

A Comparative study of Online Marketing vs Traditional Marketing pertaining to Green Products and its Role in CSR

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Abstract

This paper envisages concerning the client of on-line market however they'll get inexperienced product and the way they'll build call whereas getting a inexperienced product. Eco-friendly products are welcoming by customers United Nations agency area unit environmentally accountable. The factors which are promoting 4 P's product, price, place and promotion that area unit a lot of regarding on commerce the eco friendly product through on-line promotion. The aim is to work out what factors influence intention and get behavior of inexperienced product through on-line and offline among Generation Y shoppers. The elements that are below investigated during the analysis is environmental awareness social influence and worth. The target of this paper is to visualize however shopper can build its inexperienced purchase call and behavior toward inexperienced product through on-line promoting and offline promoting and to seek out the importance and role in CSR with special regard to inexperienced product through on-line promoting and ancient promoting. Shoppers have become a lot of acutely aware and thirsty of buying eco- friendly product i.e. inexperienced product. This study is an endeavor to analyze shopper's perception and get intention towards inexperienced product among kids in Republic of India. Here I might ascertain that what impact lies on on-line promoting and ancient promoting of inexperienced product. Approach: form was used for this paper. The sample was of 142 respondents' male and female each inside the age of 18-35. Sample was collected from the professional students of from BBAU (A Central University) Lucknow. Sensible implications: These results are serving to for the social control implications. Industries will use this for future ways and find skills concerning the client intention to shop for inexperienced product. Folk area unit a lot of privy to inexperienced product and additionally think about it whereas creating searching on-line. Majority of the shopper's area unit able to pay a lot of costs than the costs of non-green product. Thus, researchers conclude that the shoppers doesn't have setting concern solely, however even have positive and high intentions to shop for inexperienced product. Inexperienced promoting is that the best answer to the numerous issues that area unit being created because of mad rush of production and distribution. This paper tries to seek out the simplest potential association and importance of inexperienced promoting and its comparison with ancient promoting. The result of the paper suggests that inexperienced promoting is safer than the standard kind of promoting. The impact of perspective on shopping for behavior was additionally positive; therefore shoppers with positive attitudes towards inexperienced product area unit a lot of possible to get inexperienced product. Further, the findings suggested that there is a distinction between males and females with noticed to purchasing behavior of inexperienced. The epitome of the study can offer shoppers easy to perceive however they will get influenced by Generation Y's perspective and shopping for behavior next to inexperienced product whereas

getting on-line and offline product. The results of the paper any suggests that the adoption of inexperienced promoting are a significant boost not solely to the manufactures however at the same time facilitate the society.

Keywords- Green Marketing, Awareness, willingness, Eco Friendly, Online marketing, Traditional Marketing, sustainable development, CSR, Green corporate image.

INTRODUCTION

Green Selling & Conventional Selling

According to the planet Commission on Environmental Development (1978), property Development is “meeting the wants of this while not compromising the flexibility of the longer term generations to satisfy their own needs”. The common theme throughout this strategy of property development is that they got to integrate economic and ecological concerns in creating [deciding [higher cognitive process} by making policies that conserve the standard of agricultural development and environmental protection. This is often what the tip product of inexperienced selling is, environmental protection for this and also the future generation. the event of energy- economical operations, higher pollution controls, utile and perishable packaging, ecologically safe product square measure all a part of inexperienced selling that conjointly results in property development. The construct of inexperienced Economy should neither replace the holistic and additional comprehensive plan of property Development, nor will it think-about freelance of that guideline. Preferably, the inexperienced finance is to be understood as a method to the tip of achieving the goals and laws that are come into being among the construct of property Development, that means that it's to incorporate financial condition demolition associated social right because the key functions an ecologically strong financial system has to serve. Inexperienced economy should not be reduced to the thought of inexperienced development that remains moored within the gift financier output-expenditure model and catch on to economic process because the conclusive indicator for growth, stride and human eudemonia. This general structure could be a necessity for return belief within the international community and setting up a typical point for action. Inexperienced economy should place each individuals and nature before profits. This implies following a fair-based perspective to property growth, that is, to human development among the planetary boundaries. The access to basic desires like water, food, sanitation and basic tending have to be assured as a elementary right rather than going things to the market. Besides, any commoditization kind of results in any attentiveness, not division of money that successively creates new these socio-political collisions that may be the reason – and have got done so – impracticably injury to the universal method. The transformation should be created while not put the load on the poorest, reducing negative results particularly for the foremost pregnable. On the opposite hand typical selling is currently in dying part and losing its charm and charm. The time of quaint direct door to door selling, retailing, dealership, distributorships square measure attenuation and currently on-line selling, e-commerce, telecom market, net selling square measure terribly quickly the material of ancient selling giving an excessive amount of stress of on atmosphere, society and nation. Though an oversized variety of corporations square measure victimization inexperienced selling, there square measure variety of probable objects which require to be self-addressed. One of the most important drawback among them that corporations victimization inexperienced selling should make sure that their activities don't seem to be dishonest to the consumers or the business, and don't violence any of the rules or laws managing environmental selling.



https://www.researchgate.net/figure/271339172_fig2_Figure-2-Differences-between-traditional-and-green-marketing

In brief the corporations should clearly state the subsequent as so much as they're willing to adopt inexperienced promoting method and say sensible bye to the standard variety of marketing:

1. Distinctly and generally outline the environmental benefits.
2. Elaborate the most obvious methods of the characteristics of surroundings.
3. Discuss through which the benefits are earned.
4. Make positive with justification that if conventional promoting square measure replaced, however the inexperienced promoting can take over different considerations of the corporations.
5. Ensure all negative factors square measure properly addressed and assure the employment of optimum resources.

History of Green Marketing

Origin of Green Marketing: The green marketing has developed over a period of time. According to peattie (2001), the evolution of green marketing has three phases.

❖ First phase

The first phase was defined as “Ecological” Green Marketing, in this era all the marketing activities were related to help environment problems and provide remedies for environmental problems for the same.

❖ Second phase

In the second phase was “**environmental**” green marketing and the focus switched on clean technology that involved designing of innovative new products, will take care of pollution and waste issues.

❖ Third phase

The third phase was “**sustainable**” green marketing. It came into vogue in the late 1990’s and early 2000.

Corporate Social Responsibility

There are so many definitions of company's social responsibility accessible, however usually they are not clear or obscure. As an example, Marrewijk (2003) defines CSR as "company ventures, voluntary by definition, exhibiting the associability of social and environmental issues in business operations and interplay with stakeholders", that is analogous to the definition created by McWilliams, Siegel & Wright (2006) explaining CSR as "actions that seem to additional some social smart, on the far side the interests of the firm which what's needed by law". Pava & Krausz (1996) on the opposite hand write that as there's most inexactitude close the definitions of CSR, it's tempting to recommend that there's no such factor as CSR which there's no difference between socially chargeable and non-socially-responsible companies. Anyhow, there is an increasing interest within the space of CSR, and particularly for the martial role of CSR for firms (McWilliams et al., 2006).

Sprinkle & Maines (2010) recommended an evidence has to be that it is simply the 'proper component to do' which it is a neighborhood of being a nice international subject. Another proposal is that firms use CSR for alleged "window dressing" is a match of so as to induce adjuvant look that stakeholders endorsement and applaud. Companies interact into CSR activities principally as a result of they feel that it is a demand to defer unassertive promotion (Sprinkle & Maines, 2010). In fact, the ability of entrepreneurs, like staff and customers, might play a very vital role half in companies' selection of one. A Triple Bottom Line strategy considers of solely economic performance, however additionally social and environmental a pair of Window dressing could be a strategy for rising look or making a incorrectly favorable impression thirteen participating in CSR recreations (Dechant & Altman, 1994). Stakeholder's area units usually indulged with environmental execution and need firms to solicit responsibility, which made them, taking actions against firms understand as environmentally irresponsible. Besides, employees' disposition to quantity for a firm relies on however well the firm's environmental treatment fits their evaluate profile, that additional solidify companies' disposition to have interplay in CSR (ibid).

McWilliams et al. (2006) recommended the benefits as the CSR is also seen as a martial investment. Per Burke & Logsdon (1996), corporate social responsibility is taken into sake of be strategic once "it produce ample business-related benefits to the firm, particularly by helpful core business activities and so contributive to the firm's importance in achieving its assignment".

LITERATURE REVIEW

The comments of the literature are highlighting and illuminate the inexperienced merchandising usually and a couple of key elements were elite to explain but they put impact on consumer's attitudes by the acquisition of green products. Similar theories square measure reaching to be coupled to the hypotheses expressed throughout this to understand the definite or indefinite relationships between them.

The degradation of the environment semiconductor unit to the adoption and thus the event of consciousness of consumers' perspective by the green products so on protect the world (Luck et al., 2009, p.2). They saw its recourse need to scale by protecting the environment that has become their particular perspective by the eco-friendly foods (Solomon, 2010, p. 209). shoppers guard merchandise and their goal unit to create positive contribution is helpful property surroundings and role to guiding the world temperature change. (Hartmann & Apaolaza-Ibañez, 2006, p. 676). Past researchers have underlined on the four comprehensions on the "demographics, inexperienced method (Solomon at al 2010, p. 401) inexperienced purchase behavior and inexperienced purchase motive at intervals the reference of the less association product range". (Florenthal and Arling, 2011, p.35). There square measure a unit many studies regarding geter{the patron} behavior both the environment but most of them ace targeting one or a pair of the elements of marketing-mix which they don't build a link with the components that corporations use to create shoppers purchase inexperienced product and their attitudes by those product. moreover, past findings concerned with the consumers' attitudes towards eco-friendly product unit opposing e.g. some studies found that customers suppose normal product have top of the range weigh to eco-friendly ones but in various studies outcome bring the choice (Vernekar and Wadhwa, 2011, p.67). Some of the studies (we can|we will|we unit ready to) notice that customers square measure willing to pay premium a great deal of inexperienced products and in various studies it is not the case or the premium price should be low. (De Pelsmacker et al., 2009; Pirani and Secondi, 2011; Purohit, 2011; Vernekar et al., 2011).

The unassertive outcome on the atmosphere because of firms' and human recreation has semiconductor unit firms to evolve environment-friendly products. Cue that "Sustainable growth has become the guiding theme in much environmental literature. The growth that meet the necessities of this whereas not resolving the pliability of subsequent descent to meet their needs" (iisd.org). This definition came into view for the first time in 1987, at intervals the Brundtland report in addition called: Our Common Future. Grant elaborated property as "the construct that environmental and its ethical objectives do not seems to be inconsistent with continuing economic affluence" (2007, p. 2). The utilization of eco-friendly product and consumers' attitudes by these products has semiconductor factors to the event of the inexperienced merchandising mix "which protects the environmental resources and at similar period deliver worth additional product and services" (Datta and Ishaswini, 2011, p. 126). Green merchandising time issued the highest of the 1980's. The idea has been printed by most of the researchers like feminist and Futrell (1987), Mintu and Lozanda (1993) and Polonsky (1994), (cited in Ghosh, 2010, p.83) in an exceedingly} very wide sense it is the merchandising activities that enable exchanges to suffice shopper's wishes and wishes by decrease the impression of these activities on the natural surroundings. Per Chen and Chai (2010, p. 29) inexperienced merchandising is made public as a result of the recreation taken by firms related to regarding with the problems of environment or inexperienced problems through conveying the environmental sound product or employ to form consumers' and the satisfaction of society. Welford (2000, cited in Chen and Chai, 2010, p.29-30) printed inexperienced merchandising as "the management techniques are responsible for its characteristic, expecting and sufficing the requirements of shoppers and society in an exceedingly very profitable and property way". Inexperienced merchandising developed as results of albeit by the human desires square measure unlimited the natural and synthetic resources square measure restricted. (Kumar, 2011, p. 59).

Relation between Marketing & CSR

Ever since company Social Responsibility (CSR) reports initial emerged within the late Nineteen Eighties aboard a company's annual money reports, firms' environmental issues have manifested in numerous (some could say 'nebulous') commitments, promises, and proclamations. Such actions have ranged from usage waste in industrial processes to a corporation completely victimization recycled paper; from a firm's magnified potency within the utilization of energy and materials, to improved provision management for scaling down transportation emissions; and, even from reworking plastic waste into pencils, to donating employees' used eyeglasses to a program known as Vision Aid Overseas. As we've all witnessed, shopper and company environmental consciousness has dramatically elevated in recent years. Connected news, events, and projected legislation appear to emerge and alter at warp speed. Additional apparent causes and effects of world global climate change. This intense environmental awareness, it's become more and more vital however a firm deals with such international challenges.

CSR environmental behaviour and "cleantech" investments became essential to a company's core operations, no matter the arena within which the corporate operates. That is, corporations don't seem to be solely sensing the rising answerableness demands of shareholders, the public, and governmental bodies, however conjointly the opportunities concerned during a "green products" and its marketing.

Dimensions of CSR in marketing

These space considerations specific applications of promoting to social issues and objectives during this space, distinctions should be created between social selling, cause-related selling and CSR. During this regard, it are often finished that "social selling, philanthropic gift or patronage, area unit the company's understandings of the issues that have an effect on the society from a selected perspective. In distinction, the CSR may be a long commitment undertaken by the corporate and its growing implications on the planning of the company strategy" (Marín, 2004, p. 49). Likewise, some moral and CSR aspects area unit taken under consideration through the selling methods of corporations supported in marketing .This angle, that conjointly involves honest trade issues that ask for to shield the rights of products producers. Explicit attention is paid to retailers' undertakings and to the incorporation of CSR components into vital market-driven activities like marketing of products.

RESEARCH OBJECTIVES-

1. To study the Concept and difference between Online Marketing & Traditional Marketing.
2. To study that how consumers will make impact on its Green Purchase Intention and Behavior towards Green products through online marketing and offline marketing.

3. To understand the importance and role of corporate social responsibilities in promoting green marketing.

Data Collection Design – Field survey has to be done to collect the data. A structured questionnaire sheet has been prepared. Prior to their distribution of questionnaire an introductory letter/conversation from researcher has been placed/made asking for their cooperation. The letters has described the research and its importance and the support of the researcher.

TOOLS FOR DATA COLLECTION

The Data collection has been done by two ways

1. Primary Data

Field Surveys: In order to gather data relating to consumer preference among different segments. I have designed to do some survey with the help of questionnaires and I have took some information with the help of some interviews.

2. Secondary Data

Literature studies: I have collected information mainly from the Internet, annual reports, magazines, books, earlier research works and so on.

Data has been collected through:

Sampling Technique- Convenience Sampling and Purposive sampling frame is green consumers (Generation Y) in BBAU (A Central University) Lucknow.

The methodology has included several components: The methods which are used for data collection; the techniques employed for the analysis of data; and the instrumentation used in the study.

DATA INTERPRETATION & ANALYSIS-

Descriptive Analysis of Purchase Intention (PI) of Consumers

PURCHASE INTENTION

Reliability Statistics	
Cronbach's Alpha	N of Items
.694	3

Item Statistics			
	Mean	Std. Deviation	N
I want to be a part of green movement by using green products	4.07	.864	142
I put special efforts to buy paper and plastic products that are made from recycled materials	3.70	.973	142
I would recommend green products to my family and friends	4.15	.802	142

Descriptive Analysis of Purchase Behaviour (PB) of Consumers

PURCHASE BEHAVIOUR

Reliability Statistics	
Cronbach's Alpha	N of Items
.669	3

	Mean	Std. Deviation	N
I have been purchasing green products on regular basis	3.35	.860	142
I have green purchasing behavior for my daily need products	3.54	.950	142
I have green purchasing behavior over the past six months	3.30	1.084	142

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	10.076	1	10.076	20.263	.000 ^b

	Residual	69.617	140	.497		
	Total	79.693	141			
a. Dependent Variable: Purchase Behaviour						
b. Predictors: (Constant), Intention						

From the above table, It is concluded that the behavior of green consumers as well as the intention both have a significant impact on the purchase behavior of green consumers. From the table (model summary) it is observed that the coefficient of determination (R^2) is .126. Both the predictors Intention and purchase behavior explain 12.6% of the variance in purchase behavior. Among these two predictors purchase behavior contribute more and significantly as compared to intention in expressing the variance in the dependent variable that is Purchase Behavior.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.356 ^a	.126	.120	.70517	.126	20.263	1	140	.000

a. Predictors: (Constant), Intention

b. Dependent Variable: Purchase

Descriptive Statistics			
	Mean	Std. Deviation	N
Purchase	3.3944	.75180	142
Intention	3.9765	.69519	142

Correlations			
		Purchase	Intention
Pearson Correlation	Purchase (PB)	1.000	.356
	Intention	.356	1.000
Sig. (1-tailed)	Purchase (PB)	.	.000
	Intention	.000	.
N	Purchase (PB)	142	142
	Intention	142	142

From the above table, It is concluded that there is a positive relation exists between intention of green consumers and purchase behavior. The coefficient of correlation between these two is .356 which is moderate in nature. From this relation it can be concluded that the more the level of awareness or intention the more will be the purchase of green products.

FINDING

Finally the green consumers and industrial consumers have the flexibility to strain the organizations to unified the atmosphere into their companies culture and guarantee all organizations has to minimize the prejudicial environmental impact of their activities. These results are going to be serving to for the social control implications. Industries will use this for future methods and acquire knowledge regarding the client intention to shop for inexperienced merchandise. Folk area unit a lot of privy to inexperienced merchandise and additionally contemplate it whereas creating searching on-line. Many of the consumers are able to pay a lot of costs than the costs of non-green merchandise. Thus, researchers conclude that the customers doesn't have atmosphere concern solely, however even have positive and high intentions to shop for inexperienced merchandise. Inexperienced promoting is that the best answer to the various issues that area unit being created because of mad rush of production and distribution. The paper tries to find out the simplest potential suggestions and importance of inexperienced promoting and its comparison with ancient promoting. The end result of the paper suggests that inexperienced promoting is safer than the standard style of promoting. The study brings out fascinating insight that, although customers were environmentally involved and prepared to pay high nevertheless they weren't aware on what constitutes environmentally friendly merchandise. Hence,

marketers ought to contemplate efforts that area unit needed to convert the atmosphere concern into environmental consumption behavior our analysis of promoting studies on CSR, we have a tendency to conclude that the sphere has evolved from a broadening of the discipline (Years 60) to the \$64000 strategic management of CSR that seeks to form differentiation, leading to a closed market (and/or customer) approach to the management of relationships and to edges for all stakeholders to considerably improve the monetary performance of organizations that undertake specific CSR initiatives joined to inexperienced promoting. In any case, the easy development and usage of inexperienced promoting definitions to the business world and their abstract and even sensible links to CSR shows that the discipline plays a huge and popular role in society which assortment of the link between the two ideas explored herein function a tool for each promoting students and practitioners in their individual social activities.

CONCLUSIONS

The study reveals that the time has return to mention sensible bye to ancient promoting so as to run with the worldwide pace. The companies should be firm enough to use the construct of inexperienced promoting through educating their own worker, customers, government agencies and even external parties like middlemen. The companies should organize workshops, coaching programs, dialogue and discussion connected with the advantages of inexperienced promoting. The construct of inexperienced promoting has got to be sharply propagated and enforced in any respect level. The task of implementation shouldn't solely be left to the either worker or the customers rather the message should attend the deepest root of the society. Middlemen area unit the strongest link in whole promoting method, in order to they ought to equally be concerned and coaxed and inspired to propagate the construct of inexperienced promoting. Finally, green consumers, industrial consumers and suppliers ought to compel to decrease the unassertive effects on the eco-friendly. Inexperienced promoting suppose to a lot of weightage and connections in developing countries like Asian nation. So associate atmospheric restricted to the organization might not exclusively turn out merchandise that have decreased their prejudicial effect on the environment, they will even be able to pressure their suppliers to behave in an exceedingly a lot of environmentally "responsible" fashion. It is concluded from the study shown that social impact, environmental consciousness and worth, completely put impact on individuals' attitudes towards inexperienced merchandise. The result of angle on shopping for behavior was additionally positive; thus customers with positive attitudes towards inexperienced merchandise area unit a lot of seemingly to buy inexperienced merchandise. The findings indicated ahead that there's so a distinction between males and females with consideration to purchasing behavior of inexperienced. In the study we found that marketers can give explicit understanding on however they will make positive impact on Generation Y's angle and shopping for behavior by inexperienced merchandise whereas buying on-line and offline merchandise. The results of the paper any suggests that the adoption of inexperienced promoting are going to be a significant boost not solely to the manufactures however at the same time facilitate the society. Whereas the main purpose of CSR is to promote a particular reason that edges society, don't be befool into thinking that it can't even have a positive effect on your own company much CSR additionally helps in making a trust on firm's inexperienced merchandise and company image in promoting eco-friendly and environmental involved image.

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