

Green Marketing for Agricultural Products Offered by Super Shops in Bangladesh

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Recent changes in socio-economic culture in Bangladesh have forced the people to adopt new thinking and expectations to life leading to a change in their purchasing behavior. To meet the demand of today's customer, number of super shops and their product offerings are increasing day by day. Selling perishable items like agricultural products, in super shops is a challenging job. Now-a-days customers are more conscious about the use of harmful chemicals in the production, preservation and sales of agricultural products. To overcome the hazards in selling agricultural products, green marketing can be a solution. Green marketing is the process of satisfying the needs and wants of customers in a way which can bring benefit or profit for both the provider and the society by reducing detrimental impact on the natural environment by providing less environmental harmful and/or more environment friendly product to the consumers. The aim of this research is to identify the current state of green marketing in super shops for offering the agricultural products in Bangladesh. This is an exploratory research. A non-probability convenience sample of 180 customers was chosen from 10 super shops from Dhaka City for administering well structured survey questionnaires. From the research it is found that although super shops in Bangladesh are not aware about green marketing, they use some informal environmental friendly claims for their products. Majority of the consumers expect to get nontoxic and environmental friendly products and even ready to pay relatively higher price for it. So introducing green marketing for providing agricultural product by super shops would create a tremendous opportunities for both the consumers and providers to get higher satisfaction and profit as well as help the society and the environment.

Field of Research: Marketing and Management.

Keyword: Green marketing, Environmental Marketing, Agricultural product, Super shop.

1. Introduction

Recent changes in socio-economic culture in Bangladesh have forced the people to adopt new thinking and expectations to life leading to a change in their purchasing behavior. Economic growth, increasing women participation in the workforce, increasing literacy rate, microfinance etc. are the major factors which influence to change the society as well as family roles and structure. For an example, the nuclear

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structure of family is becoming very popular in our society in Bangladesh. These changes pose both the opportunity and challenges to the marketers as they have to monitor and device strategies according to the changing consumer behaviour.

1.1 Background

To meet the demand of today's customer, number of super shops and their product offerings are increasing day by day. The word "Super shop" literally means super market which is a large shop selling food, drink, household goods etc. People choose what they want from the shelves and pay at the counter. Basically, a super market is a one floor large area consisting of the daily goods that are bought by households. (Gurung et al, 2007). Customers' concern about environment, product variety, product quality, fixed price and hassle free purchasing make the super shop very popular among the middle and upper class urban consumers who live in the urban area.

Selling perishable items like agricultural products, in super shops is a challenging job. Super shops sell different types of general (other manufacturer) brands and store (own) brands of agricultural (SBA) product. Store brands are a line of products sold by a retailer under a single marketing identity. The retailer will design the manufacturing or collecting, packaging and marketing of the goods in order to build the relationship between the products and the store's customer base. (Wikipedia 2010).

SBA products are those agricultural products which are sold under the brand name of the super shop. This store brands can offer competitive advantages if the super shops can build and maintain them with care. Now-a –days customers are more conscious about the use of harmful chemicals in the production, preservation and sales of agricultural products. To overcome the hazards in selling store brand agricultural products, green marketing can be a solution. Green marketing is the process of satisfying the needs and wants of customers in a way which can bring benefit or profit for both the provider and the society by reducing detrimental impact on the natural environment.

1.2 Objectives

The broad objective of this study is to identify the current state of green marketing in super shops for offering the agricultural products in Bangladesh.

The specific objectives of this study are as follows:

- To understand about the concepts of green marketing concept for Store Brand Agricultural (SBA) product.
- To analyze the current state of green marketing practice regarding SBA product offered by the super shops in Bangladesh.
- To understand the level of organizational awareness and opinion for SBA product offered by the super shops in Bangladesh.
- To understand the level of customer awareness and perception about green marketing for purchasing SBA products from super shops in Bangladesh.

1.3 Significance of the study

There is a growing interest among the consumers all over the world regarding protection of environment. Consumer behaviour is turning towards environmental friendly or green product. Previous research showed that most consumers have expressed a great interest in the protection of the environment and they are strongly concerned about the environment and its degradation. (Juwaheer et al. 2010). Beside this green perceived value would positively affect green trust and green purchase intentions, while green perceived risk would negatively influence both of them (Chen & Chang 2012). As a result an immense opportunity has been created to add value through offering green product perception.

Although green marketing has been an important research topic for more than three decades, hardly any research has been conducted that focuses specifically on green marketing for agricultural product. That's why we are interested to work on this issue. The research outcome will help to understand about the present state of green marketing for selling store brand agricultural product by different super shops in Bangladesh.

Awareness and practice about green marketing among the super shops and the consumers regarding agricultural product are very important. Using chemical fertilizers, pesticides, chemical wastage, and polluted water for the production of certain agricultural items poses threats to the public health in Bangladesh. Formalin and other chemical preservatives in fruits, vegetables and fisheries made the condition worse. In this situation green marketing can offer opportunities to the super shops to differentiate their product as well as brand image. Green marketing can also increase the satisfaction level of the consumers of super shops by ensuring health safety and environmental protection.

The research outcome will help to understand about the present state of green marketing for selling store brand agricultural (SBA) product offered by different super shops in Bangladesh.

1.4 Scope of the Study

The study has focused on the current green marketing practices of super shops in Dhaka city while selling agricultural products. Although super shops sell different types of general (other manufacturers) brands and store (own) brands of agricultural product like meat, fisheries, vegetables, fruits, grains, milk, dairy products, egg and poultry products etc., this study only considers the store brands of agricultural product. That means only those agricultural items which the super shops sell using the brand name of their own. Beside this, the awareness and perception level of management of 10 popular super shops were identified by observation and through questionnaire survey on the 10 popular super shops in Dhaka city. 180 consumers were surveyed from these 10 super shops to understand their awareness about green marketing while purchasing store branded agricultural product.

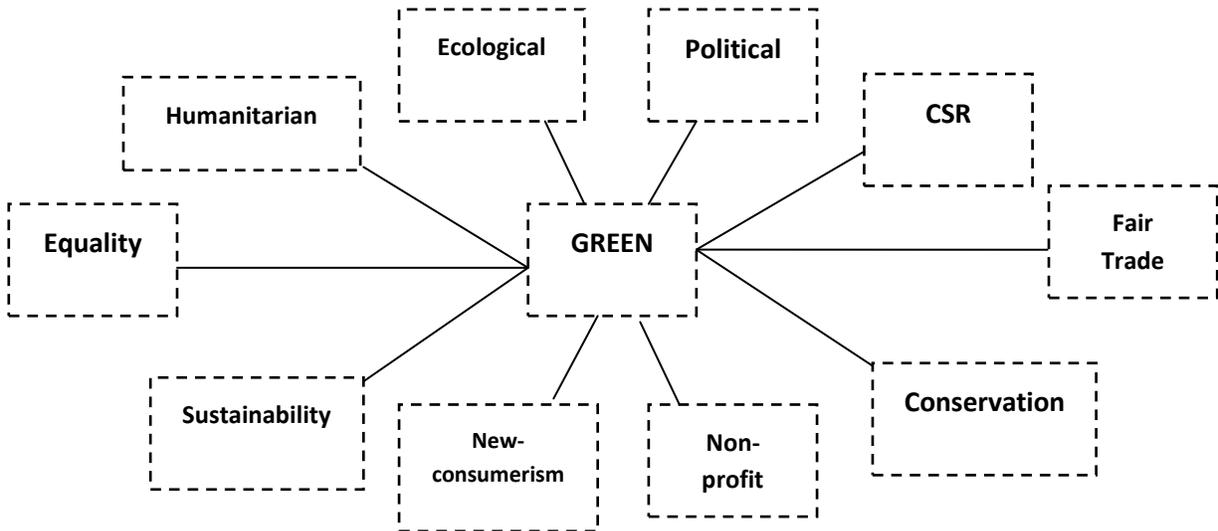
2. Literature Review

In the following paragraphs, the concepts used in the study are discussed:

Green Marketing

According to the American Marketing Association, “green marketing is the marketing of products that are presumed to be environmentally safe”(Wikipedia 2007). Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. “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).

Figure 1: The Many Meanings of Green



Source: Environmental Marketing Management (Peattie 1995).

In response to the environmental concern in the early 1970s, concepts like ‘responsible consumption’ and responsible simplification have been developed (Mead 1970).

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).

So the green consumer is a subset of consumers who are in some way different from the other consumers; they are ecologically concerned consumers (Henion & Kinnear 1976). Environmentally concerned consumers use environmental criteria in their purchase decisions at least occasionally and they choose the easiest way like super shops to purchase the necessary items.

Supermarket

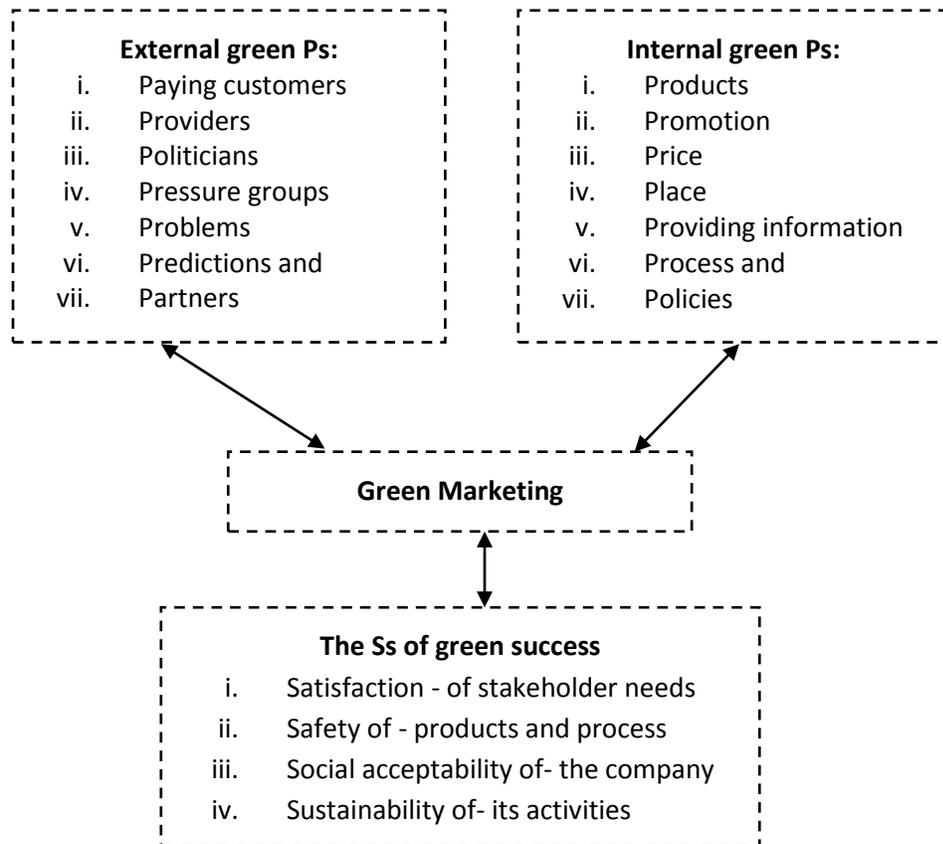
A supermarket, a form of grocery store, is a self-service store offering a wide variety of food and household merchandise, organized into departments. It is larger in size and has a wider selection than a traditional grocery store, but is smaller and more limited in the range of merchandise than a hypermarket or big-box store. The supermarket typically comprises meat, fresh produce, dairy, and baked goods departments, along with shelf space reserved for canned and packaged goods as well as for various non-food items such as household cleaners, pharmacy products and pet supplies. Supermarkets typically are supplied by the distribution centers of their parent companies, usually in the largest city in the province and usually offer products at low prices by reducing their economic margins. Certain products (typically staple foods such as bread, milk and sugar) are occasionally sold as loss leaders, that is, with negative profit margins. To maintain a profit, supermarkets attempt to make up for the lower margins by a higher overall volume of sales, and with the sale of higher-margin items. Customers usually shop by placing their selected merchandise into shopping carts (trolleys) or baskets (self-service) and pay for the merchandise at the check-out. At present, many supermarket chains are attempting to further reduce labor costs by shifting to self-service check-out machines, where a single employee can oversee a group of four or five machines at once, assisting multiple customers at a time (Wikipedia 2006).

In other words, the supermarket is best described as a full-line, departmentalized, cash and carry, and self-service food store. This contrasts with its predecessors, the neighborhood, limited-line, full-service grocery store and the general store. Superstores can be thought of as food department stores (Kohls & Uhl 2002).

Green Marketing Process

Green marketing process comprises with external and internal Ps; after integrating them green success will automatically come through four Ss. The following figure is showing the green marketing process with the integration of seven external Ps, seven internal Ps and four Ss.

Figure 2: Green Marketing Process



Source: Green marketing management (Peattie, 1992)

Green Marketing Strategies

Aganovic & Topalovic claim that there are five key factors for green marketing strategy: clarity of objectives, collaboration with third parties such as governmental organizations, ecological and similar associations and other 'green' non-profit organizations, communication, motivation for the consumer to buy 'green products' convinced of their advantages and of the fact that the whole company is 'green.' (Franjic et al. 2009)

In Polonsky's (2001) view, the following is needed for successful green marketing:

1. Successful segmentation of the market and focus on selected market segments
2. Developing a new generation of "green" products
3. "Green" positioning
4. Deciding about "green" prices
5. Applying "green" logistics
6. Changing the attitude to waste
7. Applying "green" promotion
8. Creating "green" partnerships

Green marketing Mix

Marketing mix is a set of tactical marketing tools (product, price, place and promotions) which are blends to generate desired response from the customer. Green marketing mix is a particular form of development of product, price, promotion and place that do not harm the environment, then companies that apply “green” marketing philosophy are expected to take into consideration ecological aspects of each element of marketing mix before they develop and place products in the market.

Benefits of Green marketing

Going green is no longer a trend but a lifestyle; businesses that have already picked up on this change and are currently pursuing a green business model or green marketing strategy are reaping such benefits as:

- ✓ With the emergences of green marketing the opportunity to create the new audiences with product change, new product development and strategic marketing also developed which facilitates the shops to raise their revenue.
- ✓ To ensure the greenness, product development and marketing strategy involves a little resource with minimum cost and maximum enthusiasm of the super shops. So the profitability is ensured maintaining the targeted productivity.
- ✓ Green brands are those brands that consumers associate with environmental conservation and sustainable business practices. Such brands appeal to consumers who are becoming more aware of the need to protect the environment. A green brand can add a unique selling point to a product and can boost corporate image. (Wikipedia n.d.).
- ✓ Ensuring the environmental friendliness increases the customer satisfaction which enhances the reputation and competitive market value as well as brand equity; and finally they will be designated as green brand.
- ✓ ‘Greenness’, the only concept that can keep the planet Earth which we call our home safe and sound.

If you thought green marketing was just about marketing products that are specifically created for the green market, like solar panels or wind turbines, you’re not seeing the big picture. Green marketing is also about leveraging the green benefits of any product to appeal to the conscientious consumer.

3. Methodology

This research is mainly descriptive in nature. Both primary and secondary sources of data have been used for this. Secondary data has been collected from different published sources like books, journals, newspapers and magazines, and web sites. For collecting primary data simple observation by the researchers and researcher administered questionnaire survey method have been used. Two different types of well structured questionnaires (one is for the respective personnel of the selected 10 super shops and the other one is for the sampled consumers of these super shops) have been administered. Both open ended and close ended questions were included in the questionnaires.

The sample size was 180 customers (18 from each super shops) and 10 officials (one from each super shops) from 10 different super shops (Prince Bazar Limited, Aagora, G-mart, Swapno, Nandan, Meena Bazar, Carre-Family, Amana Super Shop, Family Needs, Shop *n* Save) in Dhaka City. The details about sampling procedure are given in the table 1.

Table 1: Sampling Procedure Used for the Questionnaire Survey

No	Item	For Questionnaire- A	For Questionnaire- B
1	Target Population	All the officials of all the super shops of Bangladesh.	All the consumers of all the super shops of Bangladesh.
3	Sampling Unit	Individual officials of super shops who were assigned to talk with the researchers.	Individual consumer who purchase agricultural product from super shops.
4	Extent	Ten super shops of Dhaka City.	
5	Time	April 2011 – October 2011	
6	Sampling Frame	No well structured sample frame was found.	
7	Sampling Technique	Non Probability judgmental sampling procedure was used for selecting 10 super shops.	Non probability convenience sampling procedure was used for selecting consumers.
4.	Scaling technique	5 point Likert Scale, which is a part of Non Comparative Scaling Technique	
6.	Sample Size	10	180

Sample selection criteria for individual customer:

- i. Purchases SBA products
- ii. Visits super shop at least once in a month

Data have been analyzed through proper quantitative and qualitative techniques. We have used different types of statistical tools and computer software for analyzing and reporting, such as – SPSS v 16.0 and Microsoft Word. Simple statistical techniques like frequency distribution along with percentage and descriptive statistics like mean and standard deviations have been obtained. To determine whether a significant association exists between binomial variables (e.g. gender and awareness of green marketing), cross tabulation analysis and chi-square test have been performed. One sample t- test was considered in testing hypothesis to analyze the awareness, perception and attitude about green marketing by organizations and consumers of super shops while purchasing store brand agricultural products.

4. Green Marketing Practices in Bangladesh

Most of the developed countries around the world have successfully implemented the green marketing concepts in the business arena (Polonsky 1994). The concept is also getting importance in the developing countries now a day. It is the government and the social worker groups who have created pressure to the manufacturers for undertaking green marketing activities. Governmental regulations relating to the environmental marketing in the developed part of the world are designed to protect consumers in several ways, such as: (i) to reduce production of harmful products or by-products, (ii) to modify consumer and industrial use and/or consumption of harmful goods, or (iii) to

ensure that all types of consumers have the ability to evaluate the environmental composition of products.

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 & Azad 1999). Businesses citing for environmental betterment includes cigarette manufacturers, construction firms, and food and beverage industries and so on. (www.eco-web.com). Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. Firms are now accepting that 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.

5. Current State of Green Marketing Practices Regarding SBA Product Offered By the Super Shops in Bangladesh

In the following table the popular category of SBA product offered by the super shops in Bangladesh are identified:

Table 2: Popular Category of SBA Product Offered by Super Shops

Category	Percent	Percent of Cases
Vegetables	18.5%	100.0%
Fruits	18.5%	100.0%
Meats	18.5%	100.0%
Grains	16.7%	90.0%
Fisheries	13.0%	70.0%
Milk & dairy product	9.3%	50.0%
Egg	5.6%	30.0%
Total	100.0%	540.0%

From the observation by the researchers, it was found that every super shops offer Vegetables, Fruits and Meats as SBA product. But only 30% super shops offer Egg. So it can be said that popular SBA product offering categories are vegetables, fruits and meats.

The difference in store environmental friendly claims by super shops regarding SBA products are identified and described below:

1. Meena Bazar:

a. Vegetables:

Masum, Amin & Naeema

- Organic.
- Purest possible source of nourishment
- Free of toxic and long lasting pesticides, herbicides or fungicides
- Helps preserve our planets for future generations

a. Meat:

- Our meat is served through a quality control process.
- Selected cattle are directly sourced.
- Prescribed medical test are done.

2. Aagora:

a. Vegetables:

- Directly collected from the cultivation field of Savar, Kishorganj, Narshingdi
- Quality assurance in every stage.
- Washed for Hygiene.
- Air conditioned transportation vehicle for vegetables.

3. Prince- Bazar Ltd.:

a. Egg:

- Return the used packet of egg undamaged and get 5 taka cash back.

4. Care- Family:

a. Fisheries.

- 100% Formalin free fish.

5. Nandan:

a. Common.

- Tests with Formalin kit.

6. Organizational awareness and opinion for SBA product

This section tries to identify the level of organizational awareness and opinion about SBA product offered by the super shops in Bangladesh. For this, it is assumed that the awareness and opinion of the Individual officials of super shops who were assigned to talk with the researchers have ultimately reflected the awareness and opinion of the super shop itself. First the knowledge level of the organization regarding green marketing was identified and then two general hypotheses are tested using one sample t- test for understanding the opinion of the authority of the super shops about green or environmental marketing for SBA products.

6.1 Knowledge about green marketing

The following tables show whether the officials under study have any knowledge about green marketing and what is their levels of familiarity:

Table 3: Knowledge Level of the Respondents about Green Marketing

Knowledge	Frequency	Percent	Comments
Yes	3	30.0	Aagora, Meena Bazar and G-Mart
No	7	70.0	
Total	10	100.0	

Levels of Familiarity	Frequency	Percent	Comments
Average	2	20.0	Aagora, G-Mart
Good	1	10.0	Meena Bazar
Total	3	30.0	

From the survey, it is found that only 30% of the total respondents know about green marketing and the rest 70% do not know. Among the respondents who are familiar with green marketing, only the respondent from one super shop (Meena Bazar) has more than average knowledge about green marketing

6.2 Environmental friendly production, preservation and selling practices

This section tries to identify the current practices by the super shops under study regarding environmental friendliness in production, preservation and selling process of SBA product. For this the following general hypothesis has been tested using one sample t-statistics:

General Hypothesis- 1.

H₀: Super shops in Bangladesh ensure an average level of environmental friendliness in: I) production, II) preservation and III) selling process. (i.e., $H_0 = 3$)

H_a: Super shops in Bangladesh ensure an above average level of environmental friendliness in: I) production, II) preservation and III) selling process. (i.e., $H_A > 3$)

Table 4: Test Result of General Hypothesis- 1

Variables	N	Mean	Std. Deviation	Std. Error Mean
I) Ensure environment friendliness in production process	10	3.3000	.94868	.30000
II) Ensure environment friendliness in preservation process	10	4.8000	.42164	.13333
III) Ensure environment friendliness in selling process	10	4.7000	.67495	.21344

1= Fully disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Fully agree.

Statements	Test Value = 3			
	T	Sig. (2-tailed)	Mean Difference	Conclusion (95% confidence level)
I) Ensure environment friendliness in production process	1.000	.343**	.30000	H ₀ cannot be rejected
II) Ensure environment friendliness in preservation process	13.500	.000	1.80000	H ₀ is rejected; H _A is established
III) Ensure environment friendliness in selling process	7.965	.000	1.70000	H ₀ is rejected; H _A is established

From the test result, it is found that the super shops under study claim that they ensure environmental friendliness in the preservation and selling process of SBA. For production process they claim for an average level of environment friendliness as the products are not produced by the super shops, they only collect from the supplier and sell them.

6.3 Opinion to introduce environmental friendly product, price and promotion:

In this section the opinion of the super shop officials to introduce environmental friendly separate category of product, price and promotion for SBA products has been identified. For this the following general hypothesis is tested using one sample t-statistics:

General Hypothesis- 2.

H₀: Super shops in Bangladesh have an average level of opinion about introducing environmental friendly I) category of product, II) special price and III) promotion (i.e., H₀ = 3)

H_a: Super shops in Bangladesh have an above average level of opinion about introducing environmental friendly I) category of product, II) special price and III) promotion (i.e., H_A > 3)

Table 5: Test Result of General Hypothesis- 2

Variables	N	Mean	Std. Deviation	Std. Error Mean
I) Introduce separate categories of environmental friendly product	10	3.1000	.31623	.10000
II) Introduce special pricing policy for environmental friendly product	10	3.7000	.67495	.21344
III) Introduce promotion regarding environmental friendliness	10	4.6000	.69921	.22111

1= Fully disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Fully agree.

Variables	Test Value = 3			
	t	Sig. (2-tailed)	Mean Difference	Conclusion (95% confidence level)
I) Introduce separate categories of environmental friendly product	1.000	.343**	.10000	H ₀ cannot be rejected
II) Introduce special pricing policy for environmental friendly product	3.280	.010	.70000	H ₀ is rejected; H _A is established
III) Introduce promotion regarding environmental friendliness	7.236	.000	1.60000	H ₀ is rejected; H _A is established

From the test result, it is found that all the super shops under the study think that they should introduce special pricing policy and promotional efforts regarding environmental friendly SBA product. But for separate category of products, the null hypothesis cannot be rejected. It means that the super shops under the study are not fully confident about introducing new category of environmental friendly SBA products. As per their opinion, offering new category of SBA products will be very challenging for the super shops.

7. Customer Awareness and Perception about Green Marketing for Purchasing SBA Product from Super Shops

This section tries to identify the level of consumer awareness and perception about green marketing for purchasing SBA product from super shops in Bangladesh. At first a demographic profile about the customers purchasing SBA products from the super shops has been discussed. Then cross tabulations supported with Chi-square test have been conducted to understand about the association among awareness about green marketing and different demographic variables of the respondents (Gender, age and income etc.) After that some hypotheses are tested to understand about the perception of consumers about green marketing for SBA product.

7.1 Demographics of the Respondents

Here, the demographic profiles of the respondents (customers) who purchase SBA products from the super shops under the study have been analyzed.

Table 6: Demographic Profile of the Respondents

Variable	Categories	Frequency	Percent
Gender	Male	112	62.2
	Female	68	37.8
Age	Less than 25 yrs	55	30.6
	25 - 35 yrs	101	56.1
	35 - 50 yrs	18	10.0
	50 yrs +	6	3.3
Education	Below S.S.C	6	3.3
	H.S.C	40	22.2
	Diploma	23	12.8
	Graduation	90	50.0
	Post graduation	21	11.7
Occupation	Student	25	13.9
	Service holder	69	38.3
	Housewife	38	21.1
	Businessman	46	25.6
	Others	2	1.1
Income	Unemployed	34	18.9
	0 - 15 thus	12	6.7
	15 - 30 thus	94	52.2
	30 - 50 thus	40	22.2
Total (For each variable)		180	100

From the research it is observed that out of 180 customers of SBA products, 62.2% are male and the rest 37.8% are female. Majority (56.1%) of the customers are young who fall into 25 to 35 years age group. Besides, it is clear from the previous table that most (50%) of the customers of SBA products are well educated as they have a graduate level of education. Majority of the customers are service holders (38.3%) and businessmen (25.6%) who purchase SBA products from different super shops for their family. The income levels of the major respondents (52.2%) are 15 to 30 thousand taka per month. It means that they are from medium to upper medium income group.

Traditionally agricultural products are purchased by the males in the society. But from the survey result, it can be said that women participation for purchasing SBA product from super shops are significant. It indicates that they are also increasingly involving themselves in purchasing product from super shops. The reason for the male respondents to choose super shops is to avoid crowd and bargaining in shopping after having a long day office (Chowdhury 2007). Young people who are businessmen and service holders having monthly income of 15 to 30 thousand taka per month are mainly

participating more in purchasing SBA product from super shops. Because these customers have lack of time and they want more quality and variations of product.

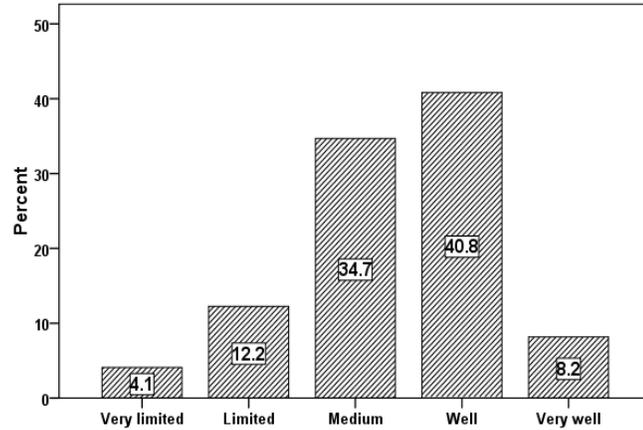
7.2 Knowledge about Green Marketing

In the following tables it has been observed whether the customers under the study have any knowledge about green marketing.

Table 7: Consumer Awareness about Green Marketing.

Knowledge	Frequency	Percent
Yes	49	27.2
No	131	72.8
Total	180	100.0
How well do you know about green marketing?		
N	Valid	49
	Missing	131
Mean		3.3673
Std. Deviation		.95074

Figure 3: Level of Knowledge about Green Marketing.



From the study, it is found that out of 180 customers only 27.2% know about green marketing and the rest 72.8% do not know about it. Those who know about green marketing have slightly above average knowledge level about green marketing (mean score = 3.37, 1=very limited knowledge level and 5= very well knowledge level).

So it can be said that majority of the customers do not have knowledge about green marketing as green marketing is very new for our county.

7.3 Association between Consumers' Awareness and Consumer Demographics

To assess the association between consumers' awareness and different demographic variables like gender, age, education, occupation and income, statistical analysis like cross-tabulations and chi-square tests were conducted. Moreover following general hypothesis were tested by chi-square, contingency coefficient and p- value. Following general hypothesis was checked with the statistical result:

General Hypothesis- 3

H_0 : There is no significant association between awareness about green marketing and specific demographic variables (Gender, Age, Education, Occupation, Income).

H_A : There is significant association between awareness about green marketing and specific demographic variables (Gender, Age, Education, Occupation, Income).

Table 8: Test Result of General Hypothesis- 3

Cross tabulation of Consumer awareness with following variables	Chi-square Value	Asymp. Sig. (2-sided) (p-value)	Contingency Coefficient	Conclusion (95% confidence level)
Gender	12.581	.000	.256	H ₀ is rejected; H _A is established
Age	44.296	.000	.264	H ₀ is rejected; H _A is established
Education	14.359	.006	.272	H ₀ is rejected; H _A is established
Occupation	35.980	.000	.284	H ₀ is rejected; H _A is established
Income	15.328	.002	.280	H ₀ is rejected; H _A is established

From the above table, it is observed that for every variables p- value < 0.05. So it can be said that all the variables are associated with consumer's awareness regarding green marketing.

Table 9: Association between Consumers' Awareness and Consumer Demographics.

Demographic variables	Categories	Having awareness about green marketing		Total
		No	Yes	
Gender	<i>*Male</i>	72	41	113
		63.7%	*36.3%	100.0%
	Female	59	8	67
		88.1%	11.9%	100.0%
Total		131	49	180
		72.8%	27.2%	100.0%
Age	<i>*Less than 25 yrs</i>	22	33	55
		40.0%	*60.0%	100.0%
	25 - 35 yrs	89	12	101
		88.1%	11.9%	100.0%
	35 - 50 yrs	14	4	18
		77.8%	22.2%	100.0%
Total		6	0	6
		100.0%	.0%	100.0%
Education	Below S.S.C	6	0	6
		100.0%	.0%	100.0%
	H.S.C	25	15	40
		62.5%	*37.5%	100.0%
	Diploma	23	0	23
		100.0%	.0%	100.0%
	Graduation	64	26	90
	71.1%	*28.9%	100.0%	
<i>*Post graduation</i>	13	8	21	
	61.9%	*38.1%	100.0%	
Total		131	49	180
		72.8%	27.2%	100.0%
Occupation	<i>*Student</i>	6	19	25
		24.0%	*76.0%	100.0%
	Service holder	56	13	69
		81.2%	18.8%	100.0%
	Housewife	32	6	38
		84.2%	15.8%	100.0%
	Businessman	35	11	46
	76.1%	23.9%	100.0%	
Others	2	0	2	
	100.0%	.0%	100.0%	
Total		131	49	180
		72.8%	27.2%	100.0%
Income (taka per month)	Unemployed	20	14	34
		58.8%	41.2%	100.0%
	<i>*0 - 15 thus</i>	5	7	12
		41.7%	*58.3%	100.0%
	15 - 30 thus	70	24	94
		74.5%	25.5%	100.0%
30 - 50 thus	36	4	40	
	90.0%	10.0%	100.0%	
Total		131	49	180
		72.8%	27.2%	100.0%

From the above cross tabulation it has been observed that the level of awareness about green marketing is more in male (36.3%) than female consumers (11.9%). The reason may be that males know more about recent news or development of the world than the females in Bangladesh. It has also found that young customers from the age group of below 25 years have more awareness (60.0%) about green marketing. Their educational level is mainly H.S.C (37.5%), Graduate (28.9%) and post graduate

(38.1%). Young customers are information seekers and they always try to keep themselves up to date with recent information and changes about the world. That's why the level of awareness about green marketing is higher among the students (76.0%) than other occupational groups. It has also found that lower level income people (0 – 15 thousand taka/ month) have more awareness about green marketing than others which indicates that they are more conscious about the health hazard issues about SBA product.

7.4 Consumer Preference about Environmental Friendly SBA Product

In this section an attempt has been made to understand whether the customer prefer environmental friendly agricultural product when purchasing SBA product from the super shops. For this the following hypothesis is tested using one sample t-statistics:

Hypothesis- 4

H₀: Consumers of super shop have an average preference for purchasing environmental friendly SBA product. ($H_0 = 3$)

H_A : Consumers of super shop have an above-average preference for purchasing environmental friendly SBA product. ($H_A > 3$)

Table 10: Test Result of Hypothesis- 4

Variable	N	Mean	Std. Deviation	Std. Error Mean
Preference for purchasing environmental friendly SBA product	180	3.7833	.46407	.03459

Variable	t	Sig. (2-tailed)	Mean Difference	Conclusion (95% confidence level)
Preference for purchasing environmental friendly SBA product.	22.646	.000	.78333	H ₀ is rejected; H _A is established

From the test result, it can be concluded that the customers prefer environmental friendly product while purchasing SBA product. This may indicate that today's customers become more conscious about safety of their health and environment.

7.5 Consumers Attitude about Green Consumerism

In this section it has been studied whether the customers are ready to sacrifice extra money for environmental friendly SBA products which will ultimately indicate their attitude about green consumerism. For this the following hypothesis is tested using one sample t-statistics:

Hypothesis- 5

H₀: Consumers of super shop have an average opinion about sacrificing money for purchasing environmental friendly SBA product. ($H_0 = 3$)

H_A: Consumers of super shop have an above-average opinion about sacrificing money for purchasing environmental friendly SBA product. ($H_A > 3$)

Table 11: Test Result of Hypothesis- 5

Variable	N	Mean	Std. Deviation	Std. Error Mean
Opinion about sacrificing money	180	3.8000	.89941	.06704

Variable	t	Sig. (2-tailed)	Mean Difference	Conclusion (95% confidence level)
Opinion about sacrificing money	11.934	.000	.80000	H ₀ is rejected; H _A is established

From the test result, it can be said that the customers are ready to pay extra money for environmental friendly products indicating that their attitude about green marketing is positive. Generally customers bargain for lower price while purchasing agricultural products. In super shops they cannot negotiate as price is fixed by the authority. But when the question about protecting family from health related problems comes, the customers become more price- indifferent.

7.6 Consumer Perception about Environmental Friendly Claims by the Super Shops

This section tries to identify whether the customers are confident about the claims of the super shops regarding environmental friendly practices in offering SBA product. For this the following hypothesis is tested using one sample t-statistics:

Hypothesis- 6

H₀: Consumers of super shop have an average perception about the organizational practice of offering environmental friendly SBA product. ($H_0 = 3$)

H_A: Consumers of super shop have above-average perception about the organizational practice of offering environmental friendly SBA product. ($H_A > 3$)

Table 12: Test Result of Hypothesis- 6

Variables		N	Mean	Std. Deviation	Std. Error Mean
Perception about the organizational practice of offering environmental friendly SBA product.		180	3.0111	.85213	.06351
Variables	t	Sig. (2-tailed)	Mean Difference	Conclusion (95% confidence level)	
Perception about the organizational practice of offering environmental friendly SBA product.	.175	.861**	.01111	H ₀ cannot be rejected.	

From the test result, it is found that in 95% confidence level the p-value is not less than 0.05. So there is not enough evidence to reject null hypothesis. It means that customers are not fully confident that super shops are offering environmental friendly SBA product. As per the respondents' opinion, the main reason is that there is lack of organization efforts as well as lack of organizational marketing mix strategy to convince the customer about their environmental friendly claims. Especially promotion regarding environmental friendly claims about SBA products is very poor for the super shops.

Beside the previous hypothesis testing, customers are asked to show their level of argument with the following statements so that their perceptions and expectations about environmental friendly product can be understood in depth. The results are as follows:

Table 13: Customers Perceptions and Expectations about Environmental Friendly Product

Statements	N	Mean	Std. Deviation	Std. Error Mean	Level of agreement
I) 'I think environmental friendly agricultural product is important for the health of my family members.'	180	4.4556	.63705	.04748	Nearly fully agreement
II) "All the super shops must offer environmental friendly agricultural product."	180	3.6500	1.04894	.07818	Nearly agreement
III) "The government must ensure green marketing practice for agricultural product by super shop."	180	3.8111	.72304	.05389	Nearly agreement
IV) "The government must create awareness about green marketing in buying and selling of agricultural product offered by super shops."	180	4.2500	.69213	.05159	Over agreement

1= Fully disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Fully agree.

From the above table, it has found that customers under the study show nearly agreement with the statement which indicates that environmental friendly agricultural product is important for the health of their family members. They also expect that every super shop must ensure environmental friendliness while offering agricultural products. Beside this the customers feel that government must ensure environmental friendly activities in super shops and create public awareness regarding green marketing in buying agricultural product offered by super shops.

8. Major Findings

- The super shops under study offer vegetables, fruits and meats as the popular category of products and claim environment friendliness while selling these products.
- The awareness level about green marketing is very poor among both the officials and the consumers of super shops.
- Though the super shops claim that they ensure environmental friendliness in preservation and selling process of SBA product, the consumers are not fully confident about it. Super shops are not totally ensuring environmental friendliness in the production process of their SBA product. Because these are not produced by the super shops. The super shops only purchase and collect them from the farmers.
- Super shops perceive that they should introduce special pricing and new promotional efforts regarding environmental friendly SBA product. But they are not fully confident about introducing new category of environmental friendly SBA product.
- It has been observed that the level of awareness about green marketing is more in male than female consumers. The reason is that males know more about recent news or development of the world than the females in Bangladesh. It has also been found that young customers having age of below 25 years have more awareness about green marketing. Young customers are information seekers and they always try to keep themselves up to date with recent information and changes about the world. That's why the level of awareness about green marketing is higher among the students than other occupational groups. It has also been found that lower level income people (0 – 15 thousand taka/ month) have more awareness about green marketing than others. Because they are more conscious about the health hazard issues about SBA product.
- Customers prefer environmental friendly product while purchasing SBA product and they are ready to pay extra money for environmental friendly product. So it can be said that their attitude about green marketing is positive. Generally customers bargain for lower price when purchase agricultural product. But in super shops they cannot bargain with price as price was fixed by the super shops authority. But when the question about protecting family from health related problems comes, the customers become price inelastic.
- Customers show nearly agreement with the statement which indicates that environmental friendly agricultural product is important for the health of their family members. They also expect that every super shops must ensure environmental friendliness when offer agricultural product. Beside this the consumers feel that government must ensure environmental friendliness or green marketing for super shops and create awareness among the general customers

regarding green marketing for ensuring public health and protecting the environment.

9. Concluding Remarks

The awareness about green marketing is really poor in both the cases of super shops and consumers levels. But if it is ensured the environment friendliness then the super shops will be benefited with increasing customer satisfaction and loyalty. It may also facilitate to increase the productivity and profitability. Consumers will also lead a happy life with sound health and safety. So the government and super shops should take the initiative to enhance the awareness at every level of stakeholders about green marketing.

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