

YOUTH ACUMEN AND PREFERENCE IN GREEN MARKETING RHYS KELSEY

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Abstract. Students are becoming more aware of environmental issues and desire to actively change into an environmental friendly lifestyle a green lifestyle. The present study is to investigate the green values, their level of awareness about environmental problems, green marketing products and practices, their preference and perception about Green Marketing among the students of Ubay National Science High School. Samples were selected through purposive sampling. The researchers retrieved 122 valid responses. A high level of awareness about Green Marketing Products and Practices with a percentage of 88.52%. The Overall Green Values of students have a composite mean of 4.06 which implies that students are concerned about protecting the environment. The results of the regression analysis reveals the view that overall green values, awareness about green products and practices and the perception regarding seriousness of marketing companies towards green marketing had a positive significant impact on consumer persuasion to buy and prefer green products over conventional products. The school administration should include Green Marketing into their curriculum and start a Green Marketing campaign in Ubay. Also start an awareness campaign about what actually means “green”.

1. Introduction

In the midst of the world’s fast growing companies and industrialization, green marketing played a vital role to maintain the ecological balance and solve most environmental issues. The concept of Green Marketing have not reached the peoples mind specifically the students. Green marketing is also termed as environmental marketing or ecological marketing. According to American Marketing Association, marketing of products that are presumed to be environmentally safe is called as Green Marketing. Wide range of activities are covered under green marketing, which includes modifying the product, making changes in the production process and packaging, as well as modifying advertising or removing any activity that impacts

the environment in negative way. Today, the Earth faces more environmental issues than ever before, hence it is imperative for companies to make and market themselves as environmental friendly.

According to the study of [8] in every element of countries activities students are playing a prominent role. If it is possible to understand the mindset of students that will be the strength for any firm as far as the growth or prosperity is considered. If producer of green products or retailer know the factors affecting consumers buying behavior and the association between these factors and the type of buyer, then they can further develop their marketing strategies to convert potential young consumer into active ones.

Consumers are substantially aware about green products; however applying green marketing practices in business operations is not an easy task [7]. Antonio et al [2] suggested that due to environmental consciousness that has evolved over time, studies on green consumerism will be the main focus point in future leading to identifying the consumer attitudes, behaviors and intentions. [3] studied Ghanaian consumers and have found low level of awareness towards green marketing issues which affected that purchase decision of the consumers. Price of green products was also found to be one of the factor that influence the purchase of green products. However, it was found that young consumers are more likely to be influenced by green issues. [5] found that consumers lack green knowledge and because of this low awareness, organizations are still not focusing towards development of green products. The green consumer is considered more educated and wealthier than the average consumer.

Moreover, researchers have proposed that consumers have the power to influence the political arena preferring certain products over others, and even boycotting products from companies with unacceptable social and environmental practices [7]. These theories on changing people's behaviors, attitudes, and practices can be substantiated by the contribution of companies promoting more environmentally friendly products.

Products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. As a philosophy, green marketing runs side by side with the societal marketing concept and endorse the view that satisfying the consumer needs is not enough rather marketing should consider the environment of the society as a whole. A part of corporate social responsibility.

The produce goods and services are, ultimately, used by the consumer for satisfying their needs and wants. The green marketing concept is incomplete until and unless consumers get a higher degree of satisfactions and benefits from the sacrificing resource in acquiring the green products. It is the behavior and perception of a consumer toward green product through which the success or failure can be evaluated. According to Nayan R. Sinha, A green consumer is one who is very concerned about the environment and, therefore, only purchases products that are environmentally-friendly or eco-friendly.

[5] observed that harnessing the consumer's power gives a positive effect in changing the environment. The so-called "green consumer" movement in US and other countries help them to reach the critical mass and all this directly affect the shoppers' minds effectively. This study helps us in knowing that how consumers transform to green consumers. [9] stated that demographics tend to play an important role in regards both the interest of green product and green certification. [3] discussed that consumers is said to be changing their attitude and perception and profess a strong willingness in favor of Eco-friendly environment. This concept helps us in realizing a fact that how much a consumer is conscious about their environment. [5]

demonstrated that the demand of green products is increasing day by day all over the world and as such there is concern for understanding how green is a green product. One of the most important restraints to the development of green products is the lack of consumer trust and the lack of information. This shows us that consumer's attitude and perception play an important role in promoting the green product.

Both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services [9] Green consumers can be defined as one:-“Who is mindful of environment related issues and obligations, and is supportive of environmental causes to the extent of switching allegiance from one product or supplier to another even if it entails higher cost”[10]. According to Joel Makower [5], challenges faced by green marketer also include the lack of standards and common consensus among the public about what actually constitutes “green”. Despite these challenges, green marketing continues to gain popularity, particularly in light of growing global concern about climate change.

Republic Act No. 10771 of 2016 states that the state shall identify needed skills, develop training programs, and train and certify workers for jobs in a range of industries that produce goods and render services for the benefit of the environment, conserve natural resources for the future generation, and ensure the sustainable development of the country and its transition into a green economy. The role of the Department of Education (Dep.ED) is to implement faculty, facility and curriculum development for primary and secondary education in support of the knowledge and skills requirement of a green economy.

2. Method

The researchers used the Descriptive Method of Research, specifically the Purposive Sampling Method in which each researcher relies on his or her own judgment when choosing members of population to participate in the study. Basically purposive sampling is a non-probability sampling method and it occurs when “elements” selected for the sample are chosen by the judgment of the researcher. The main purpose of this study is to identify the perception and preference of students in Ubay National Science High School about Green Marketing. Specifically this study identifies the green values of the students, their level of awareness about environmental issues, green products and practices.

3. Results And Discussion

The presentation of data analysis of the respondents regarding their level of awareness about environmental issues, green practices and products, the perception and preference of the respondents to Green Marketing, the issues and challenges to achieve green practices and the appropriate action too spread the information of Green Marketing. The data gathered were tallied and presented in tabular form to analyse by the use of statistical formulas and interpret the results.

Items	F	Percentage	Rank
Yes	108	88.52%	1
No	14	11.48%	2

Table 1 Total 122 100%
Level of Awareness towards Green Marketing Products and Practices.n=122

Table 4.1 shows that, out of 122 students, 88.52% of this were aware about Green Marketing Products and Practices. This shows that there are only 11.48% were not aware about Green Marketing Products and Practices. Based on the table above students have gained more awareness about Green Marketing Products and Practices.

Table 2
Green Values of Students.n=122

Item	Weighted Mean Score	Interpretation	Rank
1. It is important to me that the products I use do not harm the environment	4.44	Somewhat Agree	1
2. I consider the potential environmental impact of my actions when making many of my decisions.	4.01	Somewhat Agree	4
3. My purchase habits are affected by my concern for our environment.	3.74	Somewhat Agree	6
4. I am concerned about wasting the resources of our planet.	4.38	Somewhat Agree	2
5. I would describe myself as environmentally responsible.	3.76	Somewhat Agree	5
6. I am willing to be inconvenienced in order to take actions that are more environmentally friendly.	4.02	Somewhat Agree	3
Overall Green Value	4.06	Somewhat Agree	

Legend:

Weighted Mean Score	Description
1.00 – 1.50	Strongly Disagree
1.51 – 2.50	Somewhat Agree
2.51 – 3.50	Neutral
3.51 – 4.50	Somewhat Agree
4.51 – 5.00	Strongly Agree

The Overall Green Value composite mean is 4.06 it implies that students are concerned about protecting the environment, they are aware and willing to take action. Item no.1” It is important to me that the products I use do not harm the environment “got the highest weighted mean of 4.44 “somewhat agree. Most of the students somewhat agreed about the seriousness of the environmental concerns. It implies that environmental degradation is high and may prefer Green Products to save the environment.

Table 3
Student perception about importance of green marketing practices. n=122

Green Marketing Practices	Weighted Mean	Interpretation	Rank
1. Manufacturing Eco-friendly Product	4.63	Strongly Agree	2
2. Manufacturing products through eco-friendly process.	4.66	Strongly Agree	1
3. Promoting products through eco-friendly modes of communication	4.54	Strongly Agree	4
4. Branding product associating with green marketing practices	4.34	Somewhat Agree	7
5. Modifying products to make them environmental friendly	4.43	Somewhat Agree	6
6. Modifying product packaging to suit environment	4.51	Strongly Agree	5
7. Educating customer to use products in environmental friendly manner	4.61	Strongly Agree	3
8. Using green supply chain for procurement and distribution.	4.32	Somewhat Agree	8
Composite Mean	4.50	Somewhat Agree	

Legend:

Weighted Mean Score	Description
1.00 – 1.50	Strongly Disagree
1.51 – 2.50	Somewhat Agree
2.51 – 3.50	Neutral
3.51 – 4.50	Somewhat Agree
4.51 – 5.00	Strongly Agree

Based on Table 4.3 Item no.2 the students were strongly agreeing for the importance of green marketing practices have a weighted mean of 4.66 on the “Manufacturing products through eco-friendly process” as the most important green marketing practice as first in rank. All the green marketing practices were found to be considered as important by the consumers with none of the green marketing practice having scored less than 4.10 (see Table 4.3).

Table 4
Students Information Sources about Green Marketing.N=122

Items	Statistical Treatment				Rank Yes	Rank No
	Scores		Percentage			
Television	Yes	101	82.79%	2		
	No	21	17.21%			5
Newspapers	Yes	58	47.54%	5		
	No	64	52.46%			2
Magazines	Yes	52	42.62%	6		
	No	70	57.38%			1
Radios	Yes	79	64.75%	4		
	No	43	35.25%			3
School/Universities/Institution	Yes	107	87.70%	1		
	No	15	12.30%			6
Outdoor Media	Yes	90	73.77%	3		
	No	32	26.23%			4

Based on Table 4.4 “**School/Universities/Institution**” is the number 1 source of information about Green Marketing Products and Practices. It is the most influential source of information. It is stated on Republic Act No. 10771 of 2016 that the role of the Department of Education (DepED) is to implement faculty, facility and curriculum development for primary and secondary education in support of the knowledge and skills requirement of a green economy

Table 5
Issues and Challenges of Green Marketing n=122

Factors	Weighted Mean	Interpretation	Rank
Product Price	4.20	Somewhat Agree	2

Awareness about Green Products	4.24	Somewhat Agree	1
Availability of Green Products	4.19	Somewhat Agree	3
Past Experience	3.80	Somewhat Agree	5
Information provided on product	4.12	Somewhat Agree	4

Legend:

Weighted Mean Score Description

1.00 – 1.50	Strongly Disagree
1.51 – 2.50	Somewhat Agree
2.51 – 3.50	Neutral
3.51 – 4.50	Somewhat Agree
4.51 – 5.00	Strongly Agree

Based on Table 4.5 the most encountered issue and challenges in Green Marketing are “Awareness about Green Products”, “Product Price” and the “Availability of Green Products”. Also the least encountered issue and challenges in Green Marketing is the “Past Experience” of the students. Despite these challenges, green marketing continues to gain popularity, particularly in light of growing global concern about climate change.

Table 6
Agencies Promoting Green Marketing. n=122

Agency	Scores	Statistical Treatment		Rank	Rank
		Percentage	Rank Yes		
1. DENR(Department of Environment and Natural Resources)	Yes	115	94.26%	1	
	No	7	5.74%		5
	Yes	94	77.05%	3	
2. LGU(Local Government Unit)	No	28	22.95%		3
3. NGO(Non-Government Organization)	Yes	61	50%	4	
	No	61	50%		2
	Yes	113	92.62%	2	
4. DepEd (Department of Education)	No	9	7.38%		4
	Yes	35	28.69%	5	

DENR have taken action into promoting Green Marketing Products and Practices. According to the Republic Act No. 10771 of 2016 the Department of Environment and Natural Resources (DENR) shall establish and maintain a climate change information management system and network as reference in the formulation of strategies and approaches to develop potential green jobs.

4. Conclusion

Students gained more awareness about Green Marketing Products and Practices. With such awareness the students are concerned about protecting the environment based on their Overall Green Value. The awareness and willingness of the students to take action indicates that the product they use cannot harm the environment. Students have somewhat agreed about the seriousness of the environmental concerns. The students were strongly agreeing for the importance of green marketing practices and all the green marketing practices were found to be considered as important by the consumers with none of the green marketing practice having scored less than 4.10 in table 4.3. The students considered Schools/Universities and Institutions as the number one source of information at the same time the most influential source of information. Students have encountered Green Marketing issues and challenges most of this were “Awareness about Green Products”, “Product Price” and the “Availability of Green Products”. The result suggests that students have taken action of Green Marketing to face the issues and challenges. The Department of Environment and Natural Resources (DENR) have took the appropriate actions and promote Green Marketing to the Students and Consumers this implies that the Government have initiated to projects and programs for the promotion of Green Marketing.

Recommendations

With the light of findings and conclusions of the study, the researchers arrived with the following recommendations: Local Government Unit (LGU), together with the barangay units, Ubay National Science High School and other schools should find more effective and efficient ways to save the environment and promote the concept of Green Marketing. Schools and Teachers should promote an information campaign about products that are harmful to the environment and products which are not harmful to the environment. Teachers should integrate on their subject areas the Green Marketing Products and Practices and promote the concept of Green Marketing. Further studies may be conducted by including the applications of Green Marketing to the community and country. An impact analysis of the Green Marketing strategies to the environment and country.

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