

# RELATIONSHIP BETWEEN ENVIRONMENTAL AWARENESS AND GREEN MARKETING.

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**ABSTRACT-**Green Marketing is growing all over the world because people are becoming more sensitive to environmental concerns due to spreading of complex diseases like cancer, hepatitis, etc. The objective of this research paper is to find out relationship between environmental awareness and green marketing. The focus of the study is to measure state of awareness among Pakistani consumers about green products, services, and green marketing. In order to measure the level of awareness about environmental concern we developed a questionnaire having two parts; first relates to environmental awareness and second to green concern. We have taken a sample of 270 consumers and collected primary data through online survey to save time, money, and efforts. We used 'Likert scale' to measure the attitude of respondents about environmental awareness and green marketing. The empirical evidence of our study shows that there is significant relationship between environmental awareness and green marketing. Our finding shows that there is lack of awareness among lower income Pakistani consumers about green products, services, and green marketing. We suggest if level of awareness about green marketing is increased through electronic and social media, there will be huge potential for green marketing in Pakistan.

**Keywords:** Environmental Awareness, Green Marketing, Green Products, Green Consumers, Eco-friendly Products, Environmental Friendly Products.

## 1. INTRODUCTION

Green marketing means the promotion of those products, which are not harmful for environment and human being. In fact, green marketing is the most concerned issue throughout the world for environmental awareness. There are a large number of people, who are turning to the environmental friendly products and this number is increasing every year. Consumers are now becoming very sensitive about the safety of the environment and their health [1]. Green marketing is unavoidable because it is hot issue even in our economic environment and Pakistani companies are advertising different green products and using different promotional strategies to create demand for their green products. On earth, we have limited resources vis-à-vis unlimited human wants, so it is very important for the companies to use these resources more efficiently and reduce their wastage. In this way, they will get efficiency gain. Moreover, business firms have sufficient awareness about green products and services and they are gradually shifting towards and trying to change buying behavior of consumers. They are highlighting the positive and beneficial aspects of green products so that the consumer can attract towards green products and services. They are trying to educate the consumers so that they can get awareness about green products and services. However, the level of awareness is low to some extent and further efforts are needed to enhance it. [2].

### 1.1 Green Products

Various authors define green products in different ways. We summarize these definitions in the following:-

- Green products are grown originally and have natural elements.
- Green products are ecological, reusable, and biodegradable.
- Green products neither harm nor pollute environment.

- Green products are not experienced on and cruelty to animals.
- Green products are not a threat to the health of human being and animals.
- Green products are not practically harmful when it is produced or disposed. Its manufacturing and disposal is safe and efficient. Efficient.
- Green products materials are not derived from the scare species and threatened environments.
- Green products are not contributing to unnecessary waste in its use and packaging.

### 1.2 Classification of Green Manufacturing Companies

Ginsberg and Bloom classified companies into four categories and these categories are briefly explained in the followings:-

#### 1.2.1. Lean Green

Those companies which adopt green practices in order to improve efficiency and reduce cost of their business, but they do not intend to promote these creativities.

#### 1.2.2. Defensive Green

As by name, these companies use green marketing strategy to be defensive and avoid crises for them. They use green practice to be in the competition and make their brand image stronger. These environment inventions are just to be different from the competitors.

#### 1.2.3 Shaded Green

These companies adopt green marketing practices to differentiate their products from competitors. Their differentiation is based on their environmentally friendly strategies and investment, which are made on long-term basis to achieve long-term goals. In this way, they show their long-term commitment with the environment and human health.

### 1.2.4 Extreme Green

As by the name, these companies are deeply devoted to environmental concerns in their vision and goals. Their overall marketing strategy is based on environmental concerns. These companies' works strongly according to the total environmental quality management, waste reduction, and environmental friendly promotions [3].

### 1.3 Green Marketing in Pakistan

In case of Pakistan, green market marketing is still in vague form. The review of available studies, it is evident that very few researchers have conducted studies on green consumerism in this country. Most of the previous research relates to harmful aspects of environmental pollution; why pollution is producing and how it can be reduced, very few researchers have paid attention on these issues. Our research will likely to develop understanding of the consumers, green products and services as well as green marketing. It will motivate the companies to launch green marketing on large scale to generate awareness about the health and environmental benefits of green products. Very few companies have introduced green marketing and launched media campaign in past, although they have been producing green products and exporting these products to European and other developed markets. However, they are neglecting domestic market, perhaps due to low demand of green products. Another reason of low focusing Pakistani consumers may be due to high price of green products and low income of consumers who cannot purchase green products in bulk quantity [2].

### 1.4 Main Research problem

"Our main research problem is to investigate the relationship between environmental awareness and marketing of green products and the potential of the green marketing in Pakistan."

### 1.5 Objectives of the study

The objectives of this study are stated as under:-

- To measure the level of awareness of environmental concerns among Pakistani consumers.
- To measure the sensitivity of people towards environmental issues.
- To measure the knowledge of people about green marketing.
- To assess the potential of green marketing in Pakistan?
- To measure the Intensity of awareness of consumers on environmental concerns affecting their buying behavior to buy environmental friendly products.
- To find the factors, which determine environmental awareness.
- To study the relationship between environmental awareness and marketing of green product.

### 2. Literature Review

Suki says that through advertisements of green products corporate organizations attempt to produce a positive picture in the mind of their clients. [2]

Cohen argues that because of no negative effect on environment, organizations use green advertising as a viable instrument to push in purchaser [3].

Yazdanifard contend that numerous customers known as green purchaser who knows the significance of environment, wellbeing by developing utilization of green products [4].

Carlson maintains that the publicizing of green items rose their demand changes buying behavior of consumers [5].

Cronin (2014) pleads that a purchaser comprehends the validity of a firm through its green item creation [6].

Wahid assume that the interest in ecologically, well-disposed merchandise items expanding everywhere throughout the world [7].

Dunlap states that the group who need to buy the green product is willing to pay more for a green item in premium cost [8].

Yazdanifard inferred that occasionally organizations or firm bears the costs of their green items to improve their quality, and shape [9].

Manjunath is of opinion that organization attempt to abate its operational and creation expense to give the low value, green item, and attempt to acquire or best offer in the business sector [10].

G.B deduces in his study that organizations outline environmental friendly items and target those clients who are willing to pay more for these green items [11].

Chan said that numerous client objections for high prices of green products and some client overlooks to purchase green item because of its high cost [12].

Murphy et al. revealed that it is seen by prior exploration in the business sector that female were more worried about the environment as compared to male [13].

Suki. N.M assumed that shopper-acquiring choice is based on distinctive components value, brand picture, effect of item on environment on the earth and green purchaser's choice is effected by environment well-disposed item [14].

### 3.1 Hypotheses of the study

We have developed following hypotheses based on our conceptual model.

H<sub>1</sub>: TV campaigns contribute to create Environmental awareness.

H<sub>2</sub>: Social media contributes to create Environmental awareness.

H<sub>3</sub>: Seminars / workshops contribute to create Environmental awareness.

H<sub>4</sub>: Advertisement of green products contributes to create Environmental awareness.

H<sub>5</sub>: Environmental awareness contributes towards adaptation of green marketing.

### 3. Conceptual Model

We have developed our conceptual model, which is sketched in the Figure 1.

Independent variables

**Figure 1 Conceptual Model**

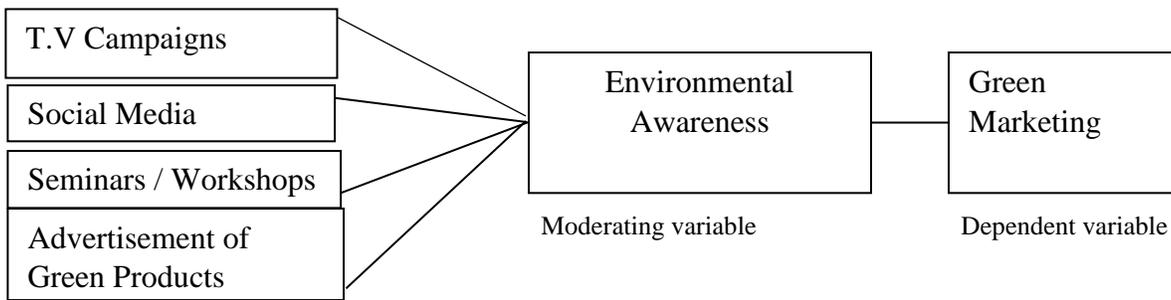


Figure 1 above shows conceptual framework ,which exhibit total six variables. There are four Independent variables that include T.V.campaigns, social media, seminars/workshops and advertisement of green products, while environmental awareness is a moderating variable. Green marketing is dependent variable. It means that independent variables create awareness and awareness creates green marketing of green products. In short, awareness about green products is core need for green marketing.

**3.2 Variables of the study**

The variables are:

**3.2.1 Independent Variables**

- i. T.V campaigns
- ii. Social media
- iii. Seminar / Workshops
- iv. Advertisement of Green Products

**3.2.2 Moderating Variable**

Environmental Awareness

**3.2.3 Dependent Variable**

Green Marketing

**3.2.4 Explanation of variables**

TV campaigns are the advertisement of the green products and services to generate environmental awareness among consumers. Social media is the personal media that a person or organizations create environmental awareness by sharing environmental effects and motivate people to purchase green products and services to save the environment. Seminars and Workshops on the environmental awareness are very popular and widely use in developed countries to create environmental awareness. Advertisement of the Green Products and Services also contributes in the environmental awareness because in these advertisements the actual usage and benefits of green products and services is explained. Like other conventional products the advertisements of the green products also contributes towards the environmental awareness.

The four independent variables have the effect on moderating variable and eventually moderating variable have impact on dependent variable.

**4. Research Methodology**

**4.1 Nature of study**

We have used primary data in this quantitative study. The data was collected through structured questionnaires, which were mailed to respondents living in different cities of Pakistan.

**4.2 Data collection method**

The primary data was collected through online questionnaire which has two parts: first was about environmental concerns, and second was about green marketing. Sample size was 270 respondents.The online survey method also reduces the cost of travelling, printing the questionnaire method and also reduces time for the data collection.

**4.3 Statistical Techniques**

In this study, we used five points Likert Scale to measure the attitude of consumers towards green products services as well as green marketing. We used chi-square test to measure relationship between selected variables and test hypothesis of study.

**5. Data Analysis**

We collected data through a structured questionnaire and then analyze it through Chi-square test. The results obtained through empirical analysis are shown in Table 1

**Table 1 Relationship between independent and dependent variables.**

Independent Variables	Chi-square	Degree of freedom	p-value
TV Campaigns v/s Environmental Awareness*	27.435 <sup>a</sup>	30	.600
Social Media v/s Environmental Awareness*	321.377 <sup>a</sup>	36	.000
Seminars/Workshops v/s Environmental Awareness*	306.456 <sup>a</sup>	30	.000
Advertisement of green products v/s Environmental Awareness*	343.151 <sup>a</sup>	36	.000

\*Dependent Variable

The Chi-square results given in Table 1 are mixed because T.V.campaign and Environmental Awareness have insignificant relationship because of high p-value is 0.600 (Chi-square = 27.435<sup>a</sup>). So, H<sub>1</sub> is rejected. With 0.600 p-value means that there is no significant relationship between TV campaigns and environmental awareness because the p-value is more than 0.05. Whereas the relationship between social media and environmental awareness is significant because the p-value is 0.000 (chi-square = 321.377) and it proves that H<sub>2</sub> is correct.. Similarly, the relationship between

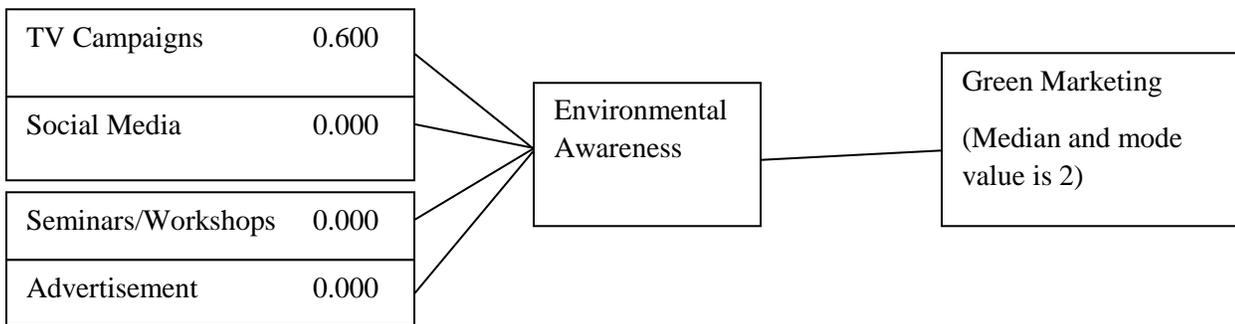
seminars/workshops and environmental awareness is also significant because the p-value is 0.000 (chi-square = 306.456). Thus, H<sub>3</sub> is accepted. The fourth independent variable, advertisement of green products have positive relationship with environmental awareness because p-value is also 0.000 (chi-square = 343.151). Thus, H<sub>4</sub> is accepted.

**Table 2 Environmental Awareness impact on Green Marketing**

Valid	269
Missing	1.0
Mean	1.79
Median	2.00
Mode	2.00
Range	4.0
Minimum	1.0
Maximum	5.0

Table 2 shows the value of median and mode 2, which means that majority of respondents agree that environmental

awareness leads to green marketing. Hence, our H<sub>5</sub> is also proved that environmental awareness tremendously contributes in the marketing of green products. Thus, our conceptual model has been proved, We put the value in the relevant columns of the model, which has been reflected in Figure 2. The model proves that three independent variables such as Social Media, Seminars/Workshops and advertisements have significant impact on environmental awareness while the environmental awareness, which is a moderating variable, has significant impact on green marketing, which is a dependent variable. However, TV campaign has insignificant impact on moderating and dependent variables. We assume that now the consumers have less time to see television and take electronic ads seriously. This may be one of the reason of insignificant effect of TV campaign.



**Figure 2 Relationship between independent, moderating and dependent variables.**

**6. FINDINGS AND RESULTS**

This study proves that there is positive relationship between environmental awareness and green marketing. According to the results, social media and advertisement of green products contributes to create environmental awareness that leads to green marketing, but our finding shows that TV campaigns are not significantly contributing to the creation of environmental awareness. We noted during this study majority of people think that our natural resources are under severe threat due to global warming and climate change and these will likely to destroy our natural resources and facing threats to our environment as well. Majority of people think that by going green environmental problems can be solved. There is a lack of awareness about environment which also preventing people from going green.

The empirical evidence of our study reveals that majority of sampling population know about the green products, but only 57% respondents' purchase environmental friendly products and 43% do not. The main problem in going green is lack of environmental awareness, high price of green products and lack of information about the availability of these eco-friendly products in the local market. This study also finds out that majority people do not know about green marketing and those people who knew it that they learned about it mostly by the social media rather than electronic media. It means social media is the most effective means of generating environmental awareness about green marketing.

**7. CONCLUSION**

From the above discussion, we draw conclusions that there is positive relationship between environmental awareness and green marketing and there is a bright chance of potential marketing of the green products and services in Pakistan. We conclude that factors, which determine the environmental awareness, are TV campaigns, social media, Seminars/workshops, and advertisement of green products, with a different level of impacts of each on environmental awareness.

**8. Recommendations**

- The companies should go green and by doing so they can also make the world greener, but also, the bright chances of profitability and return sustainability.
- Companies should make the green products and generate awareness among the people about the environmental concerns and how can they decrease the environmental threats of the earth.
- Green companies producing green products and services should spend more in the research and development to find out the ways to decrease the prices of green products and services so that the low-income consumer can purchase green products.
- Government should declare green products tax-free or low tax imposed products so that people encouraged to buy more green products.

- Government and companies organize more seminars/workshops; launch TV campaigns and advertisement to create awareness about green products.

### 9. Practical Implication

Government should take initiative steps to declare green products tax-free so that relevant companies can grow and make our environment better and create awareness among people to recognize the importance of going green, which is in the end beneficial for the society because going green means we are saving our environment from harmful impacts of conventional products. Many NGOs are working in Pakistan to create awareness among people about the hazards of conventional products as well as the pollution created by human being. These NGOs encouraging, motivating, and inspiring people to be a green consumer.

### 10. Practical Value

Although this study is conducted in a specific areas of Pakistan and its sample size is 270.yet,its results can be generalized because other developing countries are facing the same situation. The companies of other countries involved in the production of green products can manipulate the results of this study to market their green products. Thus, the results of this study have practical value for the whole companies and consumers involved in the marketing of green products and services.

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