

GREEN MARKETING: AWARENESS AND PREFERENCE AMONG FACULTY MEMBERS OF AGRICULTURAL UNIVERSITY

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ABSTRACT

Increasing awareness on the various environmental problems has directed a shift in the way consumers go about their life. There has been a positive change in consumer attitudes toward a green lifestyle. People are keenly trying to reduce their impact on the environment. However, this is not extensive and is still evolving. Consumers and manufacturers have directed their attention toward environment-friendly products that are presumed to be “green” or environment-friendly like low power consuming (energy-efficient) electrical appliances, organic foods, lead-free paints, recyclable paper, and phosphate-free detergents. Indian marketers and consumers are also realizing the importance of the green marketing concept. Although a variety of research on green marketing has been conducted across the globe; little academic research on consumer awareness and preferences has been carried out in India. This paper highlights the awareness and preference among faculty members of the agricultural university with the help of a structured questionnaire. A study was conducted on 120 respondents working in the Anand Agricultural University. High level of awareness about green marketing practices and products was found among the consumers. Research has given good insights for marketers of the green products and suggests the need of designing the marketing communication campaigns promoting green products due to high green value among the consumers.

KEYWORDS: *Green Marketing, Green Products, Consumer Preference, Consumer Awareness*