

Current Practices of Green Marketing and Consumers' Attitude towards Green Consumption: A Case Study of Some Selected Plastic-Bottled Soft Drinks Producing Firms

Md Alauddin

Department of Business Administration, International Islamic University Chittagong, Bangladesh.
Mob.:01812084408 E-mail: mdalauddin89@yahoo.com

Md Gaffar Hossain Shah

Department of Business Administration, Southern University Bangladesh
Mob: 01814140818 E-mail:gaffarshahcu@gmail.com

Mohammad Hasan

Corporate & Strategic Sales Specialist Augere Wireless Broadband Bangladesh Ltd.
Cell:01976672211 Email: pmhasan@gmail.com

Abstract

In today's global economy, organizations are increasingly called upon to demonstrate sound management of economic, social and environmental issues. A focus on these issues results in advantages in financing, insurance, marketing, regulatory treatment, and other areas. Business today is not just about selling a product or service to a customer around the corner. In the rapid evolution to a global market-place, having a set of common rules is critical to facilitating trade. Increasingly in this single world market, an organization needs to be able to demonstrate sound business management that includes concern for the environment. This would obviously results in advantages in financing, insurance, marketing, regulatory, and other areas of operations. An Environmental Management System (EMS) provides a solid framework for meeting environmental challenges and realizing the benefits. EMS is a structured approach to addressing the environmental bottom line. Development and implementation of EMS requires careful concentration, otherwise it would be an overwhelming task. Major global firms and international industry associations have historically been leaders in the areas of corporate environmental performance and voluntary initiatives for global environmental management. On the other hand, Bangladeshi firms are seriously lagging behind. Multinational companies as well as larger associations must come forward to help their smaller counterparts in development and implementation of a successful EMS for the betterment of the business sector and the environment as a whole.

1. INTRODUCTION

1.1 Background of the Study

The present research work has been initiated for theoretical learning with the practical life situation. In Bangladesh, the concept of Green Marketing and Green Consumption is yet to be spread broadly. Though environmental consciousness became fashionable throughout the world in the 1990s, only in the past few years have what some of the business firms in Bangladesh refer to the terms like Green Marketing, Environment Consciousness, Green Consumption and the like. Though all types of business firms should be conscious of such issues from the perspective of social responsibility and enhancement of company image, Green Marketing is more appropriate for the manufacturing firms rather than the service providers.

Among the business organizations the firms that produce plastic-bottled or plastic-packed drinks or foods are the major manufacturing groups that should be very much conscious about green marketing because the packaging is directly related to the environment. In the same way the consumers have the second most important responsibility to be conscious about Green Consumption. With the aim of catering to ecological needs and guaranteeing consumers' health, green consumption involves all forms of consumer behavior and models that are good for people's health and the protection of the environment.

In the above context it would be very useful and relevant to conduct a research aimed to identify and analyze current practices of Green Marketing in Bangladesh (of some selected plastic-bottled soft drink producing firms) and customers' attitude towards Green Consumption.

1.2 Problem Definition and Significance of the Study

Mankind has limited resources on the earth, with which she/he must attempt to provide for the worlds' unlimited wants. As firms face limited natural resources, they must develop new or alternative ways of satisfying these unlimited wants. Ultimately green marketing looks at how marketing activities utilize these limited resources, while satisfying consumers wants, both of individuals and industry, as well as achieving the selling organization's objectives. In the context of Bangladesh, the environmental situation and awareness is quite worse.

Most of the manufacturers of the country do not have the concern and social consciousness in this issue. But it is assumed that the conventional marketing will not work anymore, rather environmental issues in every aspects of business will be necessary to survive in the new world (Ottman, 1998). Effectively addressing the needs of consumers with a raised environmental consciousness cannot be achieved with the same assumptions and formulae that guided consumer marketing in the high production-high consumption system. New strategies and innovative product and service offerings in relation with environmental issues are required. In this context the present situation of green marketing in Bangladesh must be tracked to identify the present scenario in order to determine what is to be done. On the other hand, it is the consumers who have to persuade the producers and the government to be active for keeping the world green. But before that, they have to be aware of the green issues. This study is intended to identify the awareness of the consumers of Bangladesh about the environmental issues because their awareness and consciousness will lead the business world and the nation to a greener future.

1.3 Objectives of the Research

1.3.1 Broad objective

Broadly the objective of this research is to identify the current practices of green marketing of some selected plastic-bottled soft drink producing firms in Bangladesh. In addition to that the attitude and thinking of the retail level consumers towards green consumption is also identified.

1.3.2 Specific objectives

Specifically the objectives are to identify

A. The extent of Green Marketing Practices in Bangladesh

- Identifying the extent of Green Marketing practices in Bangladesh, if any
- Compare such practices if any, with the global perspective

B. Green Marketing practice of the selected firms

- Identify the extent of environmental practices of the firms
- Identify whether the firms practice green marketing
- Identifying the underlying motives of such practice, if green marketing is practiced by the firms

C. Consumers' attitude towards green consumption

- Determining the level of green consumption awareness among the buyers
 - Identifying demographic variable-wise awareness
- Methods of encouraging green consumption

1.4. Research Methodology

The research is an exploratory one. This research considers some plastic-bottled soft drink producing firms in Bangladesh for identifying and evaluating the Green Marketing activities of them. In addition, consumers' attitude towards green consumption will be taken under consideration.

1.4.1 Information needed

Primary Information Needed

- Current practices of Green Marketing of the particular business firms
- Cost-profit issues of the firms regarding such activities
- Demographic factors of the consumers
- Green consumption practice of the consumers

Secondary Information Needed

- The extent of Green Marketing practices in Bangladesh
- Regulatory policy of the government in this regard
 - The present scenario of Green Marketing and Green Consumption particularly in soft drinks sector

Source of Data

Both secondary and primary data has been necessary for the fulfillment of this research project. Secondary data has been collected from various published documents like books, journals, newspapers and magazines, and web sites. For getting primary data respective personnel of the selected organizations and the people who consumes have been interviewed personally.

Method of Collecting Primary Data

For collecting primary data depth interview method has been undertaken using both closed ended and open-ended structured questionnaire. The questionnaire was administered in personal interview with respective personnel of the organizations and the sampled consumers.

1.4.2 Sampling design

The general concept of this research can be stated into two different groups: Marketers' Perspective, and Consumers' Perspective.

1.4.2.1 Defining the Target Population

From the Marketers' Perspective

Element: Soft drink manufacturing organizations

Sampling Unit: Selected organizations

Extent: Metropolitan Dhaka

From the Consumers' Perspective

Element: Male and female consumers that go through the consumption process

Sampling Unit: Sampled consumers

Extent: Metropolitan Dhaka

In brief, from the marketers' perspective, the manufacturing organizations in Bangladesh that offer plastic-bottled soft drinks are the sample elements, and sampling unit is the selected organizations to identify green consumption practices of them. On the other, hand male and female consumers that go through the consumption process are the sampling unit from consumers' perspective.

1.4.2.2 Determining the Sampling Technique and Sample Size

For determining the sample size of the consumers, a non-probability sampling technique, convenient sampling, has been used. A total of 100 consumers are taken as the sample size. Convenient sampling is also used for determining the sample size of the firms. A total of 5 soft drink producing firms that also offer plastic-bottled drinks are selected using the *convenient sampling technique*.

In brief, in this research, 5 firms will be taken as the sample size of the marketers. On the other hand, 100 consumers will be surveyed for identifying their attitude towards green consumption.

The sampled firms are:

- Coca Cola
- Pepsi
- RC Cola
- Virgin Cola
- Uro Cola

1.4.3 Data analysis

Collected data is tabulated and analyzed by weighted average method as Likert scale has been used in the questionnaire. Each scale item has 5 response categories ranging from 'strongly agree' to 'strongly disagree' and each statement has been assigned a numeric score ranging from 5 to 1. The analysis is conducted on an item-by-item basis and summed up to show the overall response tendency of the samples.

1.5 Limitations of the Research

The following limitations arise in the time when the research has been conducted:

- Lack of comprehension of the respondents has been one limitation of this research. As a very new concept in Bangladesh, most of the respondents needed to be informed of the situation first.
- Organizations did not provide with comprehensive information regarding their practice of green marketing, and the interviewed executives were too busy to give necessary time.
 - Time and budgetary constraints of the researcher has been a major limitation of this research.

2. THEORETICAL ASPECTS

As the research will be intended to identify the green marketing activities of the plastic-bottled soft drink producing firms, and the behavioral approach of the consumers towards Green Consumption, it is important to define and explore the terms.

2.1 Green Marketing

One business area where environmental issues have received a great deal of discussion in the popular and professional press is marketing. Terms like "Green Marketing" and "Environmental Marketing" appear frequently in the popular press (Polonsky, 1994).

2.1.1 Definitions

The followings are some definitions of green marketing from different viewpoints, organizations, and persons.

According to the American Marketing Association (AMA), green marketing is "the study of the positive and negative aspects of marketing activities on pollution, energy depletion and non-energy resource depletion".

"Green or Environmental Marketing is the marketing process that consists all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment" (Polonsky, 1994). Yet defining green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing (Henion and Kinnear, 1976).

2.1.2 Green marketing activities

Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Divergent aspects of green marketing include ecologically safer products, recyclable and biodegradable packaging, energy-efficient operations, and better pollution controls. Advances produced from green marketing include packaging made from recycled paper, phosphate-free detergents, refillable containers for cleaning products, and bottles using less plastic.

2.1.3 Benefits

Equipped with a better grasp of ecological issues, enlightened businesspeople voluntarily adopt environmentally responsible business practices because green marketing approaches have several benefits. Green marketing activities offer a firm the opportunity of more profit, opportunity of competitive advantage, chance to increase market share, and provide its customers with better products. Green marketing also offers a rare opportunity to integrate one's values into the workplace. Creating products that are more in sync with nature allows one to personally contribute to environmental cleanup and help ensure a more secure future for the next generation. (Ottman, 1998)

2.2 Green Consumption

In response to the environmental concern in the early 1970s, concepts like 'responsible consumption' and responsible simplification have been developed (Mead, 1970). Along with the environmental concern, social pressure on business was reflected on the study of the 'socially conscious consumers' (Anderson, 1972). Environmental concern and social consciousness have given birth to green consumption. The followings are some definitions of green consumption.

"In the broader sense Green Consumption is the process of avoiding products, which are likely to endanger the health of consumers, significantly damage the environment in production, use or disposal, consume disproportionately large amounts of resources during production, cause unnecessary waste through over packaging, excess product features or an unduly short life span, use materials derived from endangered species or environments, involve cruelty to, or needless exploitation of, animals; and adversely affect other countries, particularly developing countries" (Elkington & Hailes, 1988).

"Green consumption features the saving of resources, less pollution, an environmentally friendly lifestyle and the purchase of environmentally friendly commodities, reusable goods, and categorized collection and recycling of waste materials, in order to protect nature and the coexistence of all species of life" (Si Qi, *Green Consumption: A Fresh New Model*).

2.2.1 Green consumers

Green consumer is a subset of consumers who are in some way different from the other consumers; they are ecologically concerned consumers (Henion and Kinnear, 1990). Environmentally concerned consumers use environmental criteria in their purchase decisions at least occasionally. Green consumers may be segmented on the basis of commitment to environmental concerns. In 1992, the Roper organization identified five segments (Environmental Behavior, The Roper Organization, Mexico, 1992). These are: *True Blue Greens* (hold strong pro-environmental beliefs and buy green products from green companies) *Greenback Greens* (support environmentalism by their participation through money), *Sprouts* (do not believe that they have much to do in this field but want more pro-environmental legislation), *Grouzers* (take few environmental actions and believe that green products are costlier), and *Basic Browns* (less active in environmentalism and simply read the product level for environmental information). Though this is not the concern of this research paper to categorize the samples according to these segments of green consumers, the segment is presented here to have some basic idea of green consumers as this is a widely referred segmentation.

3. GREEN MARKETING: AROUND THE GLOBE AND IN BANGLADESH

Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them (Davis, 1993). As the promotion of environmentally safe or beneficial products, green marketing began in Europe in the early 1980s when specific products were identified as being harmful to the earth's atmosphere (www.onpoint-marketing.com). As a result, new "green" products were introduced that were less damaging to the environment. The concept caught on in the United States and has been gaining steadily ever since. Most of the developed countries around the world have successfully implemented the green marketing concepts in the business arena (Polonsky, 1994). It is the governments and the social worker groups who have created pressure to the manufacturers for undertaking green marketing activities. Governmental regulations relating to environmental marketing in the developed part of the world are designed to protect consumers in several ways, 1) reduce production of harmful goods or by-products, 2) modify consumer and industry's use and/or consumption of harmful goods, or 3) ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

As today's consumers become more conscious of the natural environment, businesses are beginning to modify their own thoughts and behavior in an attempt to address the concerns of consumers. Green marketing is becoming more important to businesses because of the consumer's genuine concerns about our limited resources on the earth. By implementing green marketing measures to save the earth's resources in production, packaging, and operations, businesses are showing consumers they too share the same concerns, boosting their credibility.

The wave of environmental consciousness in business around the world has also affected the business sector of Bangladesh, though lately. Many of the manufacturing firms as well as the service providing firms in Bangladesh are now citing such terms like Green Business, Green Marketing, Environment-friendly and recyclable products and so on (Bhuiyan and Azad, 1999). Many firms are beginning to realize that they are members of the wider

community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm's corporate culture. Competitive pressure, cost-profit issues, and pressure from non-government social welfare organizations are the other factors that are also responsible for such kind of operations practiced by Bangladeshi firms. Consumers on the other hand are also getting concerned in this issue for the above-mentioned reasons.

Many manufacturing firms, even many service providers in Bangladesh now a day have been promoting the environmental issues, though the extent of their environmental practices in business is still questionable. Businesses citing for environmental betterment includes cigarette manufacturers, construction firms, food and beverage industries and so on. But in the business activities, a very few is performing green marketing activities (www.eco-web.com).

4. DATA ANALYSIS

As the research work has been designed in two perspectives, to know the green marketing views and activities of the manufacturers and the green consumption views and activities of the consumers, analysis of the data found from the questionnaire survey will be analyzed in two tiers.

4.1 Current Practices of Green Marketing in Bangladesh: Case of the Plastic-bottled (PET) Soft Drinks Producing Firms

The producers taken in this research to identify the current practices of green marketing are: Coca Cola, Pepsi, RC Cola (Royal Crown Cola), Virgin, and Uro Cola.

4.1.1 Brief overview of the firms

The soft drink category is laid on the beverage industry. The first beverage firm to start its business in this country was Coca Cola in 1962. Pepsi was the second to come (1965). Virgin, RC Cola and Uro Cola started their operations in 1999 to 2000. Uro Cola is the only soft drink among them with solely local ownership. The others are franchise partnerships with the worldwide soft drinks producers. Coca Cola is manufactured and marketed in Bangladesh by Tabani Beverage Ltd. and Abul Monem Ltd., Pepsi by Transcom Beverage Ltd., RC Cola by Partex Beverage Ltd., and Virgin by Global Beverage Ltd. The local brand Uro cola is parented by Globe Soft drinks Ltd., Bangladesh.

As this research report intends to find out the green marketing activities (if any) of the plastic-bottled soft drink producing firms, the activities are analyzed collectively rather than analyzing it individually.

4.1.2 Key environmental issues regarding the production of bottles

All the five firms produce the PET (stands for *polyethylene terephthalate*) bottle themselves. The chemical used for the production are non-biodegradable. That is, the chemicals do not dissolve in soil and thus, if left in soil for a long, will harm the environment seriously.

The bottles are recyclable and are labeled so. But no firm collects the used bottles to reuse in production. Though the materials used for producing the drinks are tested as cruelty-free for environment, the bottles are harmful as these are not collected and reused in production.

No firm has any campaign for the consumers for dumping or recycling the bottles after use. And no firm has any campaign regarding environmental issues. This is simple why none of the firms have earned any certificate, local or international, for environmental issues. At this point it can easily be said that none of the plastic-bottled soft drink producing firms are performing the green marketing activities.

4.1.3 The firms' mind setting towards green marketing

a. Basics of green marketing

Questions were asked to explore the mindset of the firms about the basic awareness of green marketing. They were given some basic definitions and characterization of green marketing. Identical answers have been found from Uro cola and Pepsi, when Coca Cola, Virgin and RC Cola responded the same. The following table is the representation.

	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	2	0.4	2
Agree	4	3	0.6	2.4
Neither agree nor disagree	3	0	0	0
Disagree	2	0	0	0
Strongly disagree	1	0	0	0
		Total 5		Total 4.4

The firms were asked whether green marketing is ethical, ecological and sustainable, and whether the

information related to product and the manufacturing process should be flowed to the customer, and whether there must be an environmental monitoring system, 2 firms said they strongly agree and the others agree. As the weighted average is 4.4, close to the weight 4 for *agree*, it can be said that the firms are well aware of the green marketing basics.

b. Product and Packaging

The producers were provided with some statements regarding product and packaging, like whether the products should be designed with sustainability in mind, whether the production process should minimize the use of nonrenewable resources, whether packaging should use minimum materials and environment friendly regardless to cost, and whether the company should arrange for packaging to be recycled or taken. 3 firms have simply agreed with the statement and the rest 2 were indifferent (*neither agree nor disagree*). The following table shows the results.

Table 2: Product and packaging				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	0	0	0
Agree	4	3	0.6	2.4
Neither agree nor disagree	3	2	0.4	1.2
Disagree	2	0	0	0
Strongly disagree	1	0	0	0
		Total 5		Total 3.6

As the weighted average is 3.6, close to the weight of the factor *agree* (weight 4), it can be said that the firms agree with the statements that product and packaging should be developed with environmental concerns in mind.

c. Promotional Policy

In terms of promotional campaign highlighting credentials of both the organization and the products and services, 1 company strongly agrees with the statement while 2 agrees and the rest 2 neither agrees nor disagrees. This is shown in the following table.

Table 3: Promotional policy				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	1	0.2	1
Agree	4	2	0.4	1.6
Neither agree nor disagree	3	2	0.4	1.2
Disagree	2	0	0	0
Strongly disagree	1	0	0	0
		Total 5		Total 3.8

As the weighted average is 3.8, it can be said that the firms agree with the statement that promotional campaign should highlight credentials of both the organization and the products and services. But from the survey it is found that 2 firms neither agree nor disagree with the statement.

All the firms have agreed with the statement that promotion should merge with education and campaigning so that organizations are involved in broadly based strategies to improve the environment.

d. Pricing

In terms of not to hold extra price for the green marketing campaigns 1 firm agrees, 2 disagrees and the other 2 neither agree nor disagree.

Table 4: Not to hold extra price for green marketing activities				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	0	0	0
Agree	4	1	0.2	0.8
Neither agree nor disagree	3	2	0.4	1.2
Disagree	2	2	0.4	0.8
Strongly disagree	1	0	0	0
		Total 5		Total 2.8

The weighted average shows that in general the firms are indifferent about the statement. But 2 firms among 5

thinks firms should hold extra price for their green marketing activities. In terms of cutting prices in case of cost reduction due to green marketing activities 2 firms agrees, 2 neither agree nor disagree, and the rest disagrees.

	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	0	0	0
Agree	4	2	1.6	1.6
Neither agree nor disagree	3	2	1.2	1.2
Disagree	2	1	0.4	0.4
Strongly disagree	1	0	0	0
		Total 5		Total 3.2

The weighted average shows that in general the firms are indifferent about the statement.

4.1.4 Thoughts of the firms on green marketing issues from their own viewpoint

All the firms think that their target market does not care whether they practice green marketing or not. The firms do not track any global or local activities regarding environmental issues.

When asked whether their consumers are more concerned about green production issues for plastic bottled soft drinks than other products, the firms think that majority of their customers are not concerned about it due to lack of education and information in this sector. Though most of the firms would like to see the issue develops through media's aggressive activities and government activities.

What would motivate the firms to be active in green marketing activities? The factors the firms cited are competitive advantage, consumer demand, and pressure of the government and different social bodies. The factors that can impede or restrain the firms from taking the environmental activities are cost factors, unawareness of the consumers and lack of pressure from the industry.

Majority of the firms think that they are environmentally cautious though 2 agree that they are not cautious enough. But no firm admits itself as a firm that performs green marketing activities. When asked what future actions are they going to take, 2 said they do not have any plan. The rest said they would first make their consumers aware to buy *green* and thus would gain competitive advantage.

4.2 Customers' Attitude towards Green Consumption

4.2.1 Basic awareness and green consumption activities

82 respondents have said that they had never heard the term *green consumption* before. This is 82% of the total population. Among the rest 18%, who are familiar with the term, 16 have learnt it from newspaper or magazine and the remaining 2 have found it in the internet.

To find out the green consumption activities, the respondents were asked whether they have bought any durable or energy saving products those are recyclable and environment-friendly. 71% of them answered negative. And the rest 29% who bought durable products, do not know whether those are environment-friendly or recyclable or not.

4.2.2 Green consumption behavior

To identify the green consumption behavior of the consumers, several questions were asked on the basis of purchase, habitual and recycling factors. This part is intended to reveal the green consumption behavior of the consumers on the basis of those factors.

a. Purchase Factors

The following tables are the representation of the purchase behavior of the consumers in terms of green consumption behavior.

	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	2	0.02	0.1
Agree	4	17	0.17	0.68
Neither agree nor disagree	3	57	0.57	1.71
Disagree	2	21	0.21	0.42
Strongly disagree	1	3	0.03	0.03
		Total 100		Total 2.94

While choosing the products with environmental protection characteristics, 57% respondents are indifferent of choice. 21% disagree (and 3% strongly disagree) with the statement that they will make choice of purchase when the product has environmental protection characteristics. Only 2% of the consumers strongly agree with the statement, when 17% simply agree. In an average, by using the weighted average technique, it is found that the

consumers are indifferent (neither agree nor disagree)

Table 7: Spending more for the product with environmental protection characteristics				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	8	0.08	0.4
Agree	4	28	0.28	1.12
Neither agree nor disagree	3	21	0.21	0.63
Disagree	2	37	0.37	0.74
Strongly disagree	1	6	0.06	0.06
		Total	100	Total 2.95

In terms of spending more for the product with environmental protection characteristics most of the respondents (37%) disagree to spend more, while a significant number of consumers (28%) agree to spend more for the purpose. But in an average, the consumers neither agree nor disagree to spend more for the product with environmental protection characteristics (the weighted average 2.95- close to the 'weight 3' for the factor *neither agree nor disagree*.)

Table 8: Sacrificing pleasant appearance of products for matching environmental requirements				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	11	0.11	0.55
Agree	4	23	0.23	0.92
Neither agree nor disagree	3	29	0.29	0.87
Disagree	2	22	0.22	0.44
Strongly disagree	1	15	0.15	0.15
		Total	100	Total 2.93

In terms of sacrifice of pleasant appearance of products for matching environmental requirements while purchasing, the consumers neither agree nor disagree (weighted average 2.93). This factor comprises 29% of the consumers. Significantly, 23% consumers agree to sacrifice the pleasant appearance of products to meet the environmental requirements and 23% disagrees to do that. Only 11% seem to be committed in this issue.

Table 9: Sacrificing the function of products a little bit for matching environmental requirements				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	9	0.09	0.45
Agree	4	28	0.28	1.12
Neither agree nor disagree	3	33	0.33	0.99
Disagree	2	27	0.27	0.54
Strongly disagree	1	3	0.03	0.03
		Total	100	Total 3.13

In terms of sacrifice of function of products a little for matching environmental requirements while purchasing, the respondents neither agree nor disagree (weighted average 3.13). This factor comprises 33% of the consumers. Significantly, 28% consumers agree to sacrifice the pleasant appearance of products to meet the environmental requirements and 27% disagrees to do that.

Table 10: Purchasing green products for the sake of trend or fashion				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	13	0.13	0.65
Agree	4	24	0.24	0.96
Neither agree nor disagree	3	33	0.33	0.99
Disagree	2	21	0.21	0.42
Strongly disagree	1	9	0.09	0.09
		Total	100	Total 3.11

If purchasing green products become a trend or fashion, the consumers are indifferent as the calculated weighted average is 3.11, very close to the weight of the factor *neither agree nor disagree*. This comprises of 33% of the

consumers.

Table 11: Feeling honor to be a green consumer				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	16	0.16	0.8
Agree	4	16	0.16	0.64
Neither agree nor disagree	3	53	0.53	1.59
Disagree	2	12	0.12	0.24
Strongly disagree	1	3	0.03	0.03
		Total	100	Total 3.3

53% of the consumers neither feel honor nor feel dishonor to be a green consumer, while 16% agree with the statement. In an average the consumers are indifferent in this issue (weighted average 3.3)

b. Habitual Factors

The following tables are the representation of the habitual factors of the consumers in terms of green consumption behavior.

Table 12: Turning off tap while washing dishes				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	34	0.34	1.7
Agree	4	31	0.31	1.24
Neither agree nor disagree	3	22	0.22	0.66
Disagree	2	13	0.13	0.26
Strongly disagree	1	0	0	0
		Total	100	Total 3.86

Table 13: Turning off tap while soaping up				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	34	0.34	1.7
Agree	4	31	0.31	1.24
Neither agree nor disagree	3	22	0.22	0.66
Disagree	2	13	0.13	0.26
Strongly disagree	1	0	0	0
		Total	100	Total 3.86

Table 14: Turning off tap while cleaning teeth				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	34	0.34	1.7
Agree	4	31	0.31	1.24
Neither agree nor disagree	3	22	0.22	0.66
Disagree	2	13	0.13	0.26
Strongly disagree	1	0	0	0
		Total	100	Total 3.86

In terms of turning off taps while washing clothes or dishes, or soaping up, or cleaning teeth, consumers gave identical responses. Majority of the respondents (34%) strongly agree that they turn off tap while doing those things. The weighted average shows that, generally they reduce unnecessary water consumption as the weighted average 3.86 is very close to the weight 4 for *agree*.

Table 15: Reducing heat in unused rooms				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	22	0.22	1.1
Agree	4	69	0.69	2.76
Neither agree nor disagree	3	9	0.09	0.27
Disagree	2	0	0	0
Strongly disagree	1	0	0	0
		Total	100	Total 4.13

When comes the question of reduction of heat in unused room by turning off lights, fans, and the like electronic goods, most of the respondents (69%) do it most of the times. Only 9% are indifferent in this issue. Interestingly no one disagrees with this issue. In an average, the consumers usually turn off electronic goods to reduce heat in unused rooms (weighted average 4.13).

Table 16: Caring the work of environmental protection				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	6	0.06	0.3
Agree	4	23	0.23	0.92
Neither agree nor disagree	3	55	0.55	1.65
Disagree	2	14	0.14	0.28
Strongly disagree	1	2	0.02	0.02
		Total	100	Total 3.17

Do the respondents care the work of environmental protection taking place in home and abroad? Well, according to this research, they neither care nor ignores. They are indifferent. Only 6% seriously cares such environmental protection programs and 2% never bothers it.

c. Recycling Factors

Table 17: Recycling glasses after being used				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	0	0	0
Agree	4	3	0.03	0.12
Neither agree nor disagree	3	47	0.47	1.41
Disagree	2	41	0.41	0.82
Strongly disagree	1	9	0.09	0.09
		Total	100	Total 2.44

Table 18: Recycling cans after being used				
	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	0	0	0
Agree	4	3	0.03	0.12
Neither agree nor disagree	3	47	0.47	1.41
Disagree	2	41	0.41	0.82
Strongly disagree	1	9	0.09	0.09
		Total	100	Total 2.44

	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	0	0	0
Agree	4	3	0.03	0.12
Neither agree nor disagree	3	47	0.47	1.41
Disagree	2	41	0.41	0.82
Strongly disagree	1	9	0.09	0.09
		Total 100		Total 2.44

	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	0	0	0
Agree	4	3	0.03	0.12
Neither agree nor disagree	3	47	0.47	1.41
Disagree	2	41	0.41	0.82
Strongly disagree	1	9	0.09	0.09
		Total 100		Total 2.44

In terms of recycling of used glasses, cans, bottles, and newspapers and other papers, the respondents showed identical opinion for each factor. For example, 47% neither agree nor disagree, 41% disagrees, and 9% never recycle. Only 3% recycle most of the times. In the weighted average method, most of the respondents recycle the items very few times (weighted average 2.44).

In terms of donation of old furniture and old clothes to the charity, 62% never donates furniture. On the other hand 26% donate clothes most of the times. In terms of furniture donation, the weighted average is 2.15 (close to the factor *disagree*, weight-2), that is, respondents disagree with the question. But in terms of cloth donation, respondents are indifferent (neither agree nor disagree) as the weighted average is 3.02.

The following tables show the details of donating furniture and clothes to charity as a recycling factor.

	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	0	0	0
Agree	4	3	0.03	0.12
Neither agree nor disagree	3	22	0.22	0.66
Disagree	2	62	0.62	1.24
Strongly disagree	1	13	0.13	0.13
		Total 100		Total 2.15

	Weight	No. of Responses	Percentage	Weighted Average
Strongly agree	5	7	0.07	0.35
Agree	4	26	0.26	1.04
Neither agree nor disagree	3	33	0.33	0.99
Disagree	2	30	0.3	0.6
Strongly disagree	1	4	0.04	0.04
		Total 100		Total 3.02

d. Demographic Factors

The following table shows the demographic factors of the respondents in terms of sex, age and income.

Table 23: Demographic facto-wise categorization of the respondents

Sex		Age		Income	
Sex Group	No.	Age group	No.	Income Group	No.
Male	75	15-20	4	Less than 5000	8
Female	25	20-25	4	5000-10000	33
		25-30	18	10000-15000	26
		30-35	12	15000-20000	20
		35-40	32	Above 20000	13
		40-45	26		
		45-50	2		
		50+	2		

5. MAJOR FINDINGS

5.1 Marketers Perspective

Findings

- The firms think that green marketing is ethical and sustainable, and they are conscious about environmental issues.
- The firms do not have any environmental campaign and do not have any budget for environmental activities.
- The firms do not track the international trends of green marketing practices
- The firms think that their target market are not seriously concerned whether they practice green marketing or not and this happens due to lack of knowledge and awareness of the people of the country.
- The factors that could motivate the firms to take green marketing initiatives are competitive advantage, consumer demand, and pressure of the government and different social bodies.
- The firms agree that product and packaging should be developed with environmental concerns in mind.
- According to the firms, to encourage green marketing activities, promotion should merge with education and campaigning so that organizations are involved in broadly based strategies to improve the environment.
- If green marketing activities help in reducing costs, firms are indifferent in cutting the price of the products.

Problems and Recommendations

The firms do not have any formal green marketing approach, and consumers' unawareness and insufficient legislations have made them reluctant to undertake such approaches. Green marketing approaches could provide them with more profit for using recycled raw materials, saving energy and wasting less. It could help them to boost image and meet global competitive pressure in green marketing arena. In this position what the firms should do is to do the homework and understand the full range of environmental, economic, and social issues that affect the consumers and their products now and over long term. Moreover, the firms should interact with its consumers to help them understand the environmental issues that affect the business as well as the benefits of their environmentally preferable technology, material and design. Finally they should build coalitions with corporate environmental stakeholders. The benefits will be immense.

5.2 Consumers' Perspective

Findings

- In the purchase factor, consumers are indifferent in choosing and spending more for the products with environmental characteristics, and in sacrificing in pleasant appearance or in functional requirements of the products for matching environmental requirements.
- People reduce wastage of water, heat, and energy by turning off unused tap, lights and other electronic goods and thus habitually and thus environment-cautious.
- People are indifferent in recycling goods
- Older males with relatively higher income tend to be more environment-cautious.

Problems and recommendations

As a new and complex issue green consumption is yet to be established in the mind settings of Bangladeshi consumers. The main problems are unavailability of information, poor and uneducated mass people, and lack of

information flow from the producers to the consumers. In the position, consumers have to be more collective and active and have to realize the lifelong benefits of environmental cautiousness and green consumption.

6. CONCLUSION

Bangladeshi firms have no formal green marketing programs but in most of the cases they are abide by the government laws regarding environmental issues. But the problem is that they do not seem to take any formal green activity in the near future because, they cannot visualize any harm in business for not taking such activities. Moreover, green marketing activities have not any direct financial benefits. But the firms should realize that for sustainable development and exploiting new opportunities of building long term image, and thus sustaining industry position, green marketing is going to be an excellent tool. People are becoming more concerned and different government and social bodies are creating pressure to the producers be more cautious in environmental issues. Global competitive pressure is also increasing. In this position, firms do not have any other option than to take proper environmental initiatives. On the other hand, Green consumption is an entirely new lifestyle and consumer model for the majority of Bangladeshi people. Nevertheless, it is a practical choice that is expected to be a permanent cure for today's worrisome situation of resources verging on exhaustion and severe environmental deterioration. The problem with the Bangladeshi consumers is that they are unaware of the dangers of environmental deterioration caused by their unenvironmental purchase behavior. They must develop an entirely new consumer mentality. Consumers should be motivated by green consumption. It is of vital importance for green consumption to be rooted in people's minds. In addition to the main theme of protecting the environment and health, frugality and respect for nature are also a significant part of green consumption. Green consumption should be the ultimate objective of subsistence and the supreme value of life.

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