

Consumer's Beliefs and Attitudes toward Green Marketing in Bangladesh

Ullah A*

Department of Business Administration, Port City International University, Bangladesh

Abstract

Green marketing is the newly arising crucial marketing strategy in current decades. It helps consumer as well as the organization to produce and use the products and services which is environment friendly. To provide free of pesticides product and service are the prime objectives of green marketing. Modifying product, viable brand name, sustainable packaging, advertising modification, as well as production process change to encompass a broad range of activities done by green marketing.

Keywords: Green consumer; Eco-friendly product; Environmentalism; Green marketing

JEL Code: M31, M39

Introduction

Green marketing indicates to plan, promote, and enhance of tangible and intangible products that satisfy the needs of consumers without bad impact on the society or environment [1,2]. Green marketing has been previously and primarily focused on the ecological context has been shifted to more sustainability issues in the marketing efforts and main focus now is in socio-economic and environmental context [3]. The recently arising popular and latest trend is Green Marketing which is facilitated for the environmentally safe in individual, animal and planet [4].

At present consumers are conscious about their health and they can prefer product and service which is eco-friendly and free from toxic. So therefore, the firms try to implement green marketing concept as a part of social conscience and they are wanted to move their green messages to the consumers [5]. Saha M et al. [6] realize that green marketing has not lived up to the hopes and dreams of many managers and activists. Although public opinion polls consistently show that consumers would prefer to choose a green product over one that is less friendly to the environment when all other things are equal, those "other things" are rarely equal in the minds of consumers.

The Marketing Magazine in 2012 was published in an article "Everything's gone green" [7]. Globally notice that a common issue in the environment is green marketing. Consumers as well as companies have started to give more attention in thinking and feeling the consequences their works have to the environment [8]. Green marketing is the way firms can communicate their goods and services attribute and provide the information to the consumers that they are strongly working in an environmental preferable way [9].

Kotler [10] reveal that in green marketing can be designed and implemented which are friendly environmental way based upon this techniques to design all the main marketing program elements like as product, price, promotions and channels of distribution. Socially responsible marketing concept is green marketing that can be relies on social behavior and free from illegal and unethical [11].

Literature Review

In recent era consumers have become more aware about their healthy lives and environmentalism. That why customers always want to purchase toxic or poison free and environment harmless products for their everyday lives. Peattie et al. [1] claims that despite the early

development, it was only in the late 1980's that the idea of Green Marketing actually made an appearance because of the consumers growing interest in green products. Green marketing was given prominence in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975.

Therefore, this concept has been stimulated to increased consumers to buy or acquire environmentally friendly commodities. Green marketing as marketing of products which are trusted to be environment-friendly, that arranges into different functions like as product adjustment, packaging, modification of production processes, advertising strategies, labelling as well as enrich awareness on compliance marketing amongst industries [12].

Ginsberg JM et al. [13] show that green marketing, environmental justice, and industrial ecology are conceptual linked. This argues for greater consciousness of environmental fairness in the practice of green marketing. In current era, most of the companies have accepted their incumbent not to toxic the environment. Therefore, more companies "go green", and they are considered cleaner products and production processes because they realize that they can decrease pollution and goes up margin at the same time.

Green consumers

A green consumer is a consumer who prefers, chooses, selected eco-friendly products and decided to buy that products or services. Consumers are desired to spend an extra premium for a good if it has a low impact on society as well as environment. Prothero et al. [14] examine if a little dose of such idealistic behaviour has a large impact on the market equilibrium, and to what extent it can replace the environmental regulation. The analysis is carried out in a model with product differentiation, where consumers differ in their preferences for product quality.

The consumers are more conscious about the importance of natural environment and try to consider that their production and consumption attitude will have direct effect on the environment. Moreover, it also

*Corresponding author: Azmat Ullah, Department of Business Administration, Port City International University, Chittagong, Bangladesh, E-mail: azmat.pstu@yahoo.com

Received June 04, 2018; Accepted July 25, 2018; Published August 08, 2018

Citation: Ullah A (2018) Consumer's Beliefs and Attitudes toward Green Marketing in Bangladesh. J Account Mark 7: 291. doi: 10.4172/2168-9601.1000291

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permits organizer, entrepreneurs or businesses to capture maximum consumers and change their needs (goods or services) according to their demands or stimulate consumers' behaviour towards their goods or services [15].

Green products

Under the concept of marketing mix product is the combinations of goods and services which are satisfying the customer needs and wants by offered to the market. Green products are those assemble of commodity of goods, services, or set of benefits that offer to customers which are not unhygienic not only for human being but also for environment. Green technology is used for creating products or services and that are hardly affected to environment called green products. Green products and green technology help to conservation of natural resources and viable development of society as well as human being. Environmentally sustainable products indicate that which product is less badly impact in the society. Classification of products measure to the scale of these impacts, and a quality threshold can be drawn. Environmentally sustainable product implies that if the product is little or minimum impact in environmental. It is critical to produce eco-friendly sustainable product but majority of the try to reduce the bad effect in environment.

Formulation of Hypotheses

To depend upon these extensive literatures reviews the following hypotheses are established to assess the heuristic investigation for the objectives of recognizing consumer's attitudes and beliefs about green marketing at Chittagong metropolitan area in Bangladesh.

H₁: The customers are known about Green Marketing.

H₂: The customers are satisfied to use the Green product.

H₃: The customers are agreed to extra payment for the Green product.

H₄: Customer encourages other customers to use Green products or services.

H₅: The customers are influenced manufacturer to produce the environment friendly products or services.

Research Methodology

It is descriptive study which is designed to test hypotheses. Therefore, this study is aimed to examine the customer's attitude and belief about Green product, Green advertising, Green marketing as well as toxic free business activities. This paper helps to build an environmentalism society and find out why industrialist can't cordially receive the green marketing work. The hypotheses are drawn by the literature review and the empirical examines are deployed for describing the customer's perception about green marketing among different approaches and variables.

Sample

This paper tries to identify consumer perception ahead green marketing in Bangladesh. The survey has been conducted during January 2017 to December 2017 and total numbers of sample are 140. Primary data was collected from the different types of consumer on different locations at Chittagong in Bangladesh at graduate and postgraduate level.

Procedure

Primary and secondary information have been used to deploy this study. Secondary data were collected from different sources like articles, books, journals and Internet as well. For collecting primary data the convenient sampling procedure has been applied. For this purpose a constructed questionnaire has been developed for collecting primary data. Without questions regards demographic characteristics respondents the issues relating to customer knowledge, conscious, and believe about Green marketing and eco-friendly products/services measured and investigated through 5 point scale standardized by Brayfield et al. [16]. There are 28 statements to consist the scale. For each statement were five options and this options remark five point e.g. 1 to 5 from strongly disagreeing to strongly agree respectively.

Instrumentation and measurement

To select the respondent's random convenient sampling method was used. Both descriptive analysis and inferential statistics like Chi-square tests have been used for analysing the primary data and to meet the research objectives. SPSS statistics software package version 17 has been used for statistical analysis. The Cronbach Alpha was used for measuring the reliability of data [17]. Using by SPSS statistics software got the Cronbach Alpha value 0.810. Alpha is higher than 0.7 that can be considered data are more reliable suggested by Nunnally [18].

Data Analysis and Findings

Respondent's demographic

The questionnaires were distributed to the sample (n=120) among them 100% respondents show their name. Among the respondents 0.8% people age below 20 years, 93.3% people age 20-30 years, 5.0% people age 30-40 years, and 0.8% people age above 40 years. From demographic Table 1, we overlook that 3.3% people have bachelor degree, and 96.7% people have master degree. Among the respondents

	Frequency	Percent	Cumulative Percent
Respondent Name	120	100.0	100.0
Age	Bellow 20 years	1	.8
	20-30 years	112	93.3
	30-40 years	6	5.0
	above 40 years	1	.8
	Total	120	100.0
Education	Bachelor	4	3.3
	Master	116	96.7
	Total	120	100.0
Profession	Student	82	68.3
	Service Holder	30	25.0
	Businessman	8	6.7
	Total	120	100.0
Gender	Male	89	74.2
	Female	31	25.8
	Total	120	100.0
Aware of Green Marketing	Yes	83	69.2
	A little	37	30.8
	Total	120	100.0

Table 1: Respondents demographics.

68.3% people are students, 25.0% people are service holder, and 6.7% people are businessman. 74.2% Male and 25.8% are Female respondents. We see that 100% respondents are known about the green marketing and 69.2% respondents are strongly aware & 30.8% people are a little aware.

Chi-square tests for consumer's beliefs and attitudes assessment

Opinion has been served in respect to conscious about Green Marketing among one hundred twenty (120) respondents. Among the respondent 3.30% strongly disagreed, 6.70% disagreed, 14.20% remained undecided, 65.00% Agreed, and 10.80% strongly agreed with Chi-Square value 155.917^a (df=4) with Asymp. Sig. =.000 .Therefore, it can be concluded that maximum level of people/customers are known, aware and interest about Green Marketing (Tables 2 and 3).

Opinion has been served in respect for satisfying to use the Green Product among one hundred twenty (120) respondents. Among the respondent 1.70% strongly disagreed, 7.50% disagreed, 9.20% remained undecided, 47.50% Agreed, and 34.20% strongly agreed with Chi-Square value 94.000^a (df=4) with Asymp. Sig. =.000 .Therefore, it can be concluded that maximum level of respondents are satisfied and interested to use the Green Product (Tables 4 and 5).

Opinion has been served in respect for willing pays extra payment for the Green product among one hundred twenty (120) respondents. Among the respondent 1.70% strongly disagreed, 13.30% disagreed, 20.80% remained undecided, 49.20% Agreed, and 15.00% strongly agreed with Chi-Square value 75.417^a (df=4) with Asymp. Sig. =.000

	Observed N	Percent	Expected N	Residual
Strongly Disagree	4	3.3	24.0	-20.0
Disagree	8	6.7	24.0	-16.0
Undecided	17	14.2	24.0	-7.0
Agree	78	65.0	24.0	54.0
Strongly Agree	13	10.8	24.0	-11.0
Total	120	100.0		

Table 2: Conscious about green marketing.

Chi-Square	155.917 ^a
Df	4
Asymp. Sig.	.000

Note: a - 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 24.0.

Table 3: Test statistics.

	Observed N	Percent	Expected N	Residual
Strongly Disagree	2	1.7	24.0	-22.0
Disagree	9	7.5	24.0	-15.0
Undecided	11	9.2	24.0	-13.0
Agree	57	47.5	24.0	33.0
Strongly Agree	41	34.2	24.0	17.0
Total	120	100.0		

Table 4: Satisfying to use the green product.

Chi-Square	94.000 ^a
Df	4
Asymp. Sig.	.000

Note: a - 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 24.0.

Table 5: Test statistics.

.Therefore, it can be concluded that majority of respondents are willing pays the extra amount of money for acquiring the Green product (Tables 6 and 7).

Opinion has been served in respect for encouraging other customers to use Green products or services among one hundred twenty (120) respondents. Among the respondent 2.50% strongly disagreed, 5.80% disagreed, 14.20% remained undecided, 50.00% Agreed, and 26.70% strongly agreed with Chi-Square value 92.167^a (df=4) with Asymp. Sig. =.000. We can see that the high percentage agree (50.00%) and second higher percentage strongly agree (26.70%) from Tables 8 and 9 it can be concluded that greater number of respondents are thought that green products and services are more environment friendly that's why they encouraging other customers to use Green products or services.

Opinion has been served in respect for influencing manufacturer to produce the eco-friendly products or services among one hundred twenty (120) respondents. Among the respondent 3.30% strongly disagreed, 13.30% disagreed, 18.30% remained undecided, 41.70%

	Observed N	Percent	Expected N	Residual
Strongly Disagree	2	1.7	24.0	-22.0
Disagree	16	13.3	24.0	-8.0
Undecided	25	20.8	24.0	1.0
Agree	59	49.2	24.0	35.0
Strongly Agree	18	15.0	24.0	-6.0
Total	120	100.0		

Table 6: Willing pay extra amount for the green product.

Chi-Square	75.417 ^a
Df	4
Asymp. Sig.	.000

Note: a - 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 24.0.

Table 7: Test statistics.

	Observed N	Percent	Expected N	Residual
Strongly Disagree	3	2.5	24.0	-21.0
Disagree	7	5.8	24.0	-17.0
Undecided	17	14.2	24.0	-7.0
Agree	61	50.8	24.0	37.0
Strongly Agree	32	26.7	24.0	8.0
Total	120	100.0		

Table 8: Encouraging other customers to use Green products or services.

Chi-Square	92.167 ^a
Df	4
Asymp. Sig.	.000

Note: a - 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 24.0.

Table 9: Test statistics.

	Observed N	Percent	Expected N	Residual
Strongly Disagree	4	3.3	24.0	-20.0
Disagree	16	13.3	24.0	-8.0
Undecided	22	18.3	24.0	-2.0
Agree	50	41.7	24.0	26.0
Strongly Agree	28	23.4	24.0	4.0
Total	120	100.0		

Table 10: Influencing manufacturer to produce the eco-friendly products or services.

Chi-Square	48.333 ^a
Df	4
Asymp. Sig.	.000
Note: a - 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 24.0.	

Table 11: Test statistics.

Agreed, and 23.40% strongly agreed with Chi-Square value 48.333^a (df=4) with Asymp. Sig. =.000. We can overlook that the high percentage agree and second higher percentage strongly agree from Tables 10 and 11 it can be concluded that lion's share of respondents have to have considered Green product/service when they decide to purchase product/service for own consumption for this reason the producers or manufacturers are motivated to produce eco-friendly products or services to retain their existing and attract new customers.

Conclusion and Recommendations

The prime goal of this study was to identify about the consumer's beliefs and attitudes toward green marketing that means green product, green advertising or communication, green pricing, green packaging, green process, and it's aided to sustainable for the environment by applying the green marketing mix and tools. Moreover, this research study also indicates the consumers awareness, consumers belief, customers are satisfied to use the green commodity, consumers encourage others consumers to use green product, branding and consumers behavior capture more and more consumers. Green marketing provides different pros to consumers and company as well as acts as a significant policy and plan for prolong our environment.

Majority of consumers know about the green marketing and well known consumers try to spread the information to unaware people in society. Maximum number of respondent are satisfied to use green product and they will try to stimulate other consumers for using green products and services.

Consumers are indirectly influenced the company to produce hygiene products and services. Consumers want to indicate them with organizations which are green compliant means offering hygiene product and they willing offer extra amount of money for eco-friendly commodities to lead a fresh and healthy life style. So, green marketing is an approach i.e. green product, green price, green place, green promotion, green packaging, green process etc. used by the most of organizations as a critical success factor to achieve their competitive

advantage as general people is so much concerned and aware about environmental issues.

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