



**GREEN MARKETING: AN EFFECTIVE INSTRUMENT FOR BANNING PLASTIC BAGS FOR ECO FRIENDLY ENVIRONMENT**

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**Abstract:**Green marketing is the marketing of those products which are environmental friendly. These products are easily available in the market still they are not very popular. The study is based on one of the green products i.e. jute bags. The study emphasis the use of jute bags instead of polythene bags. It is a well-known fact that jute bags are durable, re-usable and are biodegradable still all the consumers do not use them. They still like polythene because it is cheap and convenient to carry. Although the consumers are aware about the harmful effects of polythene still they are using it. The study is based on finding out the reasons why consumers do not want to use jute bags instead of knowing harmful effects of polythene and why the companies are not encouraged to produce more green products. Some suggestion shave also been given which can be used to encourage consumers to use jute bags.

**(Key Words:** Green Marketing, Polythene Bags, Jute Bag)

**Introduction:**A green product is the one which is environmental friendly. An environmental friendly product is one that is not harmful. Green products are ecofriendly and meet the needs of the people. These products do not create any harmful effects either to the environment orto the people using them.

**Green marketing**

Green marketing isalso termed as Environmental marketing, Ecological marketing, Sustainable marketing etc. Green marketing involves selling those products in the market which are environmentally safe.

**According to Pearson Education, (accessed 2010)**"Green marketing means to integrate business practices and products that are friendly to the environment while also meeting the needs of the consumers"

Thus, green marketing means producing and promoting environmental friendly products. For example napkins and bags made of recycled paper are green products.

### **Literature Review:**

**Evolution of green marketing:** The green marketing has evolved over a period of time. The evolution of green marketing has three phases. First phase has been termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environmental problems and provide remedies for them. Second phase has been "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase has been "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

“Sustainability contains a combination of social (e.g. human rights, equality, diversity) and environmental (e.g. waste, energy use, pollution) issues which are inevitably intertwined and connected. In a business context, sustainable marketing means the success of the business not just on financial performance, but on its environmental and social performance too.

In short sustainable green marketing refers to the process of selling products based on their environmental benefits.

**Advantages of Green Marketing:** Green marketing manipulates the four elements of the marketing mix (product, price, promotion, and distribution) to sell products and services offering superior environmental benefits in the form of reduced waste, increased energy efficiency and decreased release of toxic emissions.

**The companies have the following advantages for the adoption of green marketing:** Companies that produce green products have competitive advantage over those companies which do not produce green products.

- Companies fulfill their corporate social responsibility by producing green products.
- In some cases there is government pressure. Recent example is polythene. The government has put ban on the use of polythene. But unfortunately this has not been implemented properly.
- Green products also add to the profitability of a company.

**Research Methodology:** The study is based on survey method with the help of questionnaire.

- **Sources of Data Collection:** For the purpose of research, both primary and secondary data have been collected.
- **Sources of Primary Data:** Questionnaire Method: 200 samples of questionnaire were used.
- **Sources of Secondary Data:** Internet, books etc.
- **Sampling:** Convenience sampling has been used.
- **Sample Size:** 200 questionnaires were distributed to professionals, students, housewives, businessman etc. in Nagpur City
- **Tools Applied:** Descriptive analysis and Percentage analysis

**Objectives:**The objectives of the study are as follow:

- To find out the adverse effects of polythene
- To find out advantages of using jute bags.
- To find out the major cause why consumers are not using jute bags.

**Analysis and Interpretation of Data:**

Sr. no.			No. of respondents	Percentage (%)
1	Gender	Male	41	20.50
		Female	159	79.50
		Total	<b>200</b>	<b>100.00</b>
2	Profession	Business	19	9.50
		Service	32	16.00
		Housewife	123	61.50
		Retired	15	7.50
		Others	11	5.50
		Total	<b>200</b>	<b>100.00</b>
3	Whether you go for grocery shopping?	Yes	184	92.00
		No	16	8.00
		Total	<b>200</b>	<b>100.00</b>
4	Which type of bag do you prefer?	Ordinary plastic carrier bag	114	57.00
		Plastic bag which is degradable	33	16.50
		Jute bag	53	26.50
		Total	<b>200</b>	<b>100.00</b>
5	Whydo you prefer	They are costly	87	43.50

	plastic bag instead of jute bags?	It is inconvenient to carry them to the market	73	36.50
		Any other reason, please specify	40	20.00
		Total	<b>200</b>	<b>100.00</b>
6	What do you do with plastic bag after shopping?	Re use for shopping again	34	17.00
		use as a bin liner	46	23.00
		Store them	39	19.50
		Throw them away	81	40.50
		Total	<b>200</b>	<b>100.00</b>
7	If you are using plastic bag again, how many time do you use it?	1-2 times	189	94.50
		3-4 times	11	5.50
		5 -6 times	0	0
		More than 6 times	0	0
		Total	<b>200</b>	<b>100.00</b>
8	What rate would you like to give for performance of jute bag if you are a jute bag user?	Very good	79	39.50
		Good	63	31.50
		Satisfactory	38	19.00
		Poor	20	10.00
		Total	<b>200</b>	<b>100.00</b>
9	Are you aware of harmful effects of plastic bags to the environment?	Yes	189	94.50
		No	11	5.50
		Total	<b>200</b>	<b>100.00</b>
10	What is your opinion for putting ban on polythene, will it really save our environment?	Yes	118	59.00
		No	68	34.00
		can't say	14	7.00
		Total	<b>200</b>	<b>100.00</b>

[Source: Primary Data]

### Interpretation:

1. It can be seen from table one out of the total respondent 20.50% are male and 79.50% are female.
2. The survey included 200 respondents. 19 respondents are in business, 32 respondents are in service. 123 respondents are housewives. Only 15 respondents are the retired while remaining 11 respondents do not belong to any of these categories.
3. A majority of share that is 184 respondents go for shopping while 16 respondents do not go for shopping.

4. It is clear from the table that, 114 respondents prefer ordinary plastic carrier bag, 33 respondents prefer plastic bag which is degradable and remaining 53 respondents prefer jute bag.
5. The table shows that 87 respondents do not like jute bags as these are costly, 73 respondents do not like it as they feel it inconvenient to carry jute bag to the market while remaining 40 respondents say that plastic bags are cheap, lightweight and convenient to use.
6. The chart shows how respondents re use plastic bags. 34 respondents out of 200 use the plastic bag for shopping again, 46 out of 200 respondents use it as a bin liner. 39 out of 200 store them for other purposes and remaining 81 throw them away. That's why they pollute the environment.
7. The chart shows how many times the respondents re use the bag. 189 respondents use it 1-2 times while 11 uses it 3-4 times. It means they throw it after re using it 1-2 or 3-4 times. This further pollutes the environment.
8. Performance of jute bag is good. 79 respondents consider jute bag very good, 63 consider it good, 38 consider it satisfactory and 20 respondents say that the performance of jute bag is poor. This clearly shows the satisfaction level of respondents for jute bag.
9. The chart shows that most of the respondents (189 out of 200) are aware that plastic bags are harmful. Only 11 respondents are not aware about it. It is a matter of surprise that they know it is harmful, still they use it.
10. It is clear from the table that 118 respondents think that putting ban on polythene will save our environment. 68 respondents do not agree with this. Remaining 14 can't say anything about it.

### **Conclusion:**

It has been found in the survey that in spite of knowing the harmful effects of polythene bags, most of the consumers are using it. They do not want to carry jute bags for shopping as plastic bags are handy and durable. Although the government has banned the polythene bags, still people are using it as these are easily available in the market. The consumers are not encouraged to use jute bags. Some of the consumers re use the plastic bag as bin liner. They are also not

willing to pay extra for the jute bags coming along with the purchased product. Some consumers are even not aware that putting ban on polythene saves our environment?

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