

A STUDY ON CONSUMER'S PERCEPTION TOWARDS GREEN PACKAGING IN MUMBAI CITY

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ABSTRACT

This paper study consumer perception towards Green Packaging and suggest measures to make green packaging more effective. The research design selected for present study was descriptive in nature. The research aim is to quantify the perception of the consumer towards green marketing. Survey is conducted through a structured questionnaire. Most of the questions are closed-ended and rating scale questions. Open ended questions were also included to allow responded to express their views and suggestions about improvement of present status of green packaging. The data for the study is collected from 150 consumers of Mumbai City who are aware about green packaging. The present study revealed that most of the consumers understand green symbols on green packaging. Researcher suggested that green companies should write functional benefits of the green products on packaging.

Keywords: Green Marketing, Green Packaging, Consumer Perception.

INTRODUCTION

The concept of green marketing has come into existence in response to the growing concern over environmental degradation. The deterioration of the ecology is a major global concern. There is growing concern about the greenhouse gases in the environment due to the burning of fossil fuels, about the depletion of ozone layer due to certain chemicals and global warming. Environmentalists in India and abroad are voicing their concern and are campaigning against pollution causing industries.

Green packaging also playing very important role in creating consumers perception towards green

marketing. Green Packaging is also called as Sustainable packaging. In green packaging the materials used for packaging has a low adverse impact on the environment. Green packaging is manufactured in an environmentally aware manner, using biodegradable and recyclable materials. Eco-label is an environmental claim that appears on the packaging of a product. It is awarded to a manufacturer by an appropriate authority. ISO 14020 is a guide to the award of Eco-labels. The packaging to display the criteria based on which the product has been labeled environment-friendly. The material used for packaging to be recyclable / reusable / biodegradable. The product to be accompanied by detailed instructions for proper use.

LITERATURE REVIEW

- Aditi Jaju (August, 2016) in his thesis on “A study of the impact of Green Marketing on Consumer Purchasing Patterns and Decision making in Telangana, India analyzed There is a positive relationship between green branding and packaging and the environmental behavior of consumers. The first key finding was the perception of green packaging and branding has a significant and positive effect on the environmental behavior of consumers.
- Magaali Morel (2012) in her thesis on “Green Marketing: Consumers' attitudes towards eco-friendly products and purchase intention in the Fast Moving Consumer Goods (FMCG) sector” stated that companies need to make green packaging understandable
- John Rooks in his article “The green Market Niche: Being Green Going Mainstream” suggested that symbols or phases used on eco friendly product must be simple and easy to understand for consumers.
- Jeriann Watkins in her article “How to Boost Your Brand's Eco friendly Image” suggested Give appropriate recycling symbols on Packaging and Use recyclable and reusable packing material.

OBJECTIVE OF THE STUDY

- To study consumer perception towards Green Packaging

HYPOTHESIS

H₀: There is no significant different (relationship) between Green Packaging and consumer perception towards green products.

H₁: There is a significant different (no relationship) between Green Packaging and consumer perception towards green products.

RESEARCH DESIGN

The design of present research is diagnostic in nature. In this research researcher tries to find out of relationship between Green Packaging and Consumer Perception towards Green Packaging. Survey is conducted through a structured questionnaire.

Different statements based on Green Packaging are evaluated. This part consists of 6 statements. These statements were measured by using five point likert scale i.e strongly agree (5), agree (4), Neutral (3), disagree (2) and strongly disagree (1).

SAMPLING PROCEDURE

The studies incorporate 1049 consumers who are aware and using environmental friendly in Mumbai City. This research paper is based on primary data. Relevant and reliable data will be collected from various journals, government periodical, etc. A good amount of information can be collected through reference books, published and unpublished reports, management journals etc. Updated information can be gathered through genuine websites.

DATA ANALYSIS

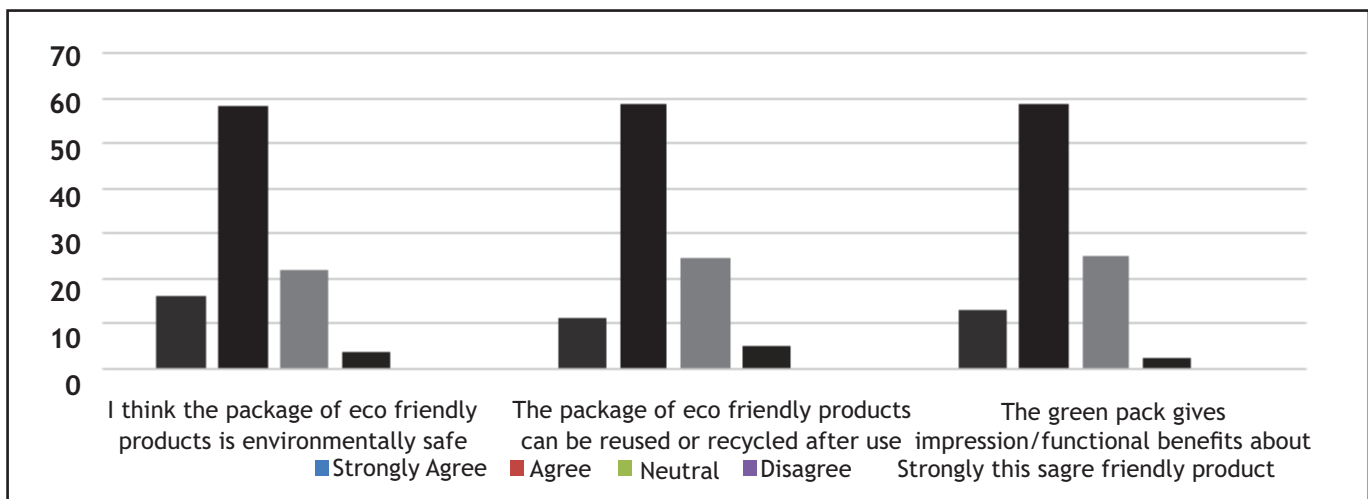
Table 1: Respondents Perceptions towards Green Packaging

Marketing mix and consumer perception towards Green Marketing (Green Package)						
		Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
I think the package of eco friendly products is environmentally safe	Frequency	168	611	229	39	2
	Percent	16	58.2	21.8	3.7	0.2
The package of eco friendly products can be reused or recycled after use	Frequency	118	618	259	53	1
	Percent	11.2	58.9	24.7	5.1	0.1
The green pack gives impression/functional benefits about the eco friendly products	Frequency	139	620	263	27	0
	Percent	13.3	59.1	25.1	2.6	0.0

Table No. 1 reveals data on respondents' perception towards green package. Looking to overall 1049, 168(16%) respondents were strongly agreed, 611 (58.2%) respondents were agreed, 229(21.8 %) respondents were neutral, 39(3.7%) respondents were disagreed, and only 2(0.2 %) respondents were strongly disagreed that the package of eco friendly products is environmentally safe.

It is also interpreted that out of 1049 respondents, 118(11.2%) respondents were strongly agreed, 618(58.9%) respondents were agreed, 259(24.7 %) respondents were neutral, 53(5.1%) respondents were disagreed, and 1(0.1 %) respondents were strongly disagreed that The package of eco friendly products can be reused or recycled after use.

Graph 1: Consumer Perception towards Green Packaging



Further, it is interpreted that out of 1049 respondents, 139(13.3%) respondents were strongly agreed, 620(59.1%) respondents were agreed, 263(25.1 %) respondents were neutral and 27(2.6%) respondents were disagreed that the green pack gives impression/functional benefits about the eco friendly products.

promotion. From the analyzed data it is concluded that majority of consumers agreed that environmental advertisement are valuable to society but not convincing the consumers to buy eco-friendly products.

Table 2 : Kolmogorov-smirnov Z value of Green Packaging

Green Package		
	Kolmogorov-Smirnov Z	Asymp. Sig. (2-tailed)
I think the package of eco friendly products is environmentally safe	9.775	0.000
The package of eco friendly products can be reused or recycled after use	10.748	0.000
The green pack gives impression/functional benefits about the eco friendly products	10.447	0.000

The above graph gives the distribution of all the factors considered to understand the marketing mix and consumer perception towards Green Packaging. The above factors are measured on a 5-point likert scale. We can observe that consumers are aware about most of the factors discussed.

Above data analysis shows that $p\text{-value} < 0.05$, hence we reject H_0 and conclude that there is a significant difference (no association) between Green packaging and consumer perception towards Green products.

All the above statements are analyzed to understand the consumer perception towards green

CONCLUSION

Green marketing is not going to be an easy concept. The Marketers have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones and the benefits they can reap in the future.

Use reuse and recycle material for packaging of green FMCG products. Use environmental friendly packaging material. The green products environmental benefits need to be highlighted on product packaging and advertising. Consumers' attitude towards green packaging also contributing for successful green marketing. Without consumers contribution green packaging cannot be effective.

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