products that reduce carbon footprint and diminish environmental impact.
4. Green companies can benefit due to improved customer retention rates and improved brand reputation.
5. Businesses can contribute by their marketing campaigns and sustainable practices .

There are many strategies that helps to create and build a green sustainable brand. Solihin, F. (2019).

Green Marketing Benefits:

Increased brand loyalty and profitability, reaching new markets and reducing overhead. Few companies advocate for green marketing practices. Customers expect honesty from brands that follow this sustainability path.

Companies using Green Marketing to support Green Initiatives are working with organizations that share their goals includes: IKEA, Timberland, The Body Shop, Hersheys, Levi's, Coca-Cola, BMW etc. Everyone should have an understanding of green marketing influence and how it impacts the world.

Due to less research on consumer attitudes towards green products in developing nations, the current study attempts to inspect the Awareness & Influence of green marketing as a protection cover for prevention of global warming.

Literature Review

Introduction to green marketing.

Green marketing has helped several businesses balance their commercial operations with environmental preservation as a long-lasting strategy and focuses on selling goods features created on environmental advantages and sustainability.

Green marketing strategies is increasingly becoming more important to organizations following triple-bottom line performance evaluation who seek to recognize the role of "green" as a strategy (Grant, J. (2008). The firms, and governments not able to implement is due to the failure of consumers to accept new systems thinking, where macro-marketing viewpoints are included in various decisions. The real transformative green marketing does not occur as the natural world anthropocentric view is disregarded and are not embraced with environmental issues (Duncan, M.E. (2022). From a theoretical viewpoint of marketing theory is that green marketing should acquire from conventional marketing and discover other means other than labelling alone to promote green products and explore new determinants of green marketing practices (Rivas, A.A. (2022); Solihin, F. (2019) in India Panchasara, D.S. (2022). Four strategic routes are niche greening ,passive greening, muted greening, and collaborative greening and explore select socio-demographic variables and capture the variations in consumers environmental consciousness (Crane, A. (2000).

Green marketing dissociated from practical action is considered to be perceived as greenwashing by consumers (Schmuck, D., Matthes, J., & Naderer, B. (2018). In the large body of green marketing research (Peattie, K., & Crane, A. (2005); (Dangelico, R. M., & Vocalelli, D. (2017); (Santhosh, V. (2020), there is less work on greenwashing consumers insights and its related significances (Bergeson, L. (2008). Other influential work includes (Szabo, S., & Webster, J. (2021); (Schmuck, D., Matthes, J., & Naderer, B. (2018); (De Jong, M. D., Harkink, K. M., & Barth, S. (2018).

Green product market segmentation if it is implemented well will subsequently lead to determination of the right strategic marketing measures (Jaiswal, D., et al (2020); (Garg, A. (2015). In various sectors it is a competitive advantage when analysed for their company websites , advertisements, and sustainability reports

, describe why companies are implementing it as it is the future of green marketing (Moravcikova, D. et al (2017), and green marketing is continuously growing in Practice and demand (Mishra, P., & Sharma, P. (2010); Kurisu, K. (2019). The emerging field of green marketing management helps to identify the important associations in marketing strategy and their impact in macroeconomic and marketing environment. The numerous green initiatives of green marketing, green innovation green supply chain management, etc. results in the push-pull impacts on business, environment, consumer and sustainable development . (Soogun, A.O. (2021); Yang, S. (2017).

A green product and its marketing helps in preventing ozone layer depletion and global warming (Makhdoomi, U., & Nazir, U. (2016) provide arguments for what has yet to be addressed. Green product market segmentation is subsequently used to determine the strategic marketing measures. The contribution of green concepts consists of functional program, additional capacity of services, marketing strategies describe the various associations in perceived benefit , green consumption behavior, their beliefs , control attitude, moral responsibility, subjective norms, behaviour control, etc (Boztepe, A. (2012).

The subject is to examine, with a descriptive level, the influence of green marketing for prevention of global warming-in Indian millennial consumers.

Introduction to Global warming

Global warming is a very vast term and this leads to 'climate change' since the pre-industrial era (between 1850 and 1900) warming of the Earth's surface is observed due to human activity, high increase the level of greenhouse gases that trap heat in. Scientists study more about the effects of global warming, and they receive new evidence that global warming will have devastating effects on people and the planet. Climate change-related heatwaves, droughts and floods are becoming more frequent and intense, afflicting communities, and increasing death tolls.

The global-warming scenario suggests that reducing global warming may have many benefits including economic social etc. A content analysis of publications on the journal sites reveals the significance of global warming and their reduction (Kemper, J.A. (2018).

A substantial body of research reveals a modest but persistent gender disparity in beliefs relating to these topics. Typically, women tend to hold stronger pro-climate attitudes and are slightly more worried about the environment than males.. Different gender socialisation and resulting value systems (such as altruism and compassion) have been suggested as explanations by scholars.

Research Methodology

This study examines consumer awareness and global warming protection using empirical data.

Method for sampling: Primary and secondary data are used to support the current research. Many research journals, and other pertinent academic and non-academic sources were used to gather the secondary data. With the aid of questionnaires, the fundamental data is gathered via survey methodology. The goal of the survey was to learn how consumers felt about green marketing strategies, specifically whether they saw them as a means of preserving the environment or not. Using closed-ended questions, the survey's questionnaire was designed to gather information. Convenient Sampling Technique used to pick the respondents. The city of Pune has served as the study's research site.

To confirm the appropriateness of the measurements, data cleaning was done prior to data analysis. Cronbach's alpha was computed to guarantee the scale's dependability. For a scale to be considered dependable, Nunnally (1978) stated that the alpha value must be higher than 0.70. According to the study's findings, the scales are adequate for the study. The suitability of data distribution was assessed prior to data analysis for analysing relationships.

Hypotheses

The hypotheses for this study are as below

Ho1: There is no relationship between gender and global warming concerns

Ho2: There is no relationship between gender and health concerns due to global warming

Ho3: There is no relationship between that Environmental protection Responsibility and enhance the quality of life

Ho4: There is no relationship between enhance the quality of life and Environmental protection Responsibility

Ho5: There is no relationship between Potential increase of product value and enhance the quality of life

Ho6: There is no relationship between Getting personal satisfaction and Emerging awareness.

Ho7: There is no relationship between Emerging awareness and Potential increase of product value

DATA ANALYSIS AND INTERPRETATION: The data is analysed by statistical tools and the software used was SPSS 22 windows version for statistical analysis, other statistical test, and testing of the research hypotheses.

Objectives of The Study:

- To find out the eco-friendly product usage and intention among the customers.

- To study the consumers' awareness for green marketing.
- To know the reason for buying green products.
- To understand the various concerns regarding global warming

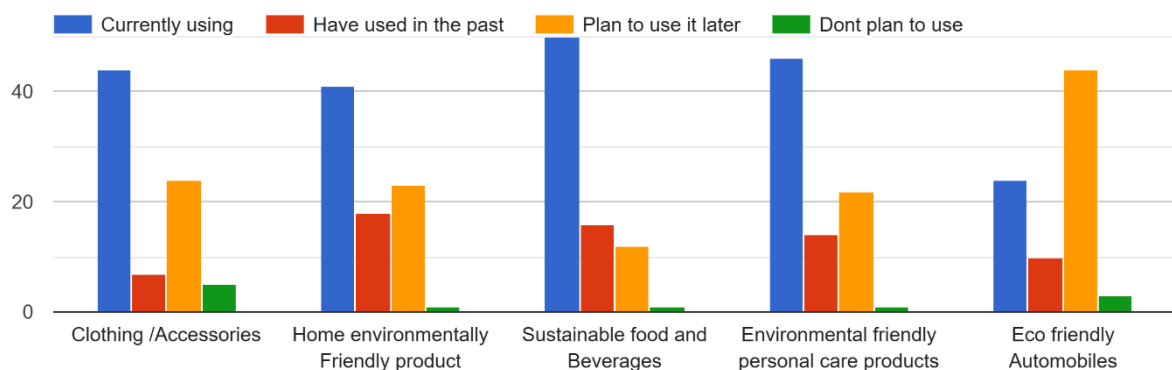
Results

Table:1 Demographic profile of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Age	20-25	83	48.3	48.3	48.3
	26-30	38	22.1	22.1	70.3
	31-35	29	16.9	16.9	87.2
	36 -40	22	12.8	12.8	100.0
	Total	172	100.0	100.0	
Education	Graduate	58	33.7	33.7	33.7
	Post Gra	114	66.3	66.3	100.0
	Total	172	100.0	100.0	
		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Female	95	55.2	55.2	55.2
	Male	77	44.8	44.8	100.0
	Total	172	100.0	100.0	

It is inferred from the Table 1, that Demographic factors do impact buying frequency of green product. Gender has a significant impact as females are more imprudent buyers and are captivated more to new products.

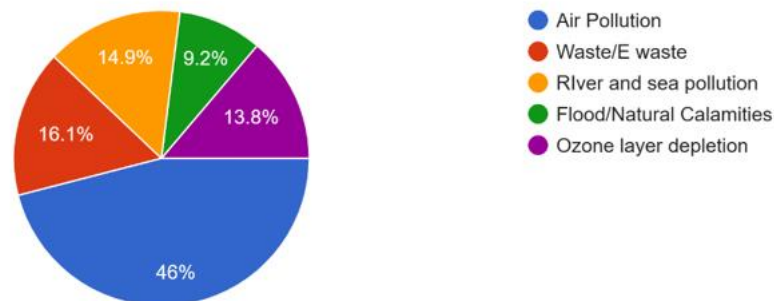
What kind of green products are you using?



The production and consumption habits are changing the environment as a result of expanding markets and rising consumer volumes. Environmental sustainability and consumer personal conscience are identified as motivating elements for buying various green products, The above analysis shows the usage pattern of millennials for various green products. The purchase intention describes whether a customer intends to

purchase a good or service in the future. The likelihood of buying increases with an increase in purchase intention and a buyer would acquire a particular product or service to fulfil his environmental needs. Consumers who are satisfied with a brand's image are more likely to be satisfied and plan to buy it in their future purchase decisions.

Global warming concerns



The effects of human-caused global warming are already present, cannot be undone and will continue if greenhouse gases is released into the atmosphere. The production and consumption habits are severely harming the environment as a result of expanding markets and rising consumer volumes.

The global climate change and its various problems has already occurred due to the increased emissions of greenhouse gases which cause significant effects on the environment and climate. The above analysis shows the views of the respondents relating to global warming concerns and shows air pollution is viewed as a main danger and concern.

Table:2 -T test for Global warming concerns

	Gender	N		F	Sig.	t	df	Mean Difference
which of the following concern you the most	Female	95	Equal variances assumed	33.772	.000	1.258	170	.306
	Male	77	Equal variances not assumed			1.299	168.319	.306

There are numerous factors individual, social, and cultural aspects that affect the general public's awareness of the subject on global warming impact perspectives. The above analysis tries to examine how men and women hold different perspectives on global warming concerns.

Closing gender gaps in knowledge and understanding is important. Although same percentage of men and women believe that global warming is occurring and that it is being caused by humans, study shows that women continuously perceive a greater danger that anthropogenic climate change would hurt them personally and future generations. The finding is that women regard climate warming as dangerous compared to male. In order to further engage consumers in climate issues, the issue should therefore receive more focus in global warming education and outreach initiatives.

Table:3 Think health is affected because of Global warming issues

	Gender	N	Mean	Std. Deviation		F	Sig.	t	df	Mean Difference
Is health affected because of global warming issues	Female	95	4.07	.912	Equal variances assumed	4.969	.027	1.663	170	.281
	Male	77	3.79	1.00	Equal variances not assumed			1.626	144.850	.281

When addressing climate change, women perception is different on various global warming issues on the Likert scale where 1 is less affected and 5 is highly affected. The raising educational attainment of women shows their difference in opinion towards significant health impact caused by global warming

Table:4-The reason for buying green marketed products.

	Mean	Std. Deviation		Environmental protection Responsibility	enhance the quality of life	Potential increase of product value	Getting personal satisfaction	Emerging awareness
Environmental protection Responsibility	3.67	.831	Pearson Correlation	1	.751**	.628**	.424**	.661**
			Sig. (2-tailed)		.000	.000	.000	.000
enhance the quality of life	3.49	.832	Pearson Correlation	.751**	1	.732**	.519**	.624**
			Sig. (2-tailed)	.000		.000	.000	.000
Potential increase of product value	3.41	.759	Pearson Correlation	.628**	.732**	1	.447**	.719**
			Sig. (2-tailed)	.000	.000		.000	.000
Getting personal satisfaction	3.76	1.111	Pearson Correlation	.424**	.519**	.447**	1	.674**
			Sig. (2-tailed)	.000	.000	.000		.000
Emerging awareness	3.61	.931	Pearson Correlation	.661**	.624**	.719**	.674**	1
			Sig. (2-tailed)	.000	.000	.000	.000	

The above Table 4 shows that Environmental protection Responsibility and enhance the quality of life is positively correlated ($r = .751$, $p < .01$) and significant. hence there is a statistically significant correlation between the two and is statistically significant .

The above analysis illustrates that $r > .751$ which means there is a relationship between enhance the quality of life and Environmental protection Responsibility value is strong. Between both. Both variables move positively in same direction. Thus, it is concluded that there is a correlation relationship which is significant between the quality of life and Environmental protection Responsibility.

The analysis confirms $r > .732$ that the relationship between Potential increase of product value and enhance the quality-of-life value is strong. Both variables move positively in same direction. The Sig. (2-tailed) value is .000. and hence concluded that there is a significant correlation among the two.

The analysis confirms $r > .674$ that the relationship between Getting personal satisfaction and Emerging awareness value , Both variables move positively in same direction. The Sig. (2-tailed) value is .000. The correlation relationship is significant between the two.

The analysis confirms $r > .719$ that means the relationship between Emerging awareness and Potential increase of product value is strong relating to both. Both variables move positively in same direction. and, hence concluded that there is a significant relationship correlation between the two.

The Table 4 confirms the variable means are above average. The average score of 3.588, on the Likert scale where 1 is strongly disagree and 5 is strongly agree. This is more than the neutral score of 3, which implies their views for the reason to buy green marketed products which is positive.

Table:5

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
				R Square Change	F Change	df1	df2	Sig. F Change	
.791 ^a	.625	.616	.518	.625	68.016	4	163	.000	1.935

Table:6ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	73.061	4	18.265	68.016	.000 ^a
Residual	43.773	163	.269		
Total	116.833	167			

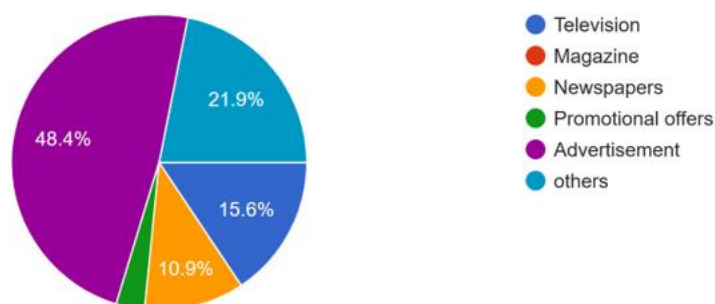
a. Predictors: (Constant), [Emerging awareness], [enhance the quality of life], [Getting personal satisfaction], [Potential increase of product value]

b. Dependent Variable: [Environmental protection Responsibility]

The above Table 5 shows the R² value, Environmental protection Responsibility. The (.625) R square or (62.5%) of the variation is in Environmental protection Responsibility as explained by large inducing factors, and their predictor's accounts for the variables difference.

The Table 6, the regression analysis analyses about the accounted variation. The table evidence indicates that the model is good enough in predicting the independent variables significantly as $P < .05$ with F-value of 68.016.

Awareness Of Green Products



The extent to which consumers know about green products influences their decision to purchase them. In this study most respondents have good knowledge of green products and Advertisement is increasing the awareness of green products.

Discussion

The number of consumers who care about the environment has shifted their preferences from conventional to green goods and has significantly increased during the past decade. According to customer attitudes towards green products and the study's findings identified eco-conscious customers that have a favourable perspective on eco-friendly green goods and emphasised the attitudes of consumers, and attitudes between the categories were discussed.

Implications

Considering the analysis, it is crucial for academics and marketers to comprehend the idea, characteristics, and full picture of green consumers who are conscious of global warming and their action consequence.

The educated people, are actively involved in environmental causes and supports sustainable living by being the biggest consumers of these goods and encourage others as well.

The aim of this study is to make the green product to be environmental safe. It comprises of a variety of marketing actions, such as alterations to the product, process, packaging, or even advertising.

Several green marketing techniques can aid in creating a sustainable and eco-friendly product.

1. Sustainable Design: To assure the use of most ethically and sustainable raw materials with least amount of waste generation by altered process in all areas of production, marketing supply.

2. Accountability: If green marketing chosen as brand strategy, it must be demonstrated by its seriousness to redefine the brand to reflect its responsibility.

3. Green selling: Due to the methods used, green items can be made available at less price.

Conclusion

Businesses who aim to satisfy consumer demand are making products sustainable for the environment. In order to become more environmentally sensitive, green marketing encourages companies to modify every step of their marketing and supply chain process. When firms set an example consumers purchasing decisions are altered due to their new purchasing habits.

When done effectively, green marketing can be very powerful to improve the environment. Its aspects include integrating new packaging methods, developing eco-friendly products, embracing sustainable company practises, and more. Although they can be expensive, they are justified by the benefits businesses can get from this form of marketing.

Limitations and future research

The results cannot be generalized to all because it was conducted among Millennials in a single city. Other emerging nations should carry out similar research. More cross-cultural research can be done to compare customer attitudes, awareness towards green products and global warming. The investigation of the relationship between customer attitudes and actual behaviour may also be expanded in further studies.

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