

GREEN MARKETING: A STUDY ON THE PERCEPTION OF CBA STUDENTS IN PUP MANILA

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ABSTRACT

Initiatives must come from the students who are really active at their young age, it is the best time for them to action because of what they are experiencing nowadays. According to Grate Thunberg in her statement, "I overthink. Some people can just let things go, but I can't, especially if there's something that worries me or makes me sad. I remember when I was younger, and in school, our teachers showed us films of plastic in the ocean, starving polar bears and so on. I cried through all the movies. My classmates were concerned when they watched the film, but when it stopped, they started thinking about other things. I couldn't do that. Those pictures were stuck in my head." Which carry the standpoints of "action is a must" for students to create the initiation of saving the world for the betterment of all living. In this paper, most of the students wanted to have their full grasps about the green market or specifically the green products. This would help to understand most of the entrepreneurs to create a successful business that will help the environment as well, other than that, this will give mindful matters prior to the perceptions being showed by most of the respondents to people on what really driving consumers of green product to buy and used green products. The whole paper itself is a fruit of researching the in-depth sight of PUPians on how they treat such items from the market field. About 85% of the population displayed in the second figure of Chapter IV exhibits the intention of buying green products as much as possible than the branded ones on the market. On the side of having the perception, it shows on the last figure being proposed that most of the respondents wanted an eco-friendly process of any product as much as possible prior to green product as well and got the highest mean of 4.47. As awareness increases, students from PUP tend to increase willingness to buy green products as well.

Keyword: green marketing, green practices, environment, marketing management, eco-friendly,

1. INTRODUCTION

The problems that will be addressed by this study are determining the perception of CBA students of PUP Manila on green marketing and knowing the level of awareness of CBA students about the green products and environmental-friendly practices. These problems are congruent to the title of this study which is, "Green Marketing: A Study on the Perception of CBA Students in PUP Manila". The title includes the general problem of the paper, the respondents, and the locale where this research is conducted. There are 7 questions that will be answered after conducting this research. These questions will help to answer the general problem.

Schneider electric company launched an academic competition "Go Green in the City" (launched in 2011) where the goal of this competition was to discover innovative products that will be a big help to the environment. This competition was held in different cities in the world and the winning team will represent their country. At the same time, this academic competition didn't just used to discover environmental-friendly products but also used as marketing strategy of the company; green marketing to be exact. This shows that company supports any ideas that can help the environment.

Yet, issue about other companies' "greenwashing" sprout. There are companies which promote green or organic products but the pollution that their factories release wasn't helping the environment at all. The consistency of being green company did not just stop in promoting green products but also practices it. (FranchiseHelp, 2019) Consumers nowadays are more concern on the environment by avoiding hazardous products if possible and more careful with their actions. They don't just focus on the green products produce by companies but also how those products are made.

1.1 Scope and Delimitation

The researchers use CBA students from Polytechnic University of the Philippines Manila as the respondents for their study. The respondents are from the four departments of the College of Business Administration such as Marketing, Entrepreneurship, Human Resource and Development, and Office Administration. The reason is most of the CBA students for sure will pursue working in business world; this research will measure the awareness of the CBA students about the green products and practices. Their perception about the current situation of the environment will affect their future actions when they are already in the fieldwork. Also, this research can be used as a reference by the future research that has the same topic.

1.2 Statement of the Problem

The researchers aim to determine the perception of CBA students in PUP Manila on green marketing. The following objectives help the researchers to find the answer.

1. To identify if there's correlation between the level of awareness on the status of the environment and the need to purchase green products.
2. to identify the number of people who are willing to purchase green product
3. to identify the factors that influence the CBA students of PUP Manila to purchase green product to understand if there's a correlation between how CBA students describe themselves as consumers and their concern to the environment.
4. To determine how the students perceive the importance of green marketing practices to environment.

2. REVIEW OF RELATED LITERATURE AND STUDIES

Environmental issue is a sizzling topic nowadays as almost every country's government and society has started to be more aware about these issues. This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment. This paper will be discussing the green marketing and its sustainability as well as the tools and marketing mix of green marketing. Other than that, the green consumer and branding will be discussed in further in this paper as this will attract more consumers. Lastly, firm will be benefited once green marketing strategy is applied. As environmental issues continue to affect human activities, society is now regards them with much concern. Most firms have started using sustainable development framework which is known as green marketing and most of the organizations have acknowledged green products which are environmentally friendly. Marketing managers can use green marketing to earn profits. In addition, green marketing is able to preserve the environment while satisfying customers' needs. Therefore, green marketing is a tool now used by many companies to increase their competitive advantage as people is presently very concerned about environmental issues. In the time applying green marketing, the companies have to comply with the consumers' needs and wants. Consumers want to recognize themselves with companies that are green compliant and are willing to pay more for a greener life style. For this reason, green marketing is not only an environmental protection tool but also a marketing strategy (Yazdanifard, 2011). Other than that, marketers can provide training to their employees, especially sales representative. This is to give them knowledge on how to promote the green product effectively by clearly presenting the main message to the consumers. Green marketing covers a wide range of business activities and it is similar to marketing mix. Therefore, marketers should adopt a suitable single green marketing mix and strategy corresponding to company in which they conduct and target consumers' demands and personality. In addition, companies that carry out green marketing in the right place and on the right person may support the company to achieve their competitive advantage (FuiYeng etc, 2015).

A wide range of opportunities to go green can be explored by Philippine cooperatives. They can focus on several areas of greening, where they can apply green practices that they are capable of doing. To maximize their greening potentials, cooperatives must have the following enabling factors: (1) adequate knowledge on green growth strategy and practices; (2) awareness on the degree of greenness of own activities; (3) access to green financing and other resources; and (4) policy institution that support the greening of cooperatives. Particularly, it is recommended that the cooperative sector together with other sectors supporting the cooperatives strengthen its green growth

awareness campaigns and information drives through capacity building activities in order to develop a positive mind set towards greening and educate the cooperatives on various greening opportunities. It is suggested that these capacity building activities also include green audit and green practice prioritization exercises to better guide the cooperatives in their greening process. Development of more support mechanisms like green financing and incentives programs that are accessible to the cooperatives is also suggested to further encourage the adoption of green practices. Lastly, there might be a need to review the existing policies and laws concerning cooperatives (i.e., the Philippine Cooperative Code of 2008) to determine how greening can be institutionalized. Such action can streamline the individual green efforts of cooperatives and strengthen the implementation of more green practices, which can help increase the contributory impact of the whole cooperative sector to the environment. With all these recommendations, cooperatives can foster enhanced competitiveness and sustainable food marketing in the advent of climate change and environmental degradation through a more resilient, resource efficient, and environment-friendly business strategies while at the same time contributing to achieving a greener growth for the economy and realizing the goals of sustainable development (Quillooy, 2017)

Now that people are becoming more environmentally-conscious, they are choosing and embracing a greener lifestyle. Local government units (LGUs) are re-planning and re-designing their cities to make it more liveable for a healthier community. New developments such as Bonifacio Global City are creating a place where people, technology, and environment can coexist harmoniously in an urban setting. Implementing laws and ordinances for the environment, having an efficient waste management system, creating sustainable public transportation system and devoting more areas for green public space (Antonio, 2014). Further than that going green is becoming increasingly attractive as a business strategy. As scientists and politicians debate the truth of global warming and dwindling natural resources, green industry practices not only enjoy favorable public sentiment and the psychic income of a lower carbon footprint, but increased cost savings, supportive government policies, and ever-increasing profitability as well. Trends in consumption, government policy, and costs all point towards even more green industry business opportunities in the years ahead. While any effort can be considered positive for the environment, many companies are guilty of “greenwashing”, in which they market themselves as green while merely going through the motions. Some companies, for example, tout their organic products but fail to mention the pollution caused by their factories or the energy inefficiency of their supply chain. It is not enough to simply go paperless or use hybrid vehicles; truly green companies will apply sustainable practices at every decision point throughout their operations. If environmental conservation is important to you, it’s best to make sure companies practice what they preach before purchasing products, investing in shares, or considering green franchise opportunities. Clearly, consumers care more now than ever about green industry and have the resources to find the products that meet their requirements (FranchiseHelp, 2019). Natural climate solutions could remove huge amounts of carbon dioxide from the atmosphere as plants grow. But these methods receive only 2% of the funding spent on cutting emissions, say the climate activists.

2.1 Approach

The study conducted by the researchers is done through the Quantitative Approach. Qualitative Approach is a process of gathering data that requires numeric information in the form of variable. These variables are representation of measuring characteristics of data being measured. These data can be collected in a variety of ways. In experimental settings, researchers can directly collect quantitative data (such as reaction times, blood pressure) or such data can be self-reported by research participants on a pretest or posttest. Questionnaires – either interviewer- or self-administered – are commonly used to collect quantitative data by asking respondents to report attitudes, experiences, demographics, etc. Direct observation of quantitative data which has been gathered for another purpose is also common, such as quantitative data that is recorded in patients’ medical charts or the results of students’ standardized tests. (StatisticSolution, 2019)

2.2 Hypothesis

H_0 : There is no correlation between the level of awareness of PUP students about green product as consumer and their concern to the environment

H_1 : There is correlation between the level of awareness of PUP students about green product as consumer and their concern to the environment

3. METHODOLOGY

3.1 Sampling

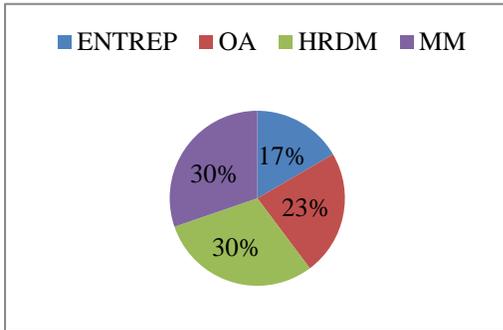


Fig-1: Sample size of the Respondents

The researchers used random sampling. From the population of 2,702 students from the College of Business Administration, the researchers randomly selected 337 students as their sample size. Based on the chart, 17 percent of the sample size or 56 students were from Entrepreneurship, 23 percent (78 students) was from Office Administration, 30 percent (101 students) was from Human Resource and Development Management, and the remaining 30 percent (102 students) was from Marketing Management. The sample per department was 12.5 percent of the total population of a department.

4. RESULTS AND DISCUSSION

4.1 The Relationship of Awareness of CBA Students on the Status of the Environment and the Need to Purchase Green Products

Based on the chart shown, it is identified that there is a positive correlation between the level of awareness of the status of the environment and CBA student’s willingness to purchase green products, which means that as the level of awareness increases, the willingness to purchase green products also increases.

This information is highly valuable for marketers and researchers alike because they can position their products as a solution or alleviation to the ever increasing environmental concern.

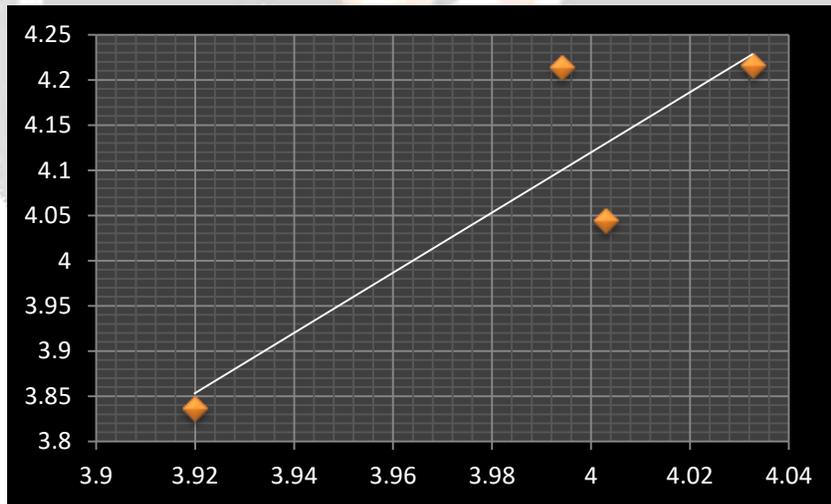


Chart-1: The Scattered Plot of Awareness of CBA Students and the Need to Purchase Green Products

4.2 Willingness of CBA Students to Purchase Green Products

After carefully examining the graph, it is determined that a huge chunk of the population, 85% (46%+39%) shows that willingness in purchasing green products instead of the leading brands if a green product is available.

This is data sheds some hope with entrepreneurs/business people who are currently having/trying out a business of green products, the major considerations in here would be the price and the convenience. Leading brands have the most control with the pricing since they have a higher market share percentage.

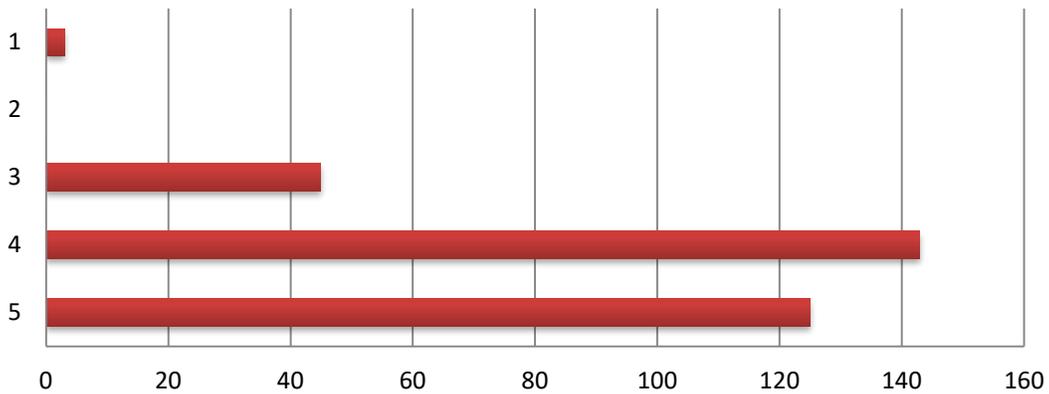


Chart-2: Personal Choice of Respondents in Purchasing Green Products

4.3 Factors that CBA Students of PUP Manila Consider in Purchasing Green Product

In this figure, it shows the list of factors that influence the CBA students of pup manila to purchase green product. As you can observe on the middle bottom part of the chart it shows the 26% is coming from the "Availability of green products" next one after that is the "Information provided on product" and "Awareness about Green Products" which they both got a 22% of the votes. Second to the last is the "Price" that has 17% and last but not the least is the "Past experience" which has 13%

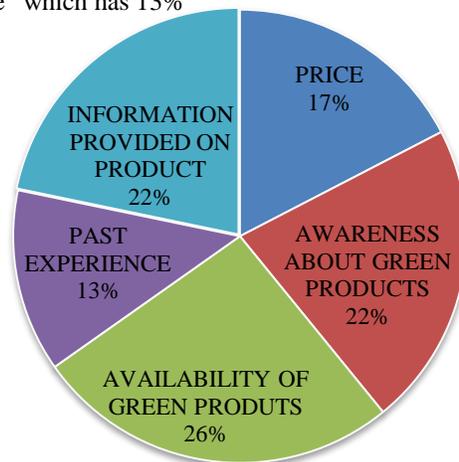


Fig-2: Factors that CBA Students of PUP Manila Consider in Purchasing Green Products

4.3 Consumer Perception about the Importance of Green Marketing Practices

Based on the table showed below, the respondents agreed that companies that were manufacturing products through eco-friendly process were really concerned with the environment. It implicated that respondents were concern about practicing eco-friendly activities in producing green products and it was not just about green products. Next the respondents also considered that educating customer to use products in environmental friendly manner was important. Also, the packaging of the product was considered along with the product itself.

Table-1: Consumer Perception about the Importance of Green Marketing Practices

DESCRIPTION	WEIGHTED MEAN
Manufacturing products through eco-friendly process	4.47
Educating customer to use products in environmental friendly manner	4.46
Manufacturing eco-friendly products	4.44

Modifying product packaging to suit environment	4.44
Modifying products to make them environmental friendly	4.43
Using green supply chain for procurement and distribution	4.41
Promoting products through eco-friendly modes of communication	4.39
Branding product associating with green marketing practices	4.36

5. CONCLUSION

As awareness increases, students from PUP tend to increase willingness to buy green products as well PUP students seek to find green products but only to those available which means as there is much of green products to offer, there is a big chance they would rather choose green products than the branded ones. Green products are not being clearly defined to the market or we may say that they must be clearly defined to the market prior to the reason that most of the respondents wanted those kind of product to be well versed first before buying it. Exhibiting the process especially if it is on the green process way would help someone who is going to build a business of green product to have his/her product consumed by most. Building a business of green product has the highest chance to succeed when it is well versed and publicize to the market about its materials, process, and how it can help the environment.

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