

CHAPTER-1

INTRODUCTION

Environment concern had become the most important issue for mankind in the present world. The businesses are no exception for this issue and they are responding through environment-friendly products. Throughout this paper the terms eco-friendly products, environment-friendly products, green products mean the same and are used interchangeably. The depletion of oil resources, raw materials and pollution are making organizations to rethink about their products and services. The eco- friendly products are being introduced by modern organizations to protect the environment. Eco-friendly paper is one of the solutions to save the environment and reduce the pollution in the present world.

In recent years, terms like "going green" and "eco-friendly" have become buzz words. The term "eco-friendly" has been used for so many different products and practices; its meaning is in danger of being lost. Due to the increased importance of green marketing to market success, firms continue to launch various forms of green packaging programs through the introduction of recyclable and reusable packages. Green marketing is due to the increased importance of green marketing to market success, firms continue to launch various forms of green packaging programs through the introduction of recyclable and reusable package.

Along with climate change, population growth and diminishing the natural resources in current era, new techniques and methods are used for producing goods, which are less energy consumption, more compatible with environment and harmless for nature and humankind. Express that purchasing behaviour has a direct impact on producing ecologically compatible products. Increasing number of people who are willing to pay more for these kinds of products is the evidence, which supports the growth of environmentally friendly products. With regard to increasing demand for buying environmentally friendly products many companies are also producing and replacing green products with non-environmental friendly products. Shifting from normal products to environmentally friendly needs vast market research by producers.

Environmentally preferable products are sometimes more expensive to purchase than other alternative products. Green consumers have been shown to be willing to pay a

higher price for environmentally friendly products, which is a huge opportunity for companies as well as governments looking to make eco-friendly policy changes. Thus, the increasing number of consumers who prefer and are willing to buy eco-friendly products are creating opportunity for businesses that are using “eco-friendly” or “environmentally friendly” as a component of their value proposition. Businesses that offer products which are manufactured and designed with an environmental marketing mix have a long term competitive advantage. A better understanding of consumers’ buying behaviour will allow businesses to acquire more market-applicable approach to sustain in the competitive market. Behaviour has a strong influence in terms of consumer purchases. Shift towards more sustainable consumption patterns is required and it is also important to increase the environment awareness & consciousness among the people. Consumers can reduce their impact on environment by their purchasing decisions. The rising number of consumers who prefer and are willing to buy eco-friendly products are creating opportunity for businesses that are using “eco-friendly” or “environmentally friendly” as a component of their value proposition. Businesses that offer products which are manufactured & designed with an environmental marketing mix have a long term competitive advantage. Environmental issues are of importance to consumers who are environmentally conscious when making a purchase. Hence, a better understanding of consumer preferences in this case will allow businesses to acquire more market applicable approach to sustain in the competitive market.

1.2 SIGNIFICANCE OF THE STUDY

Consumers are becoming more interested in environments friendly products, raising the demand against a limited supply. The success of producing eco-friendly products will depend on whether consumers will accept the products or not. Uncertainties of marketing eco-friendly products discourage farmers to produce green agriculture products.

Consumers will be interested to buy those products if they find those cheap. In this case, our research study will help the marketer to know the fact about eco-friendly products whether those will get market or not and consumers will appreciate those positively or vice versa.

1.3 STATEMENT OF THE PROBLEM

Consumers today are increasingly “thinking green” and are willing to pay more for environment friendly products. The increasing numbers of consumers who prefer and are willing to buy these products are subjected to the buying process. Consumers have different buying behaviour and these behaviours are constantly changing as a result of the availability of best alternatives. Hence, the present study is conducted to explore the extent of the impact of consumers buying behaviour towards green products.

1.4 OBJECTIVES OF THE STUDY

- To study the consumer behaviour towards eco friendly products.
- To analyse the factors which influence them to develop attitude towards purchase of eco-friendly products.
- To study the importance and scope of green marketing in the society.

1.5 SCOPE OF THE STUDY

Businesses are globally coming up with the new responsibility of promoting sustainable development by preserving the limited natural resources and conserve them to meet the needs of the future generation. Continuous change in natural resources and the over consumption has led to some realization about human responsibility towards nature. This realization has led to development of eco-friendly consumption patterns or green purchase behaviour among consumers. Therefore, this study aims to give information about the trends and future scope and of green marketing and to identify the factors influencing purchasing behaviour of consumer for green products. This study would contribute additionally to the existing knowledge in the field of green marketing and also a reference to other substantially interested parties.

1.6 RESEARCH METHODOLOGY

RESEARCH DESIGN

The combination of descriptive and analytical design is used in this study to describe the state of affairs of the individuals and approach towards specific research.

AREA OF THE STUDY

Kannur Municipality is purposefully selected for the study.

POPULATION

The total number of items or things in a particular equity is known as population. The population selected for the study is customers of Green products located in Kannur district.

SAMPLE SIZE

Sample size is a count of the individual samples or observations in any statistical setting, such as a scientific experiment or a public opinion survey. 50 samples were collected for the study.

SAMPLING TECHNIQUE

Convenience sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand.

Simple random sampling is the basic sampling technique where we select a group of subjects for study from a larger group. Simple random sampling and convenience technique is used for completion of this project.

SOURCES OF DATA COLLECTION

The data collected during the project comprises of:

1. **PRIMARY DATA:** Primary data are original sources from which the researches directly collect data. It was collected through questionnaire. A structured questionnaire consisting of 25 questions were designed to elicit.
2. **SECONDARY DATA:** Secondary data are the sources containing data which have been collected and compiled for another purpose. It was collected through:
 - External data
 - Website/ books
 - Journals

TOOLS FOR DATA ANALYSIS

PERCENTAGE METHOD

The present study used percentage analysis method. Percentage analysis is the method to present raw streams of data as a percentage for better understanding. Simple percentage method has been used for analysis of primary data collected.

1.7 LIMITATIONS OF THE STUDY

- It was hard enough to fetch information from respondents.
- The scope of the study is limited to Kannur municipality.
- The time available for completing the project was insufficient.
- It was not sufficient to collect as much information, so the sample is restricted to 50.

1.8 CHAPTER SCHEME

The study has been divided in to 5 chapters

- The first chapter deals with Introduction of the study.
- The second chapter deals with Review of literature
- The third chapter deals with Theoretical frame work of the study.
- The fourth chapter deals with Data analysis and interpretations of the study.
- The final chapter furnishes the findings, suggestions and conclusion for the study.

CHAPTER-2

REVIEW OF LITERATURE

Research is an issue or a problem which cannot be fruitful without a thorough and its related areas. Knowledge about the similar studies conducted elsewhere in the past. A literature review was conducted to derive various kinds of information from the secondary source. Direct economic values are drawn from existing studies. A few studies have been done on green marketing.

Kangis (1992) observed that Green Marketing is not just about either a green way of Marketing, or the marketing of so-called Green Products. It refers both to the method and to the product. Therefore, the very idea of Green Marketing needs considerable development and analysis, with rules and integrity in economic, scientific, academic and ethical terms

Sham Dasani (1993):“Green or environmentally friendly products are broadly defined as products that will not pollute earth or deplete natural resources, and can be recycled or conserved” (Mustafa, 2007b). As, the concept of green product is very recent, the literature is still deficient of the commonly accepted definition of Eco-Friendly products (Durif et al., 2010; Rivera-Camino, 2007; Hartmann and Ibanez, 2006). In search of the clear definition of Eco- Friendly products Durif et al. (2010) conducted a Meta-analysis of 35 definitions of Eco- Friendly products given by various researchers in the field of green marketing. The meta analysis of 35 definitions enabled Durif et al. to formulate an integrative definition of green product: “A green product is a product whose design and/or attributes (and/or production and/or strategy) use recycling (renewable/toxic free/biodegradables) resources and which improves environmental impact or reduces environmental toxic damage throughout its entire life cycle.”

Polanski, Michael Jay. (1994) defines Green Marketing as, "set of all the activities designed to generate and facilitate any exchange 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." It is basically a business practice that considers consumers concern with regards to preservation and conservation of the natural environment

Ram Logan (1997) Consumer's consumption has been changed due to rapid economic growth which has resulted in environmental degradation through over consumption & utilization of natural resources. If the current trend of economic growth & irresponsible consumption patterns continuous the environment deterioration would be worsen. The consequences of environment degradation are global warming, depletion of stratosphere ozone layer. Pollution of sea and rivers, noise and light pollution, acid rain and desertification (Ram Logan, 1997).

D'Souza et al. (2007) examined the influence of price and quality attributes of product on the green purchase intention of consumers. The study proposed a model which predicted that consumers' purchase intention was influenced by the price and quality attributes of the product which in turn were influenced by consumers' environmental beliefs. The analysis of the data suggested that consumers were more focused on the higher quality of green products than on the higher prices of the same.

Many researchers have defined green product in various definitions. Ottman (1998), Nimse, Vijayan, Kumar, and Varadarajan (2007) and Pavan (2010) defined green products as products that made from recyclable materials, least wastage or minimum packaging, less or non-toxic substance, and reduce the wastage of energy and water. Generally, green products also known as environmental friendly products or ecological products which enhance or protect the environment and brings less negative impact or harmful effect to environment as well as human. According to Baker and Ozaki (2008), it was difficult to define environmentally sustainable products because there is unable to find a green product that is genuinely green or sustainable. All the goods or products that we purchase, use or throw away will have some negative impacts and consequences to the environment at its lifecycle stage. Therefore, Baker et al. (2008) concluded that environmentally sustainable products were those products that have less or low impact to the environmental. Moreover, Schlegelmilch, Bohlen, and Diamantopoulos (1996), Lee (2008) and Pavan (2010) had classified green products into several categories which are contain natural ingredients, original grown, do not pollute environment, not test on animals, contain recycled content, recyclable and reusable, and contain approved chemical.

CHAPTER-3

PROFILE OF THE STUDY

3.1 GREEN PRODUCTS

Green products combine green concepts in the production, usage and disposal of these products, while allowing the products to meet the same manufacturing regulations. According to a renowned author in the field of green marketing J.A. Ottman (1998), “Green products are typically durable, non toxic, made of recycled materials, or minimally packaged. Of course, there are no completely green products, for that all use up energy and resources and create by-products and emissions during their manufacture, transport to warehouses and stores, usage and eventual disposal. So green is relative, describing products with less impact on the environment than their alternatives”. According to Shamdasani et al. (1993) “Green or environmentally friendly products are broadly defined as products that will not pollute earth or deplete natural resources, and can be recycled or conserved” (Mostafa, 2007b). As, the concept of green product is very recent, the literature is still deficient of the commonly accepted definition of green products (Durif et al., 2010; Rivera-Camino, 2007; Hartmann and Ibanez, 2006). In search of the clear definition of green products Durif et al. (2010) conducted a Meta analysis of 35 definitions of green products given by various researchers in the field of green marketing (see table 1.1). The meta-analysis of 35 definitions enabled Durif et al. to formulate an integrative definition of green product: “A green product is a product whose design and/or attributes (and/or production and/or strategy) use recycling (renewable/toxic free/biodegradables) resources and which improves environmental impact or reduces environmental toxic damage throughout its entire life cycle.”

FOUR PS OF GREEN MARKETING ECO- FRIENDLY PRODUCTS

There is no widespread agreement on what exactly makes a product green. Some general guidelines include that a green product does not present a health hazard to people or animals is relatively efficient in its use of resources during manufacture, use and disposal does not incorporate materials derived from endangered species or threatened environments does not contribute to excessive waste in its use or packaging and does not rely on unnecessary use of or cruelty to animals.

Other favourable attributes from the green point of view are the incorporation of recycled materials into the product and the products own recyclability.

GREEN PRICING

A central concern of many environmentalists is that product prices do not reflect total environmental costs. A number of companies have undertaken audits of their production processes to identify hidden environmental costs and to provide better information for pricing decisions. Emissions charges, carbon taxes, and increased fines are possible methods governments might use to implement better environmental costing. European firms have been particularly proactive in this area, developing a method of environmental auditing (the eco balance) bridging the gap between standard accounting practice, in which data are expressed solely in conventional monetary terms, and qualitative environmental impact reports.

GREEN PROMOTION

Perhaps no area of green marketing has received as much attention as promotion. In fact, green advertising popularity grew so rapidly during the late 1980s that the U.S. Federal Trade Commission (FTC) issued guidelines to help reduce consumer confusion and prevent the false or misleading use of terms such as "recyclable," "degradable," and "environment friendly" in environmental advertising.

The FTC offers four general guidelines for environmental claims:

1. Qualifications and disclosures should be sufficiently clear and prominent to prevent deception.
2. Environmental claims should make clear whether they apply to the product, the package, or a component of either. Claims need to be qualified with regard to minor, incidental components of the product or package.
3. Environmental claims should not overstate the environmental attribute or benefit. Marketers should avoid implying a significant environmental benefit where the benefit is, in fact, negligible.
4. A claim comparing the environmental attributes of one product with those of another should make the basis for comparison sufficiently clear and should be substantiated.

The FTC's Environmental Marketing Guidelines provide additional guidance for a number of specific claims including "Degradable/ Biodegradable" "Compostable,"

"Recyclable," "Recycled Content," "Refillable," and "Ozone Safe/Ozone Friendly." They strongly recommend avoidance of overly general claims such as environment friendly.

GREENER DISTRIBUTION

Logistics and transportation costs are coming under greater scrutiny due to rising fuel prices, congested highways, and global-warming concerns. Package redesign for lighter weight and/or greater recyclability reduces waste while simultaneously reducing costs. In some countries, marketers must also consider two-way flows, as governments pass legislation requiring manufacturers to take back products at the end of their useful life ("reverse logistics").

GREEN MARKETING AND CONSUMERS

Environmental marketing, more popularly known as green marketing or sustainable marketing can be defined as the effort by a company to design, promote, price and distribute products in a manner which promotes environmental protection. Green marketing has been defined as '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' by Polonsky (2011). Today green marketing is a vital component of marketing research which began due to increasing media exposure and pressure on firms to present eco- friendly behaviour. The growth in green marketing over the years has been promoted by adoption of product packaging and presenting to the public these improvements. Over the years there has been a subtle shift from practicing environmental marketing practices as a result of compulsion identified as a result of legislations and pressure from environmental groups to genuine efforts to improve sustainable marketing plans and behaving in an eco-responsible manner. The growth of green marketing and green consumer is "perhaps the biggest opportunity for enterprise and invention the industrial world has ever seen". A green consumer can be identified to be one who avoids any product which may harm damage to any living organism, cause deterioration of the environment during process of manufacturing or during process of usage, consume a large amount of non -renewable energy , involves unethical testing on animals or human subjects. There have been a number of different factors which are instrumental in promoting green consumers to purchase green

products. Extensive research over the years identify that heightened awareness of green issues; increased level of information availability on environmental sustenance; green advertising by corporations; increased concern for the environment; increase in popularity of green products by social and environmental charities as some factors. This overwhelming increase in the overall environmental consciousness among different consumer profile there have been efforts undertaken by firms to "go green" by presenting the concept of corporate environmentalism. Today green development are identified as opportunities by business firms as opportunities to improve their marketing niche rather than just actions which need to be carried out.

GREEN CONSUMER BEHAVIOUR

A green consumer is one who is very concerned about the environment and, therefore, only purchases products that are environment-friendly or eco-friendly. Products with little or no packaging, products made from natural ingredients and products that are made without causing pollution are all examples of eco-friendly products. The green consumer would be the type to drive a hybrid vehicle, buy products made from recycled materials. Green consumers can be defined as one :

“Who is mindful of environment related issues and obligations, and is supportive of environmental causes to the extent of switching allegiance from one product or supplier to another even if it entails higher cost.” Marketing to the Green Consumer often make purchase decisions based on information about the product rather than a catchy advertising campaign. According to Jacquelyn Ottmanof J. Ottman Consulting, green consumers seek out the following when making purchase decisions: Green consumers want to know how raw materials are procured and where they come from, how food is grown, and what their potential impact is on the environment once they land in the trash bin. Green consumers patronize manufacturers and retailers they trust andboycott the wares of suspected polluters. Green consumers often do not have the same consumptive spending patterns as the mass consumer.

GOLDEN RULES OF GREEN MARKETING

a. Know you're Customer: Make sure that the consumer is aware of and concerned about the issues that your product attempts to address, (Whirlpool learned the hard way that consumers wouldn't pay a premium for a CFC-free refrigerator because consumers dint know what CFCs were.).

b. Educating your customers: Isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.

c. Being Genuine & Transparent: Means that a) you are actually doing what you claim to be doing in your green marketing campaign and b) the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed

d. Reassure the Buyer: Consumers must be made to believe that the product performs the job it's supposed to do-they won't forego product quality in the name of the environment.

RELEVANCE OF GREEN MARKETING

Green Marketing and Eco- Friendly products are gaining popularity as we are progressing. People are becoming health conscious which leads to popularity of green items. But, with respect to India, not much of systematic research happened. So, with respect to existing literature from across the world, there are many factors which can affect the Eco- Friendly products popularity. So, the research tries to identify the factors for Eco- Friendly products popularity specifically in Indian context. Also, by understanding these facts the organizations can improve their strategy for making the Eco- Friendly products more sellable and acceptable to the prospective consumers.

As we can see from the above discussion, Eco- Friendly products are slowly gaining popularity due to green marketing. Also, as people are becoming more conscious about health and environment, they started behaving in a more conscious way. Still there are many barriers, such as price of the Eco- Friendly products, their availability etc. In our study we are considering two categories of Eco- Friendly products , such as green cosmetic and food products. Eco- Friendly products will be considered as equivalent to organic products, specifically for the food category. These products will be produced by using organic fertilizers, without using any pesticides, insecticides, any inorganic fertilizers or toxic elements. So, these products will be healthier in nature and safe to use.

In this context, it is important to examine various psychographic and demographic factors which influence the usage of Eco- Friendly products , specifically in cosmetic and food category in Kolkata and around Kolkata in West Bengal, India. The various psychographic variables, such as

Environmental Consciousness, Health Consciousness, Price Sensitivity, Product Involvement and Innovation in buying products are selected from a thorough literature review. The demographic variables are also studied from a detailed literature review. The consumers' perception about each psychographic variable is being understood using specific items. The study aims to provide a snapshot of consumers belief about Green Cosmetic and Food Products about various Psychographic and Demographic variables in and around Kolkata, West Bengal (India).

ECO-MARKETING MIX

The raising concern for environmental problems has contributed to increase in the demand for environment friendly products and services. The limelight on sustaining the environment has generated term namely offsetting and carbon footprint. Many companies have modified their marketing strategies to capitalize the desire of consumer for environment friendly products and services. Environment friendly marketing strategy gets into account supplementary factors which are not generally element of the marketing mix. Hence, the components of marketing mix lead learn marketing to create the environmental marketing mix.

Environmental Product Strategies

There are a huge number of environmental problems significantly influencing the production of goods and services. Environmentally friendly products can decrease and increase cost of production. It may increase costs for companies and their suppliers but this may be equalize by lower fuel cost through energy efficiency measures or an increase in sales volume created by good and positive product image.

Environmental Promotional Strategies

Because of the consumers, government and celebrity are involving in protection of the environment and environment friendly methods are adopted as promotional measures. The award of ISO 14001 that certifies the company has certain environmental standards, as certified by an independent external auditing agency. The packaging of product that can be recycled will have information on the packaging

obviously initiating the recycling properties for the packaging. Similarly products will be labelled, not only on the packaging but also around the shelves exhibiting the eco-friendly products. Besides, retailers encourage consumers for using the reusable bags that have a lot of benefits.

Environmental Pricing Strategies

Pricing should imitate the demand for the product, a wrongly priced product will decrease demand and these further cause difficulties by the effect of environmental problems have on pricing. The ideal price for eco-friendly products is decided by the target market. On the other side, companies try to reduce cost and increasing profit at the cost of the environment are creating negative publicity, sanctions, fines or may lose confidence among consumers.

MEANING OF ECO-FRIENDLY PRODUCTS

Environment-friendly or environmentally friendly or eco-friendly, (nature-friendly and green) are marketing and sustainability concept referring to goods and services, guidelines, laws and policies that claim decreased, minimal, or no harm upon the environment or ecosystems.

The terminology- eco-friendly is used to explain activities which are good for the environment. It is a short version of ecologically friendly or environmentally friendly or green used to illustrate alike activities. There are a variety of means in which activities can be eco-friendly, varying from products which are build in an environmentally friendly mean to creating changes in lifestyle that are planed to benefit the environment.

CHARACTERISTICS OF ECO-FRIENDLY PRODUCTS

The characteristics of eco-friendly products are:

- They have no toxic or little chemicals.
- They are produced efficiently by utilizing the least resources possible through environment friendly practices, processes and policies.
- They are produced with easily recyclable materials.
- They use low energy and also use wind or solar power.
- They use energy sources efficiently.
- They save gas and produce low carbon emissions.
- They are packaged in 100 per cent recycled materials.

- They are easily recycled and reused.

ADVANTAGES OF ECO-FRIENDLY PRODUCTS

The eco-friendly products can assist to decrease toxic wastes and avoid environmental pollution. The major benefits of using eco-friendly products are saving energy, money and decreasing harmful substances.

Reduction of Pollution

The reduction of pollution is the most important advantage of using eco-friendly products. They assist in reducing the quantum of toxic wastes and non-degradable materials on the earth that means low pollution.

Personal Health

The use of eco-friendly products may eliminate chemicals and other substances that cause many health problems from the production stage to consumption stage. These products give fresher and greener life to the consumers.

Long-Term Savings

The eco-friendly products create savings and most of them are energy saving and efficient.

GOALS OF GREEN MARKETING

- Eliminate the concept of waste.
- Reinvent the concept of product.
- Make prices reflect actual and environmental costs.
- Make environmentalism profitable.
- Bringing out product modifications.
- Changing in production processes.
- Packaging changes.
- Modifying advertising.

NEED OF GREEN MARKETING: AN ANTHROPOLOGICAL VIEW

Issues like Global warming [3] and depletion of ozone umbrella are the main for the healthy survival. Every person rich or poor would be interested in quality life with full of health and vigor and so would the corporate class. Financial gain and economic profit is the main aim of any corporate business. But harm to environment cost by sustain business across the globe is realized now though off late. This sense is

building corporate citizenship in the business class. So green marketing by the business class is still in the selfish anthropological perspective of long term sustainable business and to please the consumer and obtain the sanction license by the governing body. Industries in Asian countries are catching the need of green marketing from the developed countries but still there is a wide gap between their understanding and implementation.

CHAPTER-4
DATA ANALYSIS AND INTERPRETATION

TABLE NO.4.1

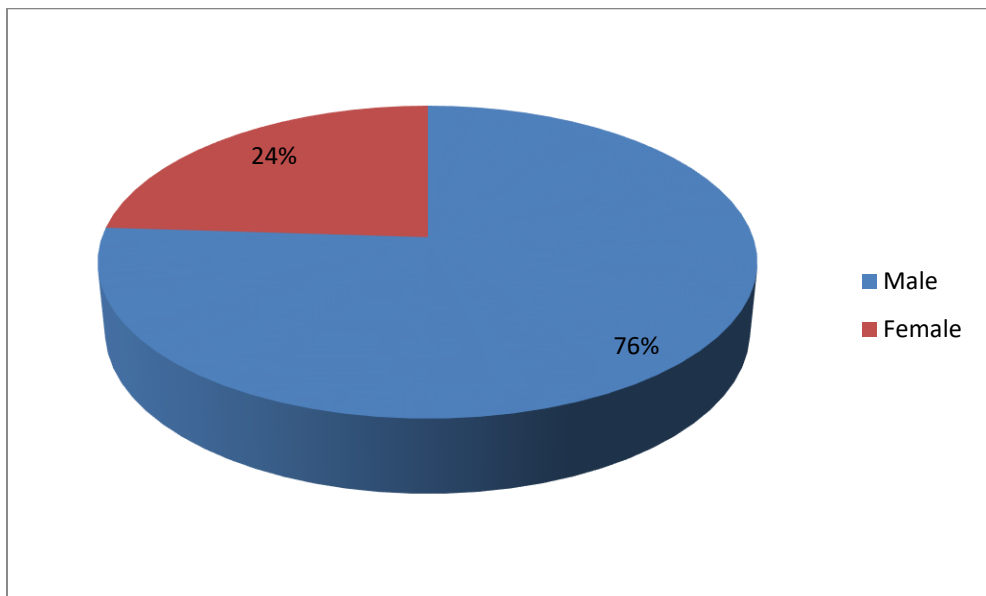
GENDER WISE CLASSIFICATION OF RESPONDENTS

Particular	No. of respondents	Percentage
Male	38	76
Female	12	24
Total	50	100

(Source: Primary data)

CHART NO. 4.1

GENDER WISE CLASSIFICATION OF RESPONDENTS



INTERPRETATION

Table 4.1 shows that 76% of respondents are male and 24% of respondents are female.

TABLE NO.4.2

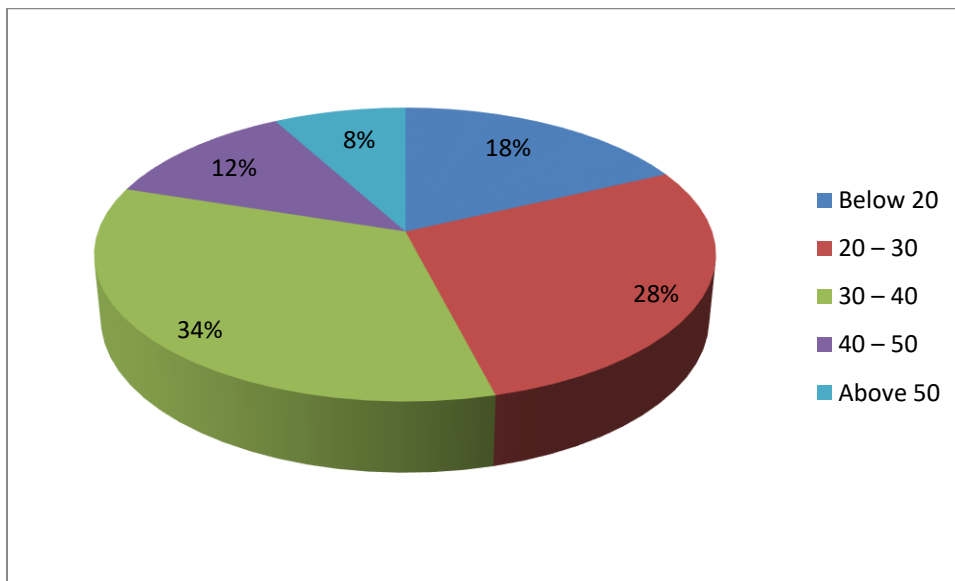
AGE WISE CLASSIFICATION OF RESPONDENTS

Particular	No. of respondents	Percentage
Below 20	9	18
20 – 30	14	28
30 – 40	17	34
40 – 50	6	12
Above 50	4	8
Total	50	100

(Source: Primary data)

CHART NO. 4.2

AGE WISE CLASSIFICATION OF RESPONDENTS



INTERPRETATION

Table 4.2 shows 18% of respondents are in the age group of below 20, 28% of respondents are in the age group 20-30. 34% of respondents are in the age group of 30-40, 12% of respondents are in the age group of 40-50 and 8% of respondents are in the age group above 50.

TABLE NO.4.3

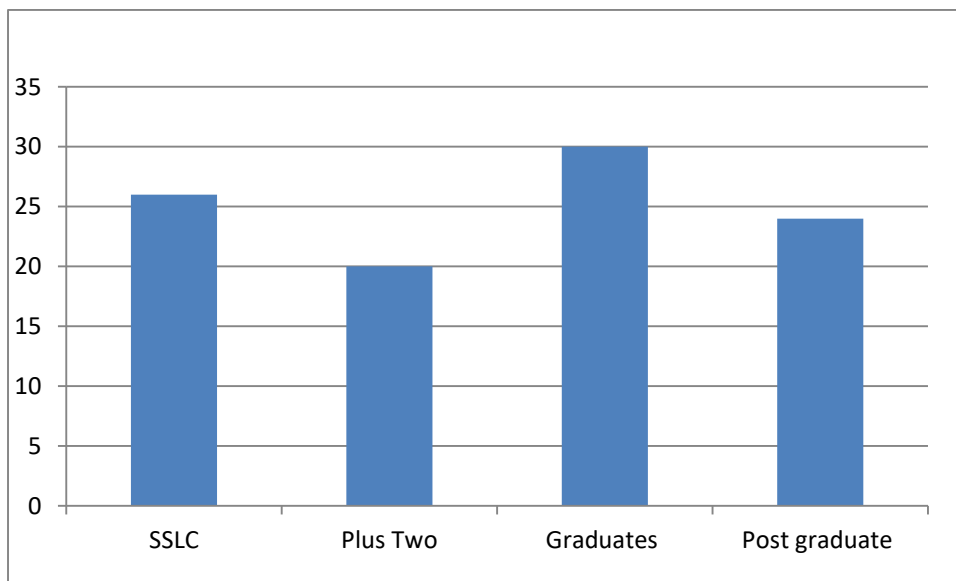
QUALIFICATION OF RESPONDENTS

Particular	No. of respondents	Percentage
SSLC	13	26
Plus Two	10	20
Graduates	15	30
Post graduate	12	24
Total	50	100

(Source: Primary data)

CHART NO. 4.3

QUALIFICATION OF RESPONDENTS



INTERPRETATION

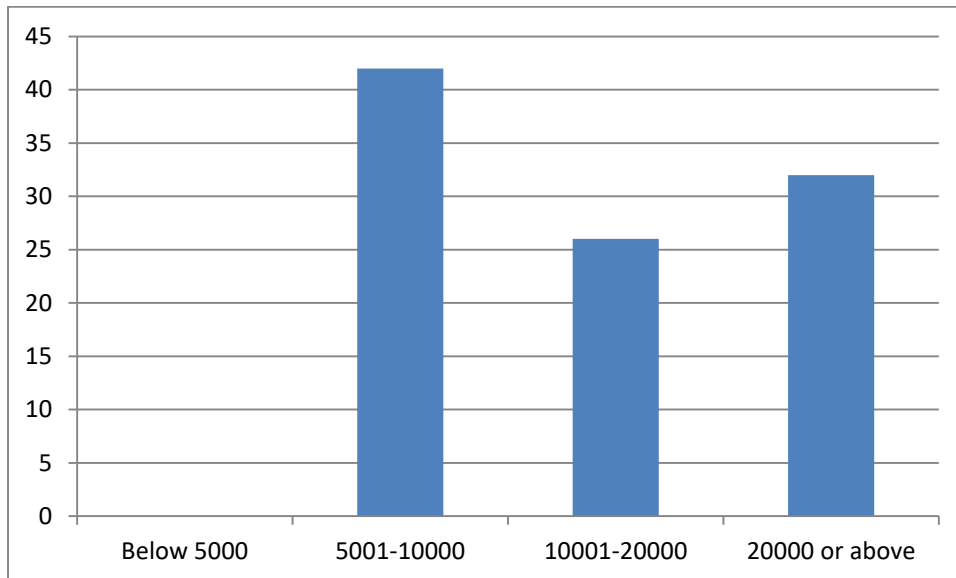
Table 4.3 shows that 26% of respondents are SSLC, 20% of respondents are plus two, 30% of respondents are graduates and 24% of respondents are post graduates

TABLE NO.4.4
MONTHLY INCOME

Income level	No. of respondents	Percentage
Below 5000	0	0
5001-10000	21	42
10001-20000	13	26
20000 or above	16	32
Total	50	100

(Source: Primary data)

CHART NO. 4.4
MONTHLY INCOME



INTERPRETATION

Table shows that 42% of respondent’s monthly income is 5001 – 10000, 26% of respondent’s monthly income is 10001 – 20001 and 32% of respondent’s monthly income is above 20000.

TABLE NO.4.5

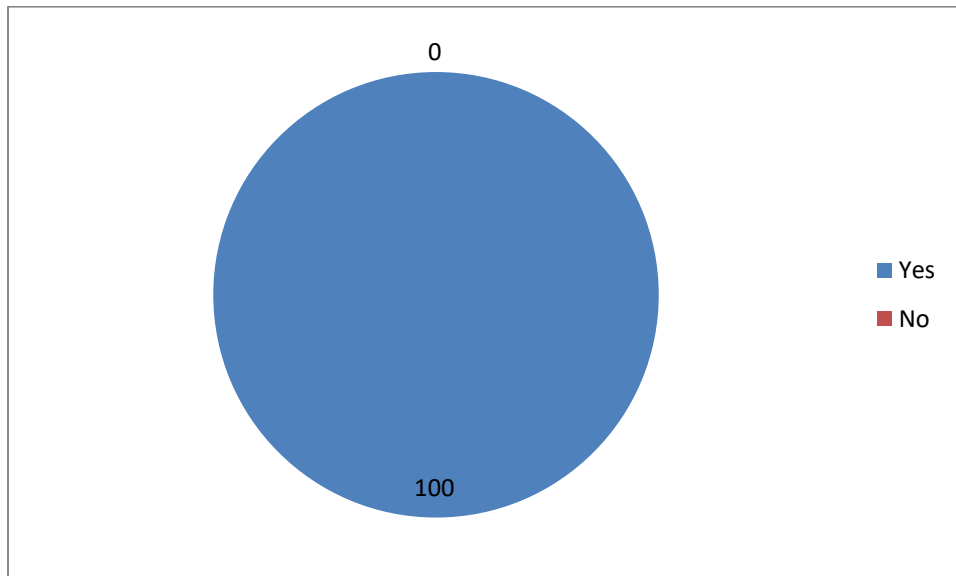
OPINION OF ENVIRONMENTAL FRIENDLY IS IMPORTANT

Particular	No. of respondents	Percentage
Yes	50	100
No	0	0
Total	50	100

(Source: Primary data)

CHART NO. 4.5

OPINION OF ENVIRONMENTAL FRIENDLY IS IMPORTANT



INTERPRETATION

Table 4.5 shows all the respondents opinioned that environmental friendly is important

TABLE NO.4.6

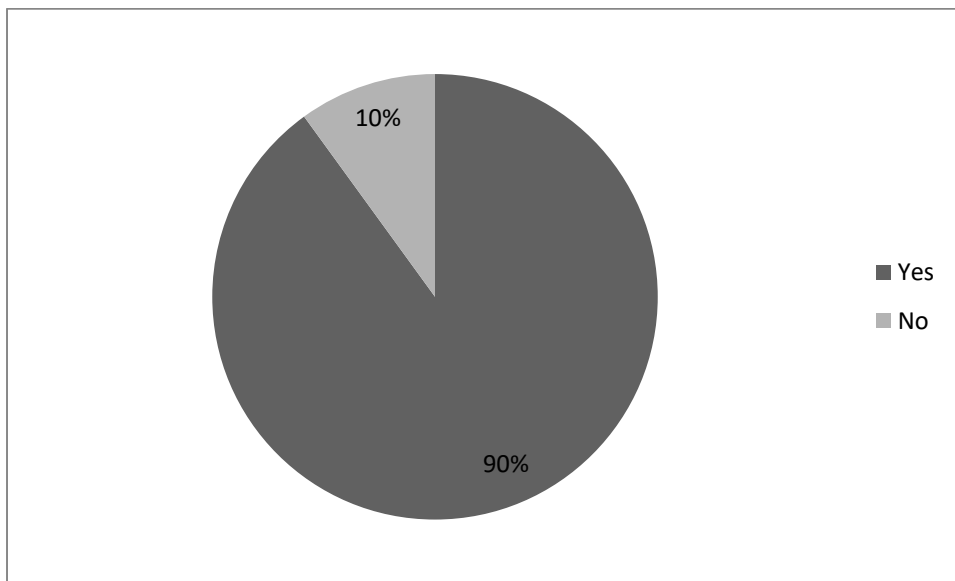
OPINION OF EVER PURCHASED ECO-FRIENDLY PRODUCTS

Particular	No. of respondents	Percentage
Yes	45	90
No	5	10
Total	50	100

(Source: Primary data)

CHART NO. 4.6

OPINION OF EVER PURCHASED ECO-FRIENDLY PRODUCTS



INTERPRETATION

Table 4.6 shows 90% of respondents opinioned that they have purchased eco friendly products and 10% of them have not purchased eco friendly products.

TABLE NO.4.7

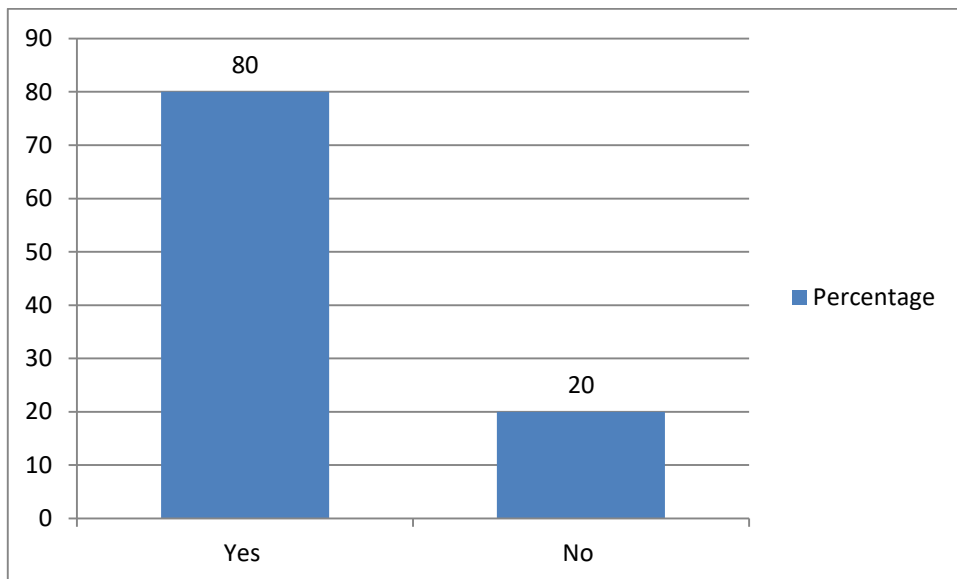
ANALYSIS OF THE OPINION OF GIVING FIRST CONSIDERATION TO ECO-FRIENDLY PRODUCT

Particular	No. of respondents	Percentage
Yes	40	80
No	10	20
Total	50	100

(Source: Primary data)

CHART NO.4.7

ANALYSIS OF THE OPINION OF GIVING FIRST CONSIDERATION TO ECO-FRIENDLY PRODUCT



INTERPRETATION

Table 4.7 shows 80% of respondents opined that they give first consideration to eco-friendly products and 20% of respondents don't give preference to eco-friendly product

TABLE NO.4.8

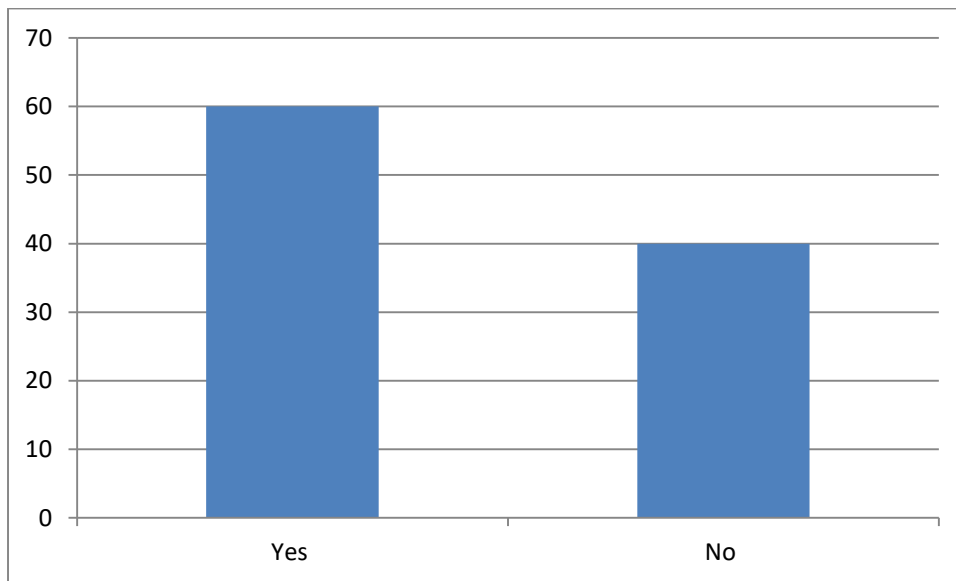
ANALYSIS OF THE OPINION OF ALWAYS PURCHASING ECO-FRIENDLY PRODUCTS

Particular	No. of respondents	Percentage
Yes	30	60
No	20	40
Total	50	100

(Source: Primary data)

CHART NO. 4.8

ANALYSIS OF THE OPINION OF ALWAYS PURCHASING ECO-FRIENDLY PRODUCTS



INTERPRETATION

Table 4.8 shows that 60% of respondents opinioned that they always purchase eco-friendly products and 40% of respondents do not purchase eco-friendly products always

TABLE NO.4.9

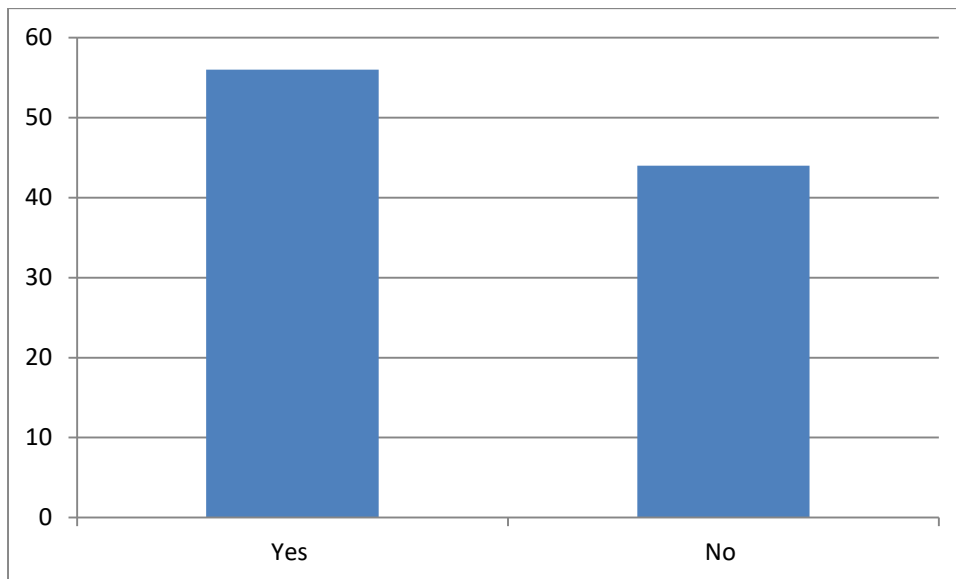
ANALYSIS OF THE OPINION OF ALWAYS PURCHASE ECO-FRIENDLY PRODUCT MORE THAN COMMON PRODUCT

Particular	No. of respondents	Percentage
Yes	28	56
No	22	44
Total	50	100

(Source: Primary data)

CHART NO. 4.9

ANALYSIS OF THE OPINION OF ALWAYS PURCHASE ECO-FRIENDLY PRODUCT MORE THAN COMMON PRODUCT



INTERPRETATION

Table 4.9 shows 56% of respondents opinioned that they always purchase eco friendly products and 44% of respondents don't purchase so.

TABLE NO.4.10

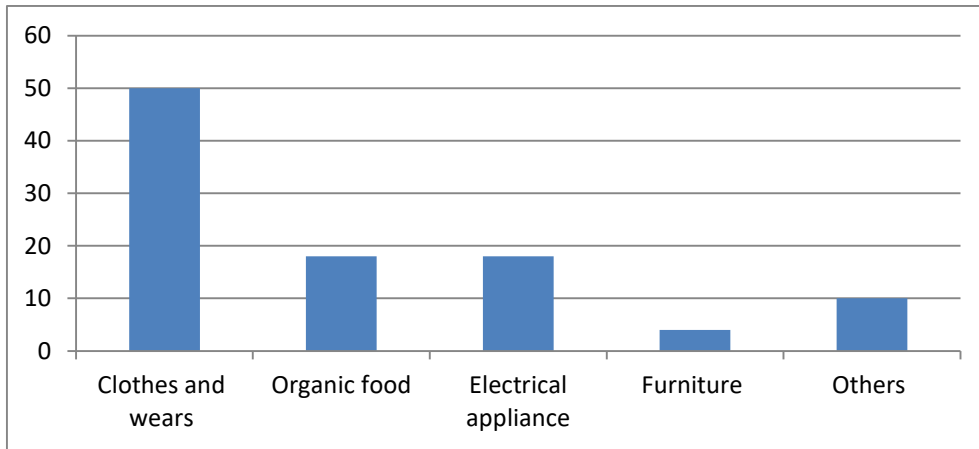
ANALYSIS OF THE OPINION OF KIND OF ECO-FRIENDLY PRODUCT RECENTLY BOUGHT

Particular	No. of respondents	Percentage
Clothes and wears	25	50
Organic food	9	18
Electrical appliance	9	18
Furniture	2	4
Others	5	10
Total	50	100

(Source: Primary data)

CHART NO.4.10

ANALYSIS OF THE OPINION OF KIND OF ECO-FRIENDLY PRODUCT RECENTLY BOUGHT



INTERPRETATION

Table 4.10 shows that 50% of respondents recently bought clothes and wears as eco-friendly product, 18% of respondents bought organic food and electrical appliances respectively, 4% of respondents bought furniture and 10% of respondents bought other products.

TABLE NO.4.11

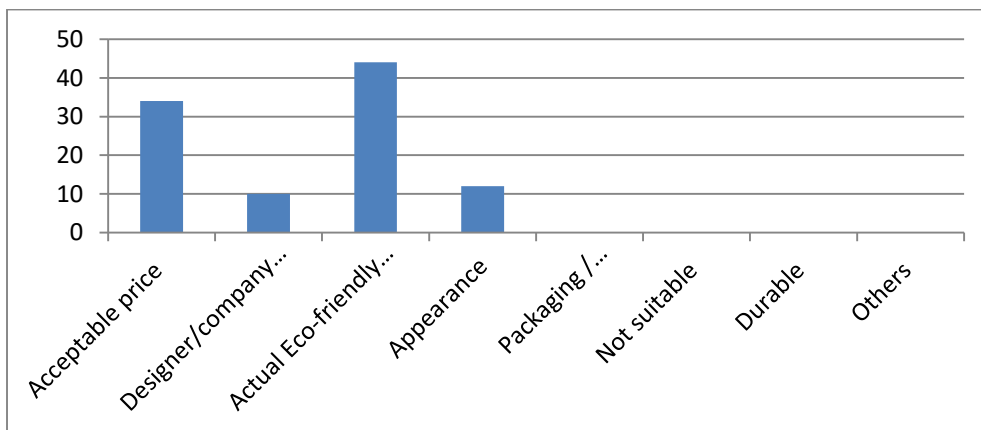
ANALYSIS OF THE OPINION OF FACTORS ATTRACTING TO BUY ECO-FRIENDLY PRODUCTS

Particular	No. of respondents	Percentage
Acceptable price	17	34
Designer/ company image	5	10
Actual Eco-friendly impact	22	44
Appearance	6	12
Packaging / promotion	0	0
Not suitable	0	0
Durable	0	0
Others	0	0
Total	50	100

(Source: Primary data)

CHART NO. 4.11

ANALYSIS OF THE OPINION OF FACTORS ATTRACTING TO BUY ECO-FRIENDLY PRODUCTS



INTERPRETATION

Table 4.11 shows 34% of respondents opinioned that they buy the products if the price is acceptable, 10% of respondents opinioned that designer/company name is the factor, 44% of respondents opinioned that they buy when it is actual eco-friendly product, 12% of respondents opinioned that appearance is the influenced factor for them

TABLE NO.4.12

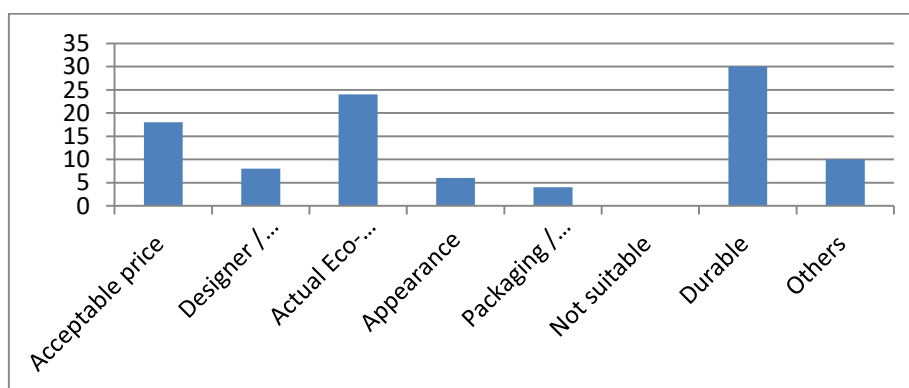
**ANALYSIS OF THE OPINION OF FACTORS AFFECTING TO BUY
COMMON PRODUCTS**

Particular	No. of respondents	Percentage
Acceptable price	9	18
Designer/ company image	4	8
Actual Eco-friendly impact	12	24
Appearance	3	6
Packaging / promotion	2	4
Not suitable	0	0
Durable	15	30
Others	5	10
Total	50	100

(Source: Primary data)

CHART NO. 4.12

**ANALYSIS OF THE OPINION OF FACTORS AFFECTING TO BUY
COMMON PRODUCTS**



INTERPRETATION

Table 4.12 shows 18% of respondents opinioned that acceptable price is the influencing factor for them to buy a common product, for 8% of respondents it is designer / company image, for 24% of respondents actual eco-friendly impact , for 6% of respondents appearance is the influenced factor, for 4% of respondents packaging and promotion is the influenced factor, 30% of respondents durability is the influenced factor and for 10% of respondents influenced factor is other things.

TABLE NO.4.13

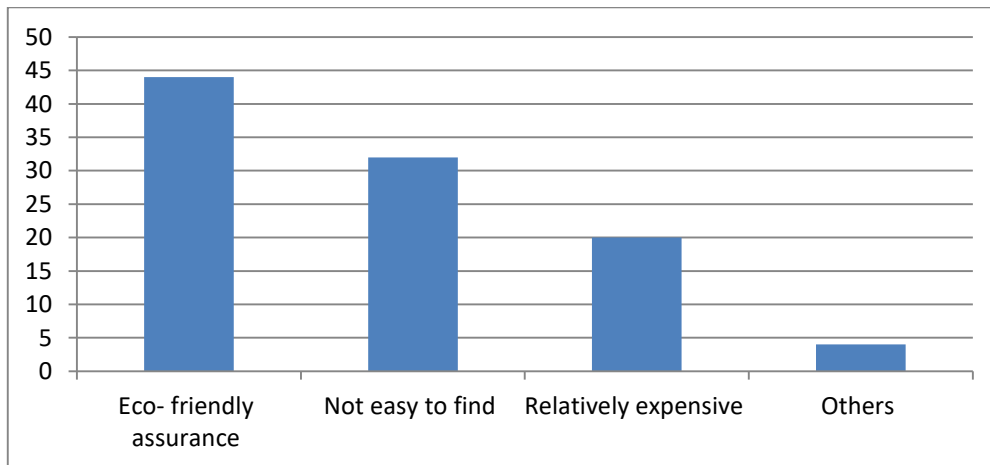
ANALYSIS OF THE OPINION OF RESTRICTION OF CHOOSING ECO-FRIENDLY PRODUCT

Particular	No. of respondents	Percentage
Eco- friendly assurance	22	44
Not easy to find	16	32
Relatively expensive	10	20
Others	2	4
Total	50	100

(Source: Primary data)

CHART NO. 4.13

ANALYSIS OF THE OPINION OF RESTRICTION OF CHOOSING ECO-FRIENDLY PRODUCT



INTERPRETATION

Table 4.13 shows 44% of respondents opined that eco-friendly assurance is the most restriction of choosing eco-friendly product, 32% of respondents opined that it is not easy to find, 20% of respondents opined that it is relatively expensive and 4% of respondents opined that it is other factors restricted to buy eco-friendly products.

TABLE NO.4.14

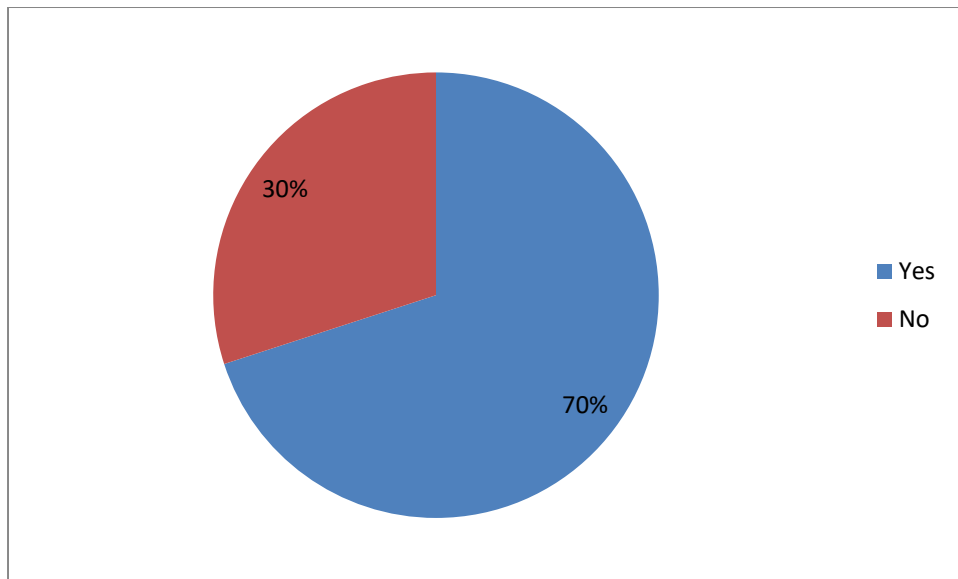
ANALYSIS OF THE OPINION OF WILLINGNESS TO CONTINUE THE PRODUCTS

Particular	No. of respondents	Percentage
Yes	35	70
No	15	30
Total	50	100

(Source: Primary data)

CHART NO. 4.14

ANALYSIS OF THE OPINION OF WILLINGNESS TO CONTINUE THE PRODUCTS



INTERPRETATION

Table 4.14 shows 70% of respondents are ready to continue the usage of product and 30% of respondents are not ready to continue the usage.

TABLE NO.4.15

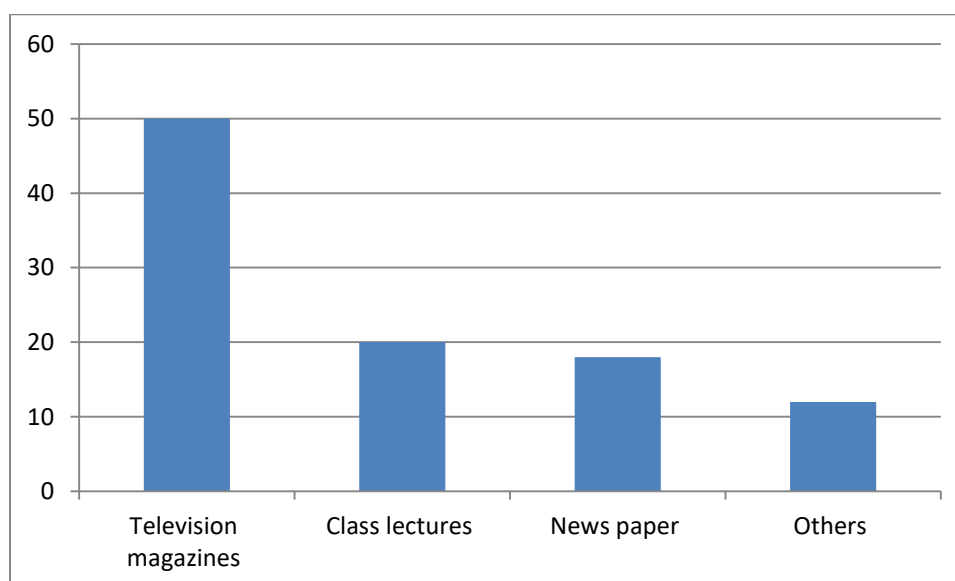
**ANALYSIS OF THE OPINION OF SOURCE OF INFORMATION ABOUT
ECO-FRIENDLY PRODUCT**

Particular	No. of respondents	Percentage
Television magazines	25	50
Class lectures	10	20
News paper	9	18
Others	6	12
Total	50	100

(Source: Primary data)

CHART NO. 4.15

**ANALYSIS OF THE OPINION OF SOURCE OF INFORMATION ABOUT
ECO-FRIENDLY PRODUCT**



INTERPRETATION

Table 4.15 shows 50% of respondents came to know about eco-friendly products through television magazines, 20% of respondents through class lectures, 18% of respondents through newspaper and 12% of respondents through other sources

TABLE NO.4.16

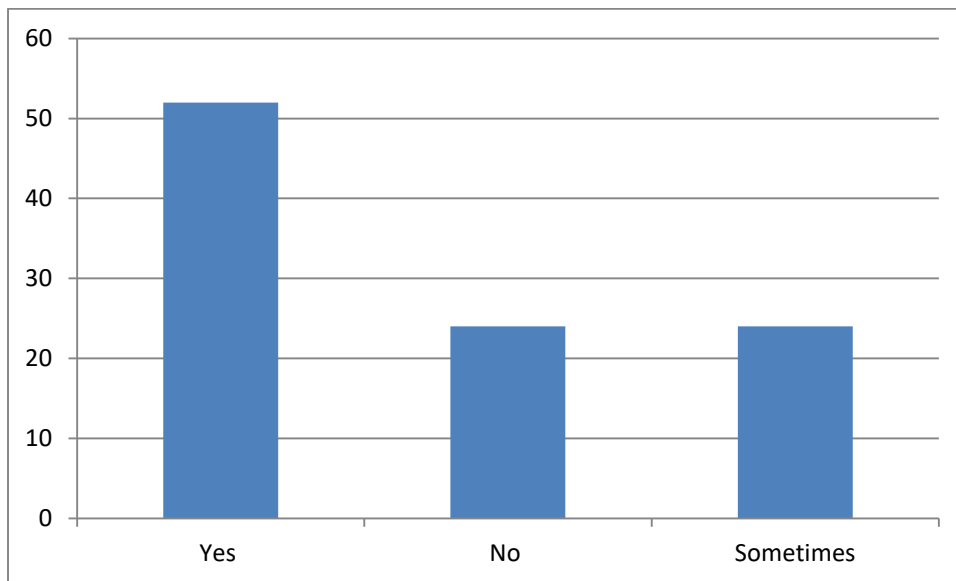
ANALYSIS OF THE OPINION ON WHETHER THEY PURCHASE IF THE PRICE INCREASES

Particular	No. of respondents	Percentage
Yes	26	52
No	12	24
Sometimes	12	24
Total	50	100

(Source: Primary data)

CHART NO. 4.16

ANALYSIS OF THE OPINION ON WHETHER THEY PURCHASE IF THE PRICE INCREASES



INTERPRETATION

Table 4.16 shows 52% of respondents are ready to buy the products if the price is increasing, 24% of respondents are not ready to buy and 24% of respondents sometimes ready to buy the products if the price increases

TABLE NO.4.17

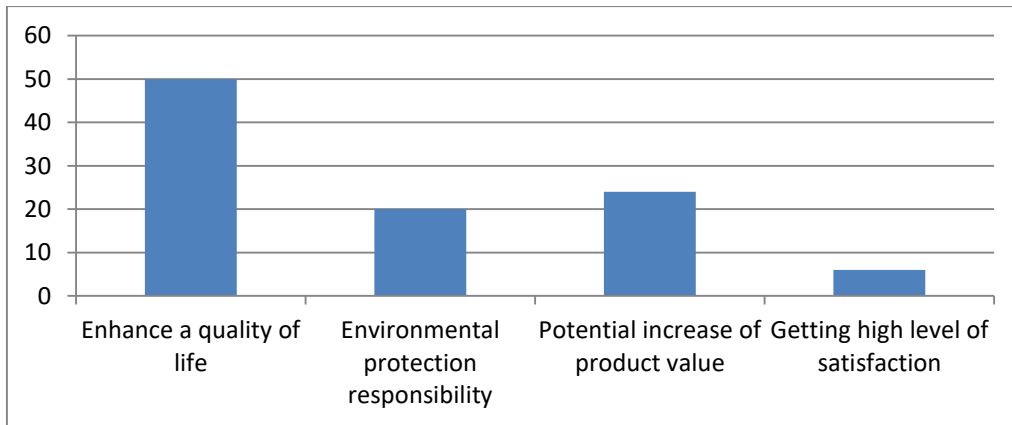
ANALYSIS OF THE OPINION OF WHAT IS THE MAIN REASON IF YOU WILLING TO PAY MORE FOR THE ECO- FRIENDLY PRODUCTS

Particular	No. of respondents	Percentage
Enhance a quality of life	25	50
Environmental protection responsibility	10	20
Potential increase of product value	12	24
Getting high level of satisfaction	3	6
Total	50	100

(Source: Primary data)

CHART NO. 4.17

ANALYSIS OF THE OPINION OF WHAT IS THE MAIN REASON IF YOU WILLING TO PAY MORE FOR THE ECO- FRIENDLY PRODUCTS



INTERPRETATION

Table 4.17 shows 50% of respondents opinioned that enhance qualify of life is the main reason for pay more on Eco- Friendly products , 20% of respondents opinioned that environmental protection responsibility is the reason, 24% of respondents opinioned that potential increase of product value is the reason and 6% of respondents opinioned that getting high level of satisfaction is the reason.

TABLE NO.4.18

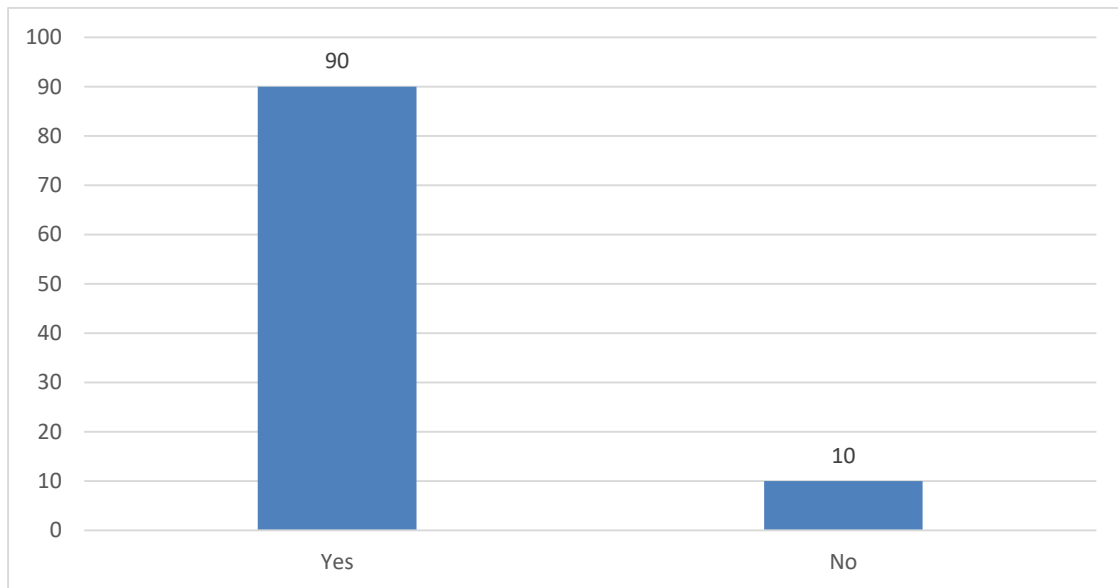
**THERE IS ENOUGH INFORMATION ABOUT "GREEN" FEATURES
WHEN YOU BUY THE PRODUCT**

Particular	No. of respondents	Percentage
Yes	45	90
No	5	10
Total	50	100

(Source: Primary data)

CHART NO. 4.18

**THERE IS ENOUGH INFORMATION ABOUT "GREEN" FEATURES
WHEN YOU BUY THE PRODUCT**



INTERPRETATION

Table 4.18 shows 90% of respondents agreed that there is enough information about “Green” features when they buy the product. 10% disagreed with it.

TABLE NO.4.19

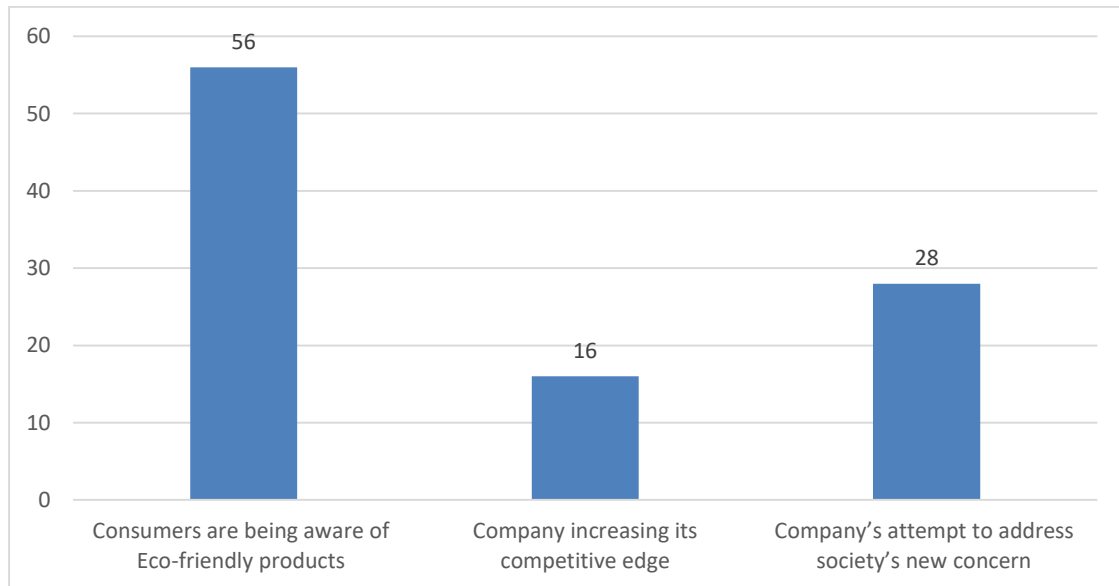
GREEN MARKETING IS IN HEADLINES NOWADAYS

Particular	No. of respondents	Percentage
Consumers are being aware of Eco-friendly products	28	56
Company increasing its competitive edge	8	16
Company's attempt to address society's new concern	14	28
Total	50	100

(Source: Primary data)

CHART NO. 4.19

GREEN MARKETING IS IN HEADLINES NOWADAYS



INTERPRETATION

Table 4.19 shows 56% of respondents opined that consumers are being aware of eco-friendly products that makes green marketing in headlines now. 28% said company's attempt to address society's new concern and 16% of the respondents said company increasing its competitive edge.

TABLE NO.4.20

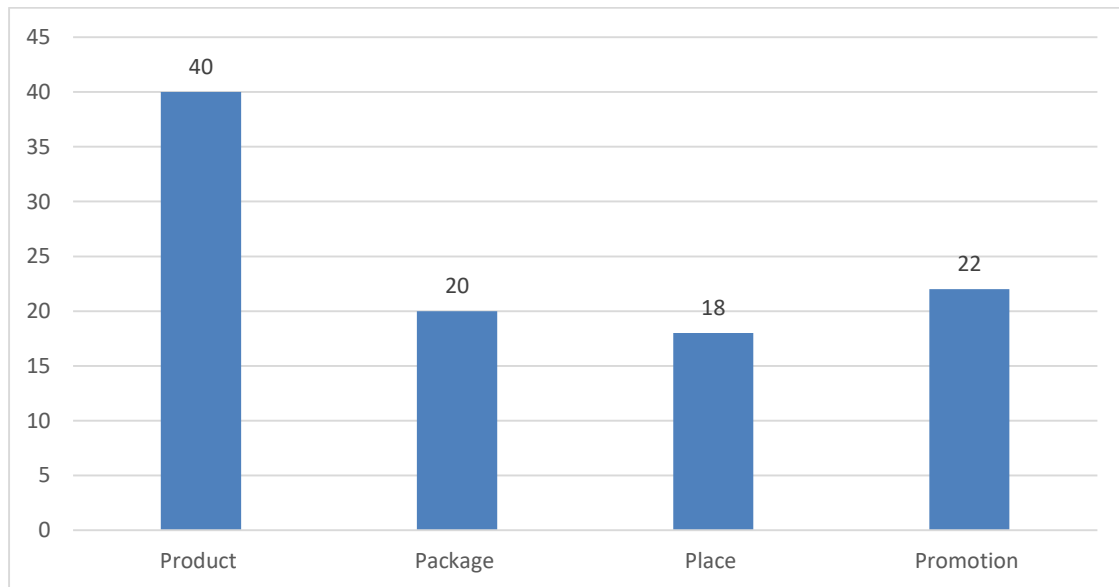
MARKETING ELEMENTS WHICH INFLUENCE THE BUYING BEHAVIOUR

Particular	No. of respondents	Percentage
Product	20	40
Package	10	20
Place	9	18
Promotion	11	22
Total	50	100

(Source: Primary data)

CHART NO. 4.20

MARKETING ELEMENTS WHICH INFLUENCE THE BUYING BEHAVIOUR



INTERPRETATION

Table 4.20 shows 40% of respondents opined that product influence their buying decision while 22% said that promotion makes them to buy a product. 20% said package and 18% of the respondents opined place influence their buying decision.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONSLUSION

5.1 FINDINGS

1. Majority of the respondents are male.
2. Majority of the respondents are graduates.
3. Majority of the respondent's income level is between 5001-10000.
4. Majority of the respondents have purchased eco-friendly products
5. Majority of the respondents give first consideration to eco-friendly products
6. Majority of the respondents always purchasing eco-friendly products
7. 56% of respondents always purchase eco-friendly product more than common product respectively
8. Majority of the respondents bought clothes and wears of eco friendly
9. For majority of the respondents actual eco-friendly impact is the cause for choosing ecofriendly products
10. Majority of the respondents opinioned that eco-friendly assurance is the main restriction of choosing eco-friendly product
11. Majority of the respondents are willing to continue the usage of products
12. Majority of the respondents opinioned that source of information about eco – friendly product is through television and magazines.
13. Majority the respondents opinioned that if the price increase they are willing to buy the product
14. Majority of the respondents opinioned that the main reason for willing to pay more for the green product is enhance quality of life
15. According to majority of respondents there is enough information available about green features
16. Majority of the respondents opinioned that consumer are being aware of Eco-Friendly products
17. Majority of the respondents opinioned that package is the main influence factor for their purchase decision.
18. 90% of respondents agreed that there is enough information about “Green” features when they buy the product.

19. 56% of respondents opined that consumers are being aware of eco-friendly products that makes green marketing in headlines now.
20. 40% of respondents opined that product influence their buying decision.

5.2 SUGGESTIONS

- Measures should be taken to reduce the price of Eco- Friendly products
- More advertisement and promotional campaign should be held to make awareness about the importance of Eco- Friendly products.
- Eco-friendly product should be integrated with thoughtful green marketing strategies that fulfill individual needs and maximize customer satisfaction.
- Expand consumer awareness of Eco- Friendly products by creating effective green marketing campaigns or environmental related activities.
- Companies should create ads that are more focused on green, eco-friendly image that will influence their customers purchasing decisions.

5.3 CONCLUSION

Eco-Friendly products are slowly gaining popularity due to green marketing. Also, as people are becoming more conscious about health and environment, they started behaving in a more conscious way. Still there are many barriers, such as price of the Eco-Friendly products, their availability etc. In our study we are considering two categories of Eco-Friendly products, such as green cosmetic and food products. Eco-Friendly products will be considered as equivalent to organic products, specifically for the food category. These products will be produced by using organic fertilizers, without using any pesticides, insecticides, any inorganic fertilizers or toxic elements. So, these products will be healthier in nature and safe to use.

This research study throws light on the consumer's behavior. The factors influencing their purchase are benefit for health, quality and reliability, Variety and quantity, environment and ambience, customer services and friendship advice etc

Consumers are ready to pay more prices for the products which are causing less environmental pollution. They also prefer promotional campaign which protects the environment, and distribution channels which are not causing environmental pollution. But they are not ready to compromise the quality of the product for the sake of the environment. The marketers should include consumer's behavior measurement program in their marketing plan and adopt all aspects of green marketing, then only they can achieve their goal and fulfill the social responsibility of a business concern.

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QUESTIONNAIRE
CONSUMER AWARENESS ABOUT ECO FRIENDLY
PRODUCTS”

1) Name :

2) Gender :

a) Male

b) Female

3) Age

a) Below 20

b) 20-30

c) 30-40

d)40-50

e) Above 50

4) Qualification

a) SSLC

b) Plus Two

c) Graduates

d) Post Graduate

5) Monthly Income

a) Below 5000

b) 5001-10000

c) 10001-20000

d) 20000 or above

6) Do you think environmental friendly is important?

a) Yes b) No

- 7) Have ever purchased eco-friendly product?
 a) Yes b) No
- 8) When purchasing a product will you first consider eco-friendly product?
 a) Yes b) No
- 9) Do you always purchase eco-friendly product?
 a) Yes b) No
- 10) Are you purchased eco-friendly product more than common product?
 a) Yes b) No
- 11) What kind of eco-friendly product have you bought ?
 a) Clothes and wears b) Organic food
 c) Electrical appliance d) Furniture
 e) Others
- 12) What attracts you to buy eco-friendly product?
 a) Acceptable price b) Designer / company image
 c) Actual Eco-friendly impact d) Appearance
 e) Packaging / promotion
 f) Not suitable (idontpurchase green product at all)
 g) Durable h) Others
- 13) Reason of purchasing common products ?
 a) Acceptable price b) Designer / company image
 c) Actual Eco friendly impact d) Appearance
 e) Packaging / promotion f) Durable
 g) Not suitable (i purchase green product only)
 h) Others

- 14) What is the most restriction of choosing eco-friendly product?
- a) Eco-friendly assurance b) Not easy to find
c) Relatively expensive d) Others
- 15) Will you continued to purchase eco-friendly product?
- a) Yes b) No
- 16) Which is the source of information about eco-friendly product?
- a) Television magazines b) Class lecture
c) Newspaper d) Others
- 17) Do you purchase eco-friendly products if the price increases?
- a) Yes b) No c) Sometimes
- 18) What is the main reason that makes you willing to pay more for the green Products?
- a) Enhance a quality of life
b) Environmental protection responsibility
c) Potential increase of product value
d) Getting high level of satisfaction
- 19) Do you think there is enough information about "green" features when you buy the product?
- a) Yes b) No
- 20) Why do you think green marketing is in headlines nowadays?
- a) Consumers are being aware of Eco- Friendly products
b) Company increasing its competitive edge
c) Company's attempt to address society's new concern

21) Which marketing element strongly influences your buying behavior Eco-Friendly products ?

- | | | | |
|------------|--------------------------|--------------|--------------------------|
| a) Product | <input type="checkbox"/> | b) Package | <input type="checkbox"/> |
| c) Place | <input type="checkbox"/> | d) Promotion | <input type="checkbox"/> |