

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.