

APPENDIX D: PUBLISHED PAPERS/CONFERENCES/DISSEMINATION

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A STUDY OF CONSUMERS' ATTITUDE TOWARD GREEN MARKETING PRACTICES IN CHHATTISGARH

Lao Manna¹ & Dr. Pushkar Dubey²

Department of Management, Pt. Sunderlal Sharma Open University Bilaspur
Manna.durg@gmail.com

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ABSTRACT- Although environment issues influence all human activities, few academic disciplines have integrated green issues into their literature. This is especially true in case of marketing. As society becomes more concerned about the natural environment, businesses have begun to modify their behaviour in an attempt to address society's "new" concerns. The issues of environmentally sensitive marketing has evolved and become more specific over time. If we will make a comparison of the causes of environmental problems related to marketing from the '70s with those of the 21st century, then first categories of pollution that is ozone depletion and population issues were identified in both eras. Environmentally Conscious Behaviour is consumer behaviour based on some awareness of the environmental impacts associated with a product or services, and a desire to reduce those impacts. Many researchers in the field of consumer's psychology and market research have demonstrated through their studies that how product developers and marketers have capitalized on this positive attitude and effectively differentiated their products in terms of their "environmentally friendly" character. Present paper is based on the study of the consumer's attitude toward the green goods (products or services). It was important to point out that ancient India advocated the use of eco-friendly products in daily life like products manufactured from the plants, and thier leafs, different parts of the trees, natural colour extracted from the different flowers etc. Now because of the extensive environmental degradation, modern human diverted their consumption pattern toward more and more use of the environmentally friendly products in order to protect the natural environment and also to live a healthy and safe life.

Keywords: Green Marketing, Customers' Attitude, Green Products

I. INTRODUCTION

Businesses and consumers today confront one of the biggest challenges – to protect and preserve the earth's resources and the environment. They have become more concerned with the natural environment and are realizing that their production and consumption purchasing behaviour will have direct impact on the environment. The potential benefits of green products and green organizations in a competitive environment have been discussed for several years [1]. In the late 1980s, the marketing strategies such as low-cost leadership and/or differentiation were not enough to justify the current market requirements at that time and provide sustainable competitive advantage for organizations [2]. Hence the concept of Environmental Marketing (Green Marketing) emerged as a novel marketing strategy by some businesses to fulfil the needs of the customers, considering the environmental aspects. Thus, Environmental Marketing emerged out of the amalgamation of "societal marketing concept" and the "ecological marketing concept" during the 1980's [3]. It includes the production process, the raw material, the consumption and the disposal. It has been observed that there is a lot of scope to make the product greener and the production process cleaner [4]. But in order to promote green patterns of consumption into contemporary lifestyles, companies need to segment their markets on the basis of pro-environmental purchase behaviour and then position their products as per as the green attributes endorsements specific to those consumer segments [5,6]. In the new millennium consumers are increasingly better informed and more aware of the environmental impact of products, and many demand businesses improve their environmental performances. With increasingly pressing environmental concerns weighing our planet, green consumerism now-a-days carry more weight than before [7]. According to a study by MORI (Market and Opinion Research International) consumers select products on the basis of "environmental performance" and their numbers have significantly increased from 19% to 42% in less than a year [8]. The dramatic

1980

increase in environmental consciousness worldwide has shifted the focus of various companies to position their products through green offerings. However, this picture may vary from country to country. There are certain country specific factors such as level of pollution, legislation, use of green products imbibed in the culture and traditions affect the environmental consciousness construct [9]. In our country, the concept of environmental marketing is still at infant stage, keeping a lot of tasks yet to be done by the companies and the government in order to promote environmental related marketing among all the customers of our country. Present paper is based on the study of the customer's attitude and customers' awareness level toward the purchase of the green products, along with the comparison of the green products with that of the non-green products by the customers. It was important to point out that ancient India advocated the use of eco-friendly products in daily life like products manufactured from the plants, and thier leafs, different parts of the trees, natural colour extracted from the different flowers etc. Now because of the extensive environmental degradation, modern human diverted their consumption pattern toward more and more use of the environmentally friendly products in order to protect the natural environment and also to live a healthy and safe life.

II. LITERATURE REVIEW

According to Polonsky (1994), a majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics [10]. According to Hopkins (2009), products category and perceived benefits are important factors in determining consumers' willingness to pay a premium for green products [11]. Similarly, a conclusion according to Yankelovich (2008) stated that consumers' willingness to pay more for green products has declined even through concerns about green issues have risen [12]. According to Ewing (2001), social norms can motivate consumers to opt for an ecologically responsible behavior [13]. The consumers' family and peers influence the purchasing decisions and it depends on the product characteristics for instance luxury, necessity, publicly displayed and privately used (Hoyer & MacInnis, 2004) [14]. According to Lalit & Kanokthip (1998), media are playing a significant role in creating awareness and educating people about the benefits of environment conservation to the society [15]. But the more light on "influence of media in purchase decision" was focused by Arbuthnott & Lingg. According to Arbuthnott & Lingg (1975), in developing awareness of a green product, companies attempt to augment consumer knowledge of the product and its environmental attributes in the hope of bringing about purchase behaviours [16]. According to Yaacob & Zakaria (2000), newspapers and televisions are the main sources of information of the environmentally friendly products [17]. According to Goyal et al (2011), the consumers' attitude and behavior towards green purchasing decisions can be linked to five categories green product attributes which are – recyclable, not used on animals, energy conservation, organically growth and ozone-friendly. Their finding suggested that environmental attributes endorsements are consistent predictor of purchasing behavior. Thus, organizations must developed the green products keeping in mind the above stated environmental attribute endorsements [18]. The above literature review gives an in-depth idea on the topic and it is also observed that not much work has been done in Chhattisgarh state to find out the attitude of the consumers on environmental conscious goods or services

III. OBJECTIVES OF THE STUDY

The objectives of present study are as follows:

- To study the attitude of the consumers toward the green goods (products or services);
- To study the awareness level of the consumers about the green goods (products or services); and
- To study the purchase decisions made by the consumers for the green goods as compared to the non-green goods available in the market.

IV. RESEARCH METHODOLOGY

The study has been exploratory in nature and survey method has been employed for data collection. Primary data is used for the purpose of the study. In the present study, all the consumers (whether purchased green products/services or non-green products/services) are considered as the population. The sample size of research is 100 (50 respondents from Raipur and 50 respondents from Bilaspur). The method used for the sampling is simple random sampling. A structured questionnaire has been used as the tool for collection of data from the field. The five point Likert Scale has been used for the research purposes. The data for the present work as been collected personally by the researchers. Data was collected with the help of the structured questionnaire has been tabulated, analyzed and interpreted using suitable statistical tools including ANOVA and simple percentages.

V. FINDINGS & DISCUSSION

TABLE 1: DEMOGRAPHICAL DATA OF THE RESPONDENTS

	Male	Female
Number of Respondents	50	50
Age (in Years)		
18-25	18	15
25-35	25	13
Above 35	7	22
Income (Per Month, in Rs)		
No Income	4	15
Less than 5000	18	13
5001-10000	10	5
10001-15000	5	10
More than 15000	13	7
Education Level		
Matriculation	4	13
Senior Secondary	7	3
Graduation	15	15
Post Graduation	24	19

Interpretation of the above data

Total sample size is 100. Out of which, 50 are male and 50 are female. 25 (50%) of the males respondents belong to the age group of 25-35 years with 18 (36%) of the male respondents earned less than 5000/- per month. But if look at the education level of the male respondents, than from the table 1 it is clear that 24 (48%) of the male respondents have completed their post graduation followed by 15 (30%) of the male respondents who have completed their graduation. Now, move toward our female respondents. 22 (44%) of the female respondents belong to above 35 years age group, followed by 15 (30%) of the female respondents are from age group 18-25 years. 15 (30%) of the female respondents are housewives, but 13 (26%) of the female respondents earn less than 5000/- per month. The education level of the female respondents are 19 (38%) and 15 (30%) who have completed their post graduation and graduation respectively.

TABLE 2: PURCHASE DECISION MADE BY THE RESPONDENTS AFTER COMPARING THE GREEN AND NON GREEN PRODUCTS/SERVICES

Comparison of Green Products and Non-green Products during purchasing	Male n=50	Female n=50
Yes	42 (84%)	41 (82%)
Can't Say	7 (14%)	6 (12%)
No	1 (2%)	3 (6%)

Interpretation of the above data

From survey, researcher found that 42 (84%) of the male respondents use to compare the green products/services with that of the non-green products/services before they make any purchase decision, whereas 41 (82%) of the female respondents use to compare the green products/services with the non-green products/services before they make purchase decision. The data reflect that both the male and female doesn't differ in their opinion that the customers (whether male or female) compare the products before they actually purchased.

TABLE 3: ANOVA SUMMARY OF THE PURCHASE DECISION MADE BY THE RESPONDENTS AFTER COMPARING THE GREEN AND NON GREEN PRODUCTS/SERVICES

Source of variation	Sum of squares (SS)	Degree of freedom (d.f.)	Mean Square (MS)	F-ratio	5% F-limit (from the F-table)
Between Sample	0	1	0	0	7.71
Within Sample	1873.33	4	468.333		
Total	1873.33	5			

Hypothesis 1: Researcher tested the purchase decision of the male and female customers with the help of ANOVA, and it is concluded that the F(table) is greater than F(calculated) which reflected to accept Null Hypothesis (i.e. there is no difference in sample mean of male and female respondents). Thus, concluded that the difference between male and female customers is insignificant.

TABLE 4: AWARENESS LEVEL OF THE CUSTOMERS ON THE BASIS OF VARIOUS ATTRIBUTES OF THE GREEN PRODUCTS/SERVICES

Attributes of the green products/services	Male	Female
Green Marketing & Advertising	3.85	4.1
Addressing	4	3.6
Better Products	3.9	3.9
Eco-labeling	3.3	3.5

(5 Point Likert Scale with 5=Highly Satisfied and 1=Highly Dissatisfied)

Interpretation of the above data

But from table 4, it is clear that male customers are in the opinion that green marketing activities are good at addressing environmental issues to the customers (4), followed by their opinion that Green Marketing activities results in better products (3.9). In case of female respondents, all the respondents are in the opinion that Green Marketing & Advertising are good sources of information about Green Products/Services (4.1), followed by their opinion that Green Marketing activities results in better products (3.9).

TABLE 5: ANOVA SUMMARY OF THE AWARENESS LEVEL OF THE CUSTOMERS ON THE BASIS OF VARIOUS ATTRIBUTES OF THE GREEN PRODUCTS/SERVICES

Source of variation	Sum of square (SS)	Degree of freedom (d.f.)	Mean Square (MS)	F-ratio	5% F-limit (from the F-Table)
Between sample	0.0003	1	0.0003	0	5.99
Within sample	0.5244	6	0.0874		
Total	0.5247	7			

Hypothesis 2: On applying ANOVA, researcher found that F (calculated value) is less than F(table value) which shows that Null hypothesis is accepted. Thus, concluded that there are no differences between male and female customers with regard to their awareness level of the green products/services.

TABLE 6(A): ATTITUDE OF THE MALE CUSTOMERS TOWARD GREEN PRODUCTS/SERVICES

Attributes of green products/services	Average Weight (a)	Durable Products average Weight (b)	(a*b)	Semi-Durable Products average Weight (c)	(a*c)	Non-Durable Products average Weight (d)	(a*d)
Packaging	2.1	2.05	4.305	1.8	3.78	3.75	7.875
Branding	4.1	4.6	18.86	4.8	19.68	3.95	16.195
Utility	3.05	3.75	11.437	3.4	10.37	2.95	8.99
Quality	3.65	3.2	11.68	3.3	12.045	3.6	13.14
Quantity	2.2	1.55	3.41	1.65	3.63	1.7	3.74

User Friendly	3.55	3.3	11.715	3.45	12.24	3.4	12.07
Total			61.407		61.745		62.02

(Attitude towards object model developed by Fishbein)

(Durable products are home appliances, refrigerators, washing machine, solar heater etc.

Semi-Durable products are solar lamps, tube lights, paper bags, jute bags etc.

Non-Durable products are organic foods, packed juices etc.)

Interpretation of the above data

The above model is called "Attitude towards Object Model". This model emphasis that a marketer is most interested to find consumer's attitude towards a product, brand or services, which is based on consumer's belief in various attributes [19]. As per as the model, researcher conclude that for over-all green products/services, the male respondents give **Branding** maximum average weight (4.1 out of 6) followed by **Quality of the products/services** (3.65 out of 6). Researcher has categorized the green products in three sub-products/services:

- Durable Green Products/Services
- Semi Durable Products/Services
- Non Durable Products/Services

The male respondents choose **Branding** as most preferred attributes that they are looking for in durable, semi durable and non durable green products/services. But based on the over-all weight given to each attribute of the green products (durable, semi durable and non durable) it is found that attitude of male respondents are more positive toward the **Non Durable Green Products/Services** with total score of 62.02

TABLE 6(B): ATTITUDE OF FEMALE CONSUMERS TOWARD GREEN PRODUCTS/SERVICES

Attributes of green products/services	Average Weight (a)	Durable Products average Weight (b)	(a*b)	Semi-Durable Products average Weight (c)	(a*c)	Non-Durable Products average Weight (d)	(a*d)
Packaging	1.95	1.65	3.217	1.55	3.022	3.9	7.605
Branding	3.85	4.15	15.98	4.55	17.52	3.8	14.63
Utility	3.4	3.9	13.26	3.8	12.92	2.5	8.50
Quality	3.60	3.25	11.70	3.75	13.50	3.55	12.78
Quantity	3.05	1.65	5.03	1.45	4.42	1.5	4.57
User Friendly	3.45	3.65	12.60	3.2	11.04	2.55	8.80
Total			61.787		62.42		56.885

(Attitude towards object model developed by Fishbein)

(Durable products are home appliances, refrigerators, washing machine, solar heater etc.

Semi-Durable products are solar lamps, tube lights, paper bags, jute bags etc.

Non-Durable products are organic foods, packed juices etc.)

Interpretation of the above data

The above model is called "Attitude towards Object Model". This model emphasis that a marketer is most interested to find consumer's attitude towards a product, brand or services, which is based on consumer's belief in various attributes [19]. As per as the model, researcher conclude that for over-all green products/services, the female respondents give **Branding** maximum average weight (3.85 out of 6) followed by **Quality of the product/services** (3.60 out of 6). Researcher has categorized the green products in three sub-products/services:

- Durable Green Products/Services
- Semi Durable Products/Services
- Non Durable Products/Services

The female respondents choose **Branding** as most preferred attributes that they are looking for in durable and semi durable green products/services, but in case of non durable green products/services, they give maximum average weight to **Packaging** (3.90 out of 6) . But based on the over-all weight given to each attribute of the green products (durable, semi durable and non durable) it is found that attitude of female respondents are more positive toward the **Semi Durable Green Products/Services** with total score of 62.42

Hypothesis 3: From the above tables 6(a) & 6(b), it is concluded that the attitude of the male respondents and female respondents are equal. (According the average weight given to the attributes of the green products/services by the respondents). Thus, accept the Null Hypothesis.

VI. CONCLUSION

As the consumers of Chhattisgarh state are not exposed to the importance of Green Products/ Services much. But the educated people of our state, who are earning handsome salary, are moving their step toward green consumerism. The study stated that both the male and female respondents doesn't have much differences in their awareness level and comparison of green products/services with that of the non green products/services before making purchase decision. But on the other hand, both the male respondents and female respondents rated branding as most important attribute of the green products/services they are looking for. One of the important finding of the research is that the male respondents shows most positive attitude toward the non-durable green products/services whereas the female respondents shows most positive attitude toward the semi-durable green products/services. This reflects a gap between the companies and customers. This gap is due to the ineffective communication made by the companies to provide the information of their respective green products/services considering the various demographical, socio-cultural etc of the customers of our state. Though the concept of environmentally friendly products, and the environmental marketing are new for the people of our state therefore it may take time to be set in the mind of the prospective, and existing customers to think, and purchase the eco-friendly products in order to live a healthy and safe life. And also, it is very important to consider that as our state is new, so very fewer researches have been conducted regarding the consumers and green products/services. It is important to point out that though the concept of environmentally friendly products is not new for our society but with the increased pace of industrialization, common man diverted from the environmental approach toward the materialism. Now with the increase pollution problems, society tried to uncover the traditional ideas of our country that can save our environment from being polluted.

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**A Study of Green Marketing Practices in Hospitals of
Chhattisgarh with reference to the Association of Health
Care Providers India Standards.**

Lao Manna
Research Scholar, Dept. of Management
PSSOU, Bilaspur

Dr. Pushkar Dubey
Asst. Prof & HOD
Dept. of Management
PSSOU, Bilaspur

Abstract

Green Practices in manufacturing industry are common in many countries but question arises with such practices have become the part of service industry. This paper is an attempt to study the green marketing practices in hospitals located in Chhattisgarh state as per the standards of Association of Health Care Providers India.

With total 25 hospitals which include 15 public and 10 private hospitals was selected located in different district of the state. Target audience was the patients who either been hospitalized or the attenders who were with their relatives in the hospitals. Sample size of the study was 306 spread out in different locations and availed the services of any hospitals having more than 100 beds within the state.

A structured questionnaire with 5 point liker scale was given to the sample to rate their preference. It was revealed by the study that both public and private hospitals were practicing standards of Association of Health Care Providers India with slight more positive inclination of patients and/or attainers toward private hospital.

Keywords: Green Marketing; Association; Health; Hospital; Chhattisgarh

Introduction

With the expansion of human population in last few decades more and more people are in need of comforts. This result in the era of industrialization with more focuses on materialism rather than quenching the basic need of theirs. In one side, it might seems ok as the people have more disposable income which in return reflects the sign of prosper nation and self but the other side of coin is very dangerous to imagine. It is the degradation of environment at the cost of development. Therefore in business, green marketing concept introduced by almost every countries in the world to curb down the impact of environment degradation for our future generation.

Though we have many statutory and legal barriers to check the pollution level in all countries but fact is that these are not sufficient to control the human behavior and in return have negative impact on growth of the countries. African countries for example have largest mineral resources available yet they are still facing serious issues such as poverty, unemployment, starvation, black marketing and above all increase in pollution level. In India, despite of several laws and statutory

compliances imposed by the legal authorities, pollution level is becoming more and more serious issue. Ironically, in 2018 a child death recorded in every three minutes according to the report of down-to-earth (1)

Thus there is a need of green marketing practices that need to be adopted by the corporate around the globe to check the pollution level and for sustainability.

The importance of green marketing has impact of various stakeholders, they are: companies, customers, and society. The companies are practicing green marketing for the own sake, customers and the society. By practicing the green marketing, the companies will attract new customers, project green image, compel the government laws, and more importantly will earn profit in long run. Whereas the customers will be concern and aware about their natural environment, and thus will act accordingly to protect/conservate their own environment. At last, with the practice of green marketing, companies will less pollute their environment and this in return will help them to provide a green environment, free from any hazard to the society. To check the environmental pollution various countries around the world have made various laws commonly known as Environmental Laws. Environmental Law may be divided into two major subjects: pollution control and remediation, and resource conservation and management. China has been working with great determination in recent year to develop, implement, and enforce a solid environmental law framework.

Green Marketing means manufacturing and marketing of such products and or services which have either no or less detrimental impact on the environment (Singh & Soniya, 2017). It clearly state that those products can only be classified under the green marketing which have raw materials; procurement process; manufacturing process; and distribution process all apply green strategies.

American Marketing Association (2) defines Green Marketing in three different ways:

- Retailing Aspects- Marketing of such products which are presumed to be environmental friendly.
- Social Media Aspects- Products are manufactured and marketed in such a way that it has less or no detrimental effect of physical environment.
- Environment Aspects- Every product must have ecological concern of recycle, reuse, and reduce philosophy.

Organizations perceive the taking care of natural environment as an opportunity that can help them to develop a faith in the society with respect to their very existence in the locality. As a part of social obligation, organizations believed that environmental consciousness will help them to serve the society and thus they have the moral obligation to be more social responsible. It will also point the pressure of the government bodies and agencies, which force the organizations to follow the environment friendly practices for the betterment of the environment and the society. Moreover, competitors' environment friendly practices made pressure on the firms to change their own present environment friendly practices, so that the organization remains ahead in the competition and in the market. Above all, cost factors associated with waste disposal or reductions in material usage forces firms to modify their practices.

Thus, beside above benefits there are more benefits of practicing the environmentally by the organizations like the improved market share, reduction in trade barriers, increased awareness and interest, improved community and employee relation, environmental improvement etc.

Most of the studies that been done earlier is based on various manufacturing sectors

including electricity, cement and steel in our country but as far as the service sector is concern very few studies in context of green marketing been done, especially health care sector. This is an attempt to study the green marketing practices with context to hospital as no such studied been conducted earlier in Chhattisgarh and in hospitals with reference to Association of Health Care Provider (India) standards. Meanwhile, Association of Health Care Providers (India) aimed at Green & Clean hospital. Framework of standards follows:

STRUCTURE-PROCESSES-OUTCOME

There are 16 standards and 100 objective elements in Association of Health Care Providers (India) manual.

REVIEW OF LITERATURE

Bjork (1998) studied the effect of green labels on customer decision making process, and also examined value-attitude-behaviour model. Researcher had majority of respondents (74.10%) belonged to **income level** less than 10,000 FIM who lived with someone else (48.10%), and were female (57%). Majority of respondents (42.60%) believed that **green label** sometime influenced them in order to purchased green products. When investigated about **willingness-to-pay**, researcher found that in case of eco-marked detergent respondents were willing-to-pay 6.5%; and in case of eco-friendly refrigerator they were willing-to-pay 20% higher price than traditional products.

Ahmed et. al (2001) discussed the characteristics of green products and found that only small portion of them (2.70%) preferred the **recyclable** property of eco-friendly products.

Diamantopoulos et.al (2003) discussed the role of socio-demographic variables in profiling green customers. **Recycle behaviour** of female ($\mu=14.58$) had positive as compared to

male ($\mu=14.16$). Also, customers with more children had less environmental related knowledge, less concerned about **environment quality**, and less **participation level in green activities**.

Juwaheer (2005) studied the green customer behaviour in context to Mauritius that forced the firms operating in the country to practiced green business by reshaping their existing marketing strategies. When concerned about the **monthly income** of respondents, it was found that more than two-fifth of them (41%) had monthly income ranged between Rs 10,000- Rs 29,999 whereas majority of them (32%) had studied up to school certificate. Interestingly, more than half (58.90%) of them were of Hindu origin. Thus researchers had mixed nature of data as far as socio-demographic profile of respondents was concerned. Researcher tried to segment the population based on attitude of customers toward environmental marketing, and segmented them into **indifferent green** (19.40 %), **poor green** (13.40%), **light green** (33.60%), **moderate green** (22%), and **pure green** (11.60%).

Kilbourne, and Polonsky (2005) had investigated the dominant social paradigm, and also tried to established relationship with **environmental attitudes** of university **students** of New Zealand, and Australia. They found that environmental attitude of students had positive correlation with **perception of change** (0.89), and rest of the correlations such as DSP, and perception to change; and DSP, and environmental attitude had negative correlation -0.89 and -0.61 respectively for Australian students.

According to **Thogersen (2006)**, media played a vital role in promotion of **eco-friendly products** and **manufacturers** but researcher pointed that with the negative press done by different **media** resulted in loosing market shares by the companies and thus lagged in market competition. Researcher had found that positive news regarding the organic food products, producers or the whole sector declined after 2000 to 20 which took two years to reached to its

maximum limit of 36 and reflected that newspaper did not focused much on positive aspects of such products, producers or whole sector.

Xia, and Zeng (2008) conducted a survey in randomly selected supermarkets situated in Beijing, China to identified the attitude, and perception of customers toward **green labelled** milk, and their **willingness to pay** for such milk along with the factors that affects their willingness to pay. Majority of respondents (63.80%) were highly educated. They when examined the **awareness**, and **knowledge** of customers toward the green foods found that majority of customers were aware of such food stuffs (93.70%) whereas nearly three-fourth of them (73.30%) were aware of eco-labels. Interestingly, television as the major source of information for green food stuffs (45.30 %).

Banyte, Brazioniene, and Gadeikiene (2010) had investigated the green customer profile – demographic profile, and psychographic behavioural profile. Researchers found that two-fifth of the respondents (40%) were less devoted green customers whereas majority of them (64%) were green customers. Interestingly, more than one-third of the respondents (36%) considered themselves as “Greyish Green” customers with respect to their environmental awareness level. Half of the respondents (50%) attracted toward the eco-friendly foodstuffs because of the health motives. As female respondents were educated, which constituted more than one-fourth of them (26%) had higher education therefore they were aware of environmental issues in general. Interestingly, female with age group 30-44 years were more frequent buyers of such products therefore discouraging the statement that younger females were more frequent buyers of eco-friendly food stuffs.

According to **Shammot (2011)**, Jordian **female** were more concerned about **green marketing** as compared to their **male** counterpart. It was found that nearly half of the female

students (48%) between the **age group** of 20-26 years gave importance to **price** of meals whereas only 36% of them preferred **green attributes** of meals. On the other hand, majority of **male** students (68%) were considering price of meals available in academy.

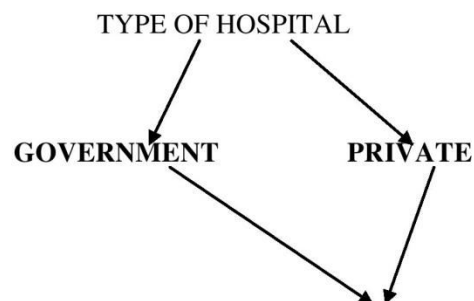
Zakersalehi, and Zakersalehi (2012) tried to found the **attitude of the customers**, and **purchasing intention** toward the **eco-friendly packaged foods**. On the other hand, demographic variables such as **age, gender, and race** had positive correlation with purchase intention of the customers for green packaged foods, leaving behind income level of the customers from the list.

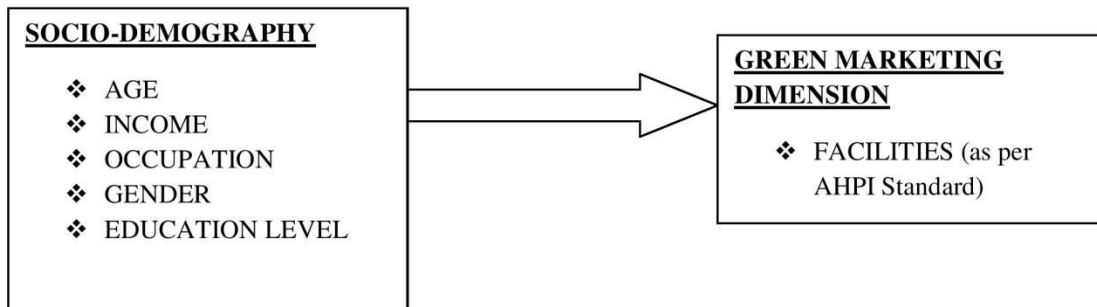
OBJECTIVES OF STUDY

Following are the objectives of study:

- (i) To compare various green marketing practices between public and private hospitals of Chhattisgarh with reference to Association of Health Care Providers (India) Standards;
- (ii) To examine the perceptual difference in relation to socio-demographic variables on various green marketing practices in hospitals of Chhattisgarh with reference to Association of Health Care Providers (India) Standards;
- (iii) To study the facilities of green marketing practices in hospitals of Chhattisgarh with reference to Association of Health Care Providers (India) Standards.

CONCEPTUAL FRAMKEWORK OF STUDY





H01: Respondents of different age group do not differ in their perception of green marketing practices in hospitals of Chhattisgarh;

H02: Respondents of various income groups do not differ in their perception of green marketing practices in hospitals of Chhattisgarh;

H03: Respondents of different occupation do not differ in their opinions of green marketing practices in hospitals of Chhattisgarh;

H04: Male and female do not differ in their opinion of green marketing practices in hospitals of Chhattisgarh;

H05: Respondents of different educational level do not differ in their perception of green marketing practices in hospitals of Chhattisgarh; and

H06: Government and Private Hospitals do not differ in function of facilities related to green marketing practices in hospitals of Chhattisgarh.

METHODOLOGY

Both descriptive and diagnostic research design will be used in the study. Chhattisgarh state has 35 government hospitals & 24 private hospitals having bed capacity of 100 or more situated in

different districts of Chhattisgarh. A multistage sampling done for the study in order to identify and select hospitals having more than 100 beds capacity. Then with the help of simple random sampling, 10 government hospitals & 10 private hospitals having more than 100 beds capacity selected. Now with the help of purposive sampling method, respondents been selected to collect data. Total 400 respondents will be selected (20 individuals from each hospital) i.e. 200 respondents each from 10 government hospitals & 10 private hospitals 25 respectively constitute the sample.

SOURCES OF DATA

Primary data will be collected through structured questionnaires for the staffs at different level in the government hospitals and the customers of services being provided by the selected government hospitals.

TOOLS FOR DATA COLLECTION

Modifications in the elements as per Association of Health Care Providers (India) made for easy understanding of respondents. Questions asked in the dimension pertaining to Facilities of the Hospitals with respect to the Green Marketing.

ANALYSIS OF DATA

	N	%
Cases Valid	400	100
Excluded	0	0
Total	400	100

(a) Case Processing Summary

Total Sample Size is 400 covering major districts of Chhattisgarh State.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.760	.767	8

(b) Reliability Statistics

H01: Respondents of different age group do not differ in their perception of green marketing practices in hospitals of Chhattisgarh;

			Sum of Square	df	Mean Square	F	Sig.
Between Group	Combined		5.926	7	.847	1.918	.065
	Linear Term	Unweighted	.234	1	.234	.530	.467
		Weighted	.925	1	.925	2.095	.149
		Deviation	5.001	6	.834	1.888	.082
Within Group			173.034	392	.441		
Total			178.960	399			

(c) ANOVA for Different Age Group and Hospitals Facilities as per APHI (Standards)

Analysis: Respondents of different age categories ($p = 0.467$ unweighted) have no difference in their opinion as far facilities providing by the hospitals in Chhattisgarh concern. Thus, **accept the null hypothesis.**

H02: Respondents of various income groups do not differ in their perception of green marketing practices in hospitals of Chhattisgarh;

			Sum of Square	df	Mean Square	F	Sig.
Between Group	Combined		5.096	5	1.019	2.310	.044
	Linear Term	Unweighted	.006	1	.006	.013	.908
		Weighted	.174	1	.174	.394	.530
		Deviation	4.922	4	1.231	2.789	.026
Within Group			173.864	394	.441		
Total			178.960	399			

(d) ANOVA for Different Income Group and Hospitals Facilities as per A PHI (Standards)

Analysis: Respondents with different age group ($p=0.908$) do not have different thoughts regarding facilities been provided to the patients and their attainders in hospitals of Chhattisgarh as per A PHI Standards. Thus, **accept the null hypothesis.**

H03: Respondents of different occupation do not differ in their opinions of green marketing practices in hospitals of Chhattisgarh;

			Sum of Square	df	Mean Square	F	Sig.
Between Group	Combined		4.282	4	1.071	2.421	.048

	Linear Term	Unweighted	2.080	1	2.080	4.703	.031
		Weighted	.699	1	.699	1.580	.210
		Deviation	3.584	3	1.195	2.701	.045
Within Group			174.678	395	.442		
Total			178.960	399			

(e) ANOVA for Different Occupation Group and Hospitals Facilities as per APHI

(Standards)

Analysis: From the above figure, it is found that with respect to the occupation ($p=.031$) of respondents their opinion as far the facilities been provided by the hospitals in Chhattisgarh according to APHI standards differ. Thus, **reject null hypothesis**.

H04: Male and female do not differ in their opinion of green marketing practices in hospitals of Chhattisgarh;

			Sum of Square	df	Mean Square	F	Sig.
Between Group	Combined		6.145	2	3.073	7.059	.001
	Linear Term	Unweighted	.043	1	.043	.099	.753
		Weighted	5.405	1	5.405	12.416	.000
		Deviation	.740	1	.740	1.701	.193
Within			172.815	397	.435		

Group							
Total			178.960	399			

(f) ANOVA for Gender and Hospitals Facilities as per APHI (Standards)

Analysis: From the study it has been found that male and female ($p=.753$) do not have difference in their opinion toward the facilities provided by the hospitals in Chhattisgarh as per APHI Standards. Thus **accepting null hypothesis**.

H05: Respondents of different educational level do not differ in their perception of green marketing practices in hospitals of Chhattisgarh; and

			Sum of Square	df	Mean Square	F	Sig.
Between Group	Combined		3.557	4	.889	2.002	.093
	Linear Term	Unweighted	1.877	1	1.877	4.227	.040
		Weighted	1.543	1	1.543	3.475	.063
		Deviation	2.014	3	.671	1.512	.211
Within Group			175.403	395	.444		
Total			178.960	399			

(g) ANOVA for Different Educational Level Group and Hospitals Facilities as per APHI (Standards)

Analysis: According to the above mentioned table, it has been found that respondents irrespective of their educational qualifications ($p=.031$) have different opinion towards the

facilities provided to the patients and their attenders in hospitals of Chhattisgarh according to APHI Standards. Thus, **reject the null hypothesis.**

H06: Government and Private Hospitals do not differ in function of facilities related to green marketing practices in hospitals of Chhattisgarh.

			Sum of Square	df	Mean Square	F	Sig.
Between Group	Combined		3.160	3	1.053	2.372	.070
	Linear Term	Weighted	.304	1	.304	.686	.408
		Deviation	2.855	2	1.428	3.216	.041
Within Group			175.800	396	.444		
Total			178.960	399			

(h) ANOVA for Hospital Type and Hospitals Facilities as per APHI (Standards)

Analysis: Respondents availing facilities in hospitals do not **differ in their opinion** when compared with Public Hospitals & Private Hospitals ($p=.408$)

DISCUSSION & CONCLUSION

Interestingly it has been found that respondents of 21-25 years age group are agree with the opinion on facilities provided by hospitals in Chhattisgarh with 36-40 years age group ($p=.015$) & 41-45 years age group ($p=.040$). Respondents with age group 26-30 years have agree with their 41-45 years age group respondents ($p=.050$) counterpart. Respondents of 36-40 years group have same opinion as their 26-30 years ($p=.016$) & 46-50 years ($p=.023$) as far the facilities been provided by the hospitals as per A PHI standards. Age group of 41-45 years respondents are having identical opinion with their 46-50 year ($p=.038$) counterpart. But as far previous study, it was found that respondents from age group 30-44 years are aware of the environmental benefits and are frequent buyer of such (Banyte et. al, 2010). But as per our study it was found that respondent with only age group 36-40 years are having identical thoughts with the conclusion made by Banyte et. al (2010).

Respondents who are either housewives or students having Zero income have identical perception toward facilities provided by the hospitals in Chhattisgarh according to A PHI Standards as far their counterparts having earning of Rs 20,001- Rs 25,000 ($p=.038$) Respondents with income more than Rs 15,000 are agree with the respondents under income slot of Rs 20,001- Rs 25,000 ($p=.010$) on facilities provided to the patients and their attainers at hospitals in Chhattisgarh as per A PHI Standard. Income group with Rs 20,001- Rs 25,000 are same in their opinion as far the facilities of hospitals according to A PHI standards with respondents having income more than Rs 30,000 ($p=.028$). Interestingly, Shammot 2011, found that students between age group 20-26 years (48%) give importance to price while purchasing any eco-friendly goods whereas in our study it has been found that those respondents whose income is zero having identical preferences with respondents having earning of Rs 20,001- Rs 25,000 which might be due to the case that students and

housewives who are in zero income level category must have their family income ranging between Rs 20,001- Rs 25,000.

Interestingly, respondents having government job have same opinion as far respondents with private job ($p=.018$) & Other Job, which is not listed in the survey ($p=.015$) concern. Whereas respondents having their Own Business are agree with Other Job, not listed in our survey ($p=.049$)

Moreover, male respondents (mean value= 3.79) have more positive opinion when compared to their female counterpart (mean value=3.45) which contradict that female have more positive recycle behavior as compared to male (Diamantopoulos et. al, 2003)

Respondents under educational qualification label “Other” (including Diploma/ITI respondents) have mean score of 4.0616 reflects they are most satisfied with the facilities of the hospitals followed by respondents possessing Professional Degree (mean value=3.946); post graduate (mean value=3.8661); and Graduate Degree (mean value=3.799). Interestingly in the previous study made by Banyte et. al 2010 found that highly educated females have more awareness on environmental issues, which is not supporting as per our study.

Ironically, private hospitals (mean value=3.784) are more reliable as far the facilities provided by them according to A PHI standards with respect to their Public (mean value=3.71) counterpart when observing their mean score. Though the difference between both is negligibly little (difference=.074). Thus nothing can be clearly said. In other word, both private and government hospitals are same when facilities according to A PHI standards been compared.

As per the demographic profile of respondents, found that age group of respondents have negative correlation with Free Standing for Public Transport (-0.12) whereas respondents not

having strong correlation with other variables under Facilities as per AHPI Standards. Whereas, when compared to the age of the respondents with facilities provided by the hospitals it has been found that except Sidewalk for Patient ($p=.012$) & Usage of Eco-friendly Material ($p=.016$) all remaining variables have different impact on different age group. As far the Gender of all variables except Clean Room & Toilets (.009) have negative correlation coefficient. This is turn state that all remaining variables have different impact on male or female.

When we talked about Occupation of the respondents, though the correlation coefficient is lower value but interestingly only 4 variables namely Natural Space for Patients (.006); Natural Space for Attainders (.001); Usage of Eco-friendly Materials (.013); and Clean Room & Toilets (.015) have positive correlation coefficient.

Education Level of respondents have strong positive correlation coefficient with Free Standing for Public Transport (.163) & Clean Rooms and Toilets (.148) as compared to the other remaining variables. Interestingly it has been found that respondents having income are less concern about Free Standing for Public Transport (correlation coefficient= $-.142$) and remaining other variables having positive correlation with Income. This reflects that respondents who are working are not looking free standing for public transport like ambulance, public bus etc. They can afford to have their private booked ambulance; and owned or rented cabs.

Respondents having positive correlation coefficient namely Natural Space for Patients (.036); Natural Space for Attainders (.030); and Usage of Eco-friendly Materials (.024) with Hospital Types, which means that patients and/or their attainders looking after these variable while selecting hospitals in Chhattisgarh.

At last, Clean Room & Toilets is most important aspect which decides whether patients and/or their attenders will select any particular hospital either public or private.

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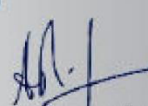
Lao Manna

has participated & presented a research paper entitled
"A study of green marketing practices in hospitals of
chhattisgarh with reference to the facilities (as per
association of health care providers india standards)"
in "Two Days International E-Conference on Advances
in Information Technology, Business Management and
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