**1.1 INTRODUCTION**

In the last decade, consumers have become more enlightened an environmental issues. Green marketing refers to selling products or rendering services based on environmental benefit. Green marketing is growing rapidly and consumers are willing to pay a lot for green product. There have been little analysis of the impact of this new market on the consumers and the environment so far.

Green marketing affects all areas of our economy, it does not just lead to environmental protection but it also creates new market and job opportunities. Companies that are environmental stewards stand a chance of gaining many satisfied and loyal customers.

Environmental issues have gained importance in business as well as in public life throughout the world. It is not like that a few leaders of different countries or few big renowned business houses are concerned about the day deterioration of oxygen level in our atmosphere but every common citizen of our country and the world is concerned about this common threat of global warming.

So in this scenario of global concern, corporate house has taken green marketing a part of their strategy to promote products by employing environmental claims either about their attributes or about the system, policies and processes of the firms that manufacture or sell them.

Clearly green marketing is part and parcel of overall corporate strategy along with manipulating the traditional marketing mix (product, price, promotion and place), it requires an understanding of public policy process. So we can say green marketing covers a broad range of activities.

Green marketing growing rapidly and consumers are willing to pay a lot for green product. Green marketing affects all area of our economy. Green revolution, going green, environmental protection, sustainable life style, sustainable development, protecting our planet and many more have become a natural phenomenon in our everyday life. Green marketing is a tool used by many organizations in various industries to follow this trend.

#### STATEMENT OF THE PROBLEM

Green marketing is the marketing of products that are presumed to be environmentally safe. Green marketing is growing rapidly and consumers are willing to pay a lot for green product. Green marketing affects all areas of our economy, it does not just lead to environmental protection but it also create new market and job opportunities. The project is aimed at analyzing the impact of green marketing on customer satisfaction and environmental safety and sustainable development.

#### 1.3 SIGNIFICANCE OF THE STUDY

The current rapid growth in the economy and the patterns of consumer’s consumption and behaviour worldwide are the main cause of environmental deterioration. As the environment continues to worsen, it has become a persistent public concern in the developed countries and has recently awakes developing countries to the green movement. This study has two objectives. The first objectives is to examine the level of awareness regarding green marketing among consumers and the second objectives is to analyses the buying behaviour of consumers related to green marketing. However environment protection did to contribute significantly to consumer’s attitude on green products.

#### 1.4 SCOPE OF THE STUDY

The scope of the study concentrates on the consumer’s and attitude towards green products. This study also aims at measuring the factors which influence consumers green purchase behaviour. The study measures the awareness about the term green marketing among the people. The present study to the consumers in Kannur District only.

#### OBJECTIVES OF THE STUDY

* To understand the level of awareness regarding green Marketing and sustainable development
* To analyze the factors which influence the green marketing.
* To examine the success of green marketing as a tool for sustainable development
* To analyse consumer satisfaction level regarding green product for sustainable development

#### 1.6 RESEARCH METHODOLOGY

The study is designed as a descriptive one. The necessary data has collected from both primary and secondary data sources.

##### SOURCES OF DATA

In the preparation of the project report, the data is collected from different sources. The sources of data are as follows.

##### PRIMARY DATA

Primary sources are original sources from which the researcher directly collects data that have not been previously collected. Primary data are first hand information collected through various methods such as observation, interviewing, mailing etc**.**

* **Questionnaire:** Structured questionnaire was selected as the tool for data collection which include a set of various type of questions concerning different aspects of the study.
* **Personal Interview:** This method is also used to collect data.

##### SECONDARY DATA

The secondary data may be used in three ways by a researcher. Firstly, some specific information from secondary source may be used for the references purpose. Secondly, secondary data may be used as benchmarks against which the findings of a research may be tested. Finally, secondary data may be used as the sole source of information for a research project.

##### POPULATION

The population is selected for the study in the Kannur district.

##### SAMPLE SIZE

The study covers 50 respondents of Kannur district. For the purpose of collecting data sampling technique has been used. Kannur district was selected for the collection of primary data.

#### TOOLS FOR DATA COLLECTION

##### Questionnaire

A questionnaire is a research instrument consisting of a serious of questions for the purpose of gathering information from respondents. In other words, a data collection technique where in the respondents are asked to give answers to the series of questions, written or verbal, about a pertinent topics is called as a questionnaire.

#### TOOLS FOR ANALYSIS OF DATA

In this study questionnaire used to collect data from public. The questionnaire contains multiple choice questions, rating scale questions, ranking scale questions, etc. The following are the different tools used for analysing the data.

##### Percentage method

The tool which is used for the data analysis is percentage. Percentage is a number or ratio expressed as a fraction of 100. Percentage is used to express how large or small one quantity is relative to another quantity. The formula used to calculate percentage is;

Percentage = Amount/total\*100

#### LIMITATIONS OF THE STUDY

* + - Time constrain was the major limitation of the study.
    - Sample size used for the study is very small.
    - Some of the respondents are less cooperative, So the information given by the respondents may not be accurate.
    - Unawareness about the term green marketing among the respondents.

#### 2.1 REVIEW OF LITERATURE

The literature has been reviewed from the reputed journals of both National and International Journals pertaining to Green Marketing and its related issues. The literature has also been viewed from Text Books, Magazines, & Websites.

**Charles W Lamb et al (2004)** explained that ―Green Marketing‖ has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as ecologically sound, marketers can convey concern for the environment and society as a whole.

The study by **Jacquelyn A.Ottoman (2006)** explained that Green Marketing must satisfy two objectives : Improved Environmental Quality and Customer Satisfaction. Research indicates that many green products have failed because of green marketing myopia—marketers‘ myopic focus on their products‘ ―greenness over the broader expectations of consumers or other market players (such as regulators or activists.

The study by **Meenakshi Handa (2006)** has indicated that Activist groups and the media have played a major role in enhancing the environmental awareness and consciousness of consumers in recent years. Most studies on the subject show that although the awareness and environmental behavior of consumers across countries, educational levels, age and income groups may differ, environmental concerns are increasing worldwide.

According to **Roger A Kerin et al (2007)**, Green Marketing takes many forms. It comes from product development opportunities that emanate both from consumer research and its ―Pollution Prevention Pays‖ program. This program solicits employee suggestions on how to reduce pollution and recycle materials.

**Sherlekar(2007)** has identified that using a titled earthen pitcher as its symbol, the Eco-mark label is intended to enable consumers to choose products which are environmental friendly. The products demanding immediate Ecomarking are textiles, toilet soaps, detergents, paper, paints, packages, pesticides, drugs etc.

According to **Vemuri Lakshmi Narayana & DhineshBabu (2008)**, A clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it.

The study by **Murugesan (2008)** underlined that firms may use green marketing as an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products, such as polychlorinated biphenyl contaminated oil are becoming increasingly costly and the firms that can reduce harmful wastes may incur substantial cost savings.

**AnupSinha& Jamie Gilpin (2009)** primarily focused on finding inefficiencies in the carbon value chain of energy production using renewable methods. By utilizing anaerobic digestion and gasification technology Aura could produce biogas from cattle, swine, and other farm animals.

**Biji P Thomas & H Nanje Gowda (2010)** highlighted that environmentally friendly buildings are also known as Green Buildings. Some of the visible ―green‖ features, such as exterior window shading, good daylighting, green (landscaped) roofs, and natural ventilation chimneys are often considered as the signals of being green.

**Dileep Kumar (2010)** analyzed that how far the hotel business organizations in the tourism sector meet the customer‘s needs through green marketing effort and how they influence the consumer behaviour and their satisfaction by inducing environmentally responsible behaviour.

**Vijay Jain et al (2010)** summarized the three C‘s process for green marketing implementation as Consumer Value Positioning, Calibration of Consumer Knowledge and Credibility of product

.**Artee Aggrawal et al (2010)** outlined that Eco-responsible (Green) organizations have a tough task to optimise their product offering mix in such a way so that they can not only attract customer towards them but also can have their products price competitive.

#### 3.1 THEORETICAL FRAMEWORK

#### AN OVERVIEW OF THE CONCEPT GREEN MARKETING

**DEFINITION OF GREEN MARKETING**

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. The green marketing incorporates a broad range of activities, including product notification, change to the production process, packaging change, a well as modifying advertising. Other similar terms used are Environmental Marketing and Ecological Marketing.

According to Polonsky (1994) defines green marketing as: “Green or Environmental Marketing consists of 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”.

#### Impacts of green marketing:

1. Now, people are insisting pure products – edible items, fruits, and vegetables based on organic farming. The number of people seeking vegetarian food is on rise.
2. Reducing use of plastics and plastic-based products.
3. Increased consumption of herbal products instead of processed products.
4. Recommending use of leaves instead of plastic pieces; jute and cloth bags instead of plastic carrying bags
5. Increasing use of bio-fertilizers (made of agro-wastes and wormy-composed) instead of chemical fertilizers (i.e. organic farming), and minimum use of pesticides.
6. Worldwide efforts to recycle wastes of consumer and industrial products.
7. Increased use of herbal medicines, natural therapy, and Yoga.
8. Strict provisions to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions.
9. Global restrictions on production and use of harmful weapons, atomic tests, etc. Various organizations of several countries have formulated provisions for protecting ecological balance.
10. More emphasis on social and environmental accountability of producers.
11. Imposing strict norms for pollution control. Consideration of pollution control efforts and eco-technology in awarding IS), ISO 9000, or ISO 14000 certificates and other awards
12. Declaration of 5th June as the World Environment Day.
13. Strict legal provisions for restricting duplication or adulteration
14. Establishing several national and international agencies to monitor efforts and activities of business firms in relation pollution control and production of eco- friendly product.

#### Advantages of Green Marketing:

Companies that develop new and improved products, and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability and enjoy a competitive advantage over the companies that are not concerned for the environment.

##### Some of the advantages of green marketing are as follows:

1. It ensures sustained long-term growth along with profitability
2. It saves money in the long run, although initial cost is more.
3. It helps the companies to market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
4. Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
5. It promotes corporate social responsibility Challenges of Green Marketing:
6. Green products require renewable and recyclable material, which is costly.
7. Problems of deceptive advertising and false claims.
8. Requires a technology, which requires huge investments in research and development.
9. Majority of the people are not aware of green products and their uses.
10. Majority of the consumers are not willing to pay a premium for green products.
11. Educating customers about the advantages of green marketing.

#### Goals of Green Marketing

1. Eliminate the concept of waste.
2. Reinvent the concept of product.
3. Make prices reflect actual and environmental costs.
4. Make environmentalism profitable.
5. Bringing out product modifications.
6. Changing in production process.
7. Packaging changes.
8. Modifying advertising.

#### Need of Green Marketing: An anthropological view

Issues like global warming and depletion of ozone umbrella are the main for the healthy survival. Every person rich or poor would be interested in quality life 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 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.

#### Green Products or Environmental Products

Although no consumer product has a zero impact on the environment, in business the terms “green product” and “environmental product” are used commonly to describe those that strive to protector enhance the natural environment by conserving energy and/or resources and reducing or eliminating use of toxic agents, pollution and waste.

Greener, more sustainable products need to dramatically increase the productivity of natural resources, follow biological/cyclical production models, encourage dematerialization, and reinvest in and contribute to the planets “natural” capital. Escalating energy prices, concerns over foreign oil dependency, and calls for energy efficient products, clean energy, and other environmentally sensitive innovations and products.

#### Green products: Its characteristics

These products that are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures.

* + 1. Products those are recyclable, reusable and biodegradable.
    2. Products withy natural ingredients.
    3. Products containing recycled contents, non toxic chemical.
    4. Products contents under approved chemical.

#### Reasons for adoption green marketing by the firms

Green Marketing has widely adopted by the firms worldwide and the following are reasons cited for this wide adoption;

#### Opportunities

As demand’s change, many firms see these changes as an opportunity to be exploited and have a competitive advantages over firms marketing non- environmentally responsible alternatives. For example, Xerox introduced a high quality recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.

#### Governmental pressure

As with all marketing related activities, governments want to protect consumers and society; this protection has significant green marketing implications. Governmental regulations relating to environmental marketing are designed to protect consumers in several ways:

* Reduce production of harmful goods or by products
* Modify consumer and industry’s use and/or consumption of harmful goods. Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

#### Competitive pressure

Another major force in the environmental marketing area has been firm’s desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances this competitive pressure has caused entire industry to modify and thus reduce its detrimental environmental behavior. For example, it could be argued that Xerox’s Revive 100% recycled paper was introduced a few years ago in an attempt to address the introduction of recycled photocopier paper by other manufactures.

#### Cost or profit issues

Firms may also use green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products, such as polychlorinated hiphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult.

Therefore firms that can reduce harmful wastes may incur substantial costs savings. When attempting to minimize waste, firms is often forced to re-examine their production processes. In these cases they often develop more effective production processes that not only reduce waste, but reduce the need for some raw materials. This serves as a double cost savings, since both waste and raw materials reduced.

##### BENEFITS OF GREEN MARKETING

Companies develop new and improved products and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability. They enjoy a competitive advantage over the companies which are n not concerned for the environment.

Some of the advantages of green marketing are;

* It ensures sustained long term growth along with profitability.
* It saves money in the long run, through initially the cost is more
* It helps the companies market their products and services keeping the environment aspects in mind.
* It helps in accessing the new markets and enjoying the competitive advantage.
* Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

##### GREEN MARKETING AND SUSTAINABLE DEVELOPMENT

According to the world commission on Environmental Development (1978), Sustainable Development is “meeting the needs of the present without compromising the ability of the future generation to meet their own needs”. The common theme throughout this strategy of sustainable development is the need to integrate economic and ecological considerations in decision making by making policies that conserve the quality of agricultural development and environmental protection. This is what the end product of green marketing is, environmental protection for the present and the future generation. The development energy- efficient operation, better pollution control, recyclable and biodegradable packaging, and ecologically safe products are all the part of green marketing which also leads to sustainable development.Green Marketing in terms of Price, Product, Place and Promotion Green Marketing begins with “green design”. Product design constitutes an active interface between demand (consumers) and supply (manufactures). An example by Ottman and Ter; super concentrated laundry detergents are associated with energy saving, reduced packaging, space and money. The product itself has to be made in such a way that it satisfies consumer and manufacture’s needs. For ecologically sustainable products to be successful, green branding attributes have to be efficiently communicated. Most buyer decisions are influenced by the labelling, (green labelling) that states all that makes the products green compliant.

The price of green product has to be affordable for the customer to encourage purchase. Industrial differentiation works only when products reduce client’s cost. Most buyers are influenced by advertisement that reflects a company’s commitment to environment. Companies that do green advertisement that tend to portray an image of environmental friendliness, influences their customer purchase decisions. Consumers love to associate themselves with companies that are environmental stewards. When a company communicates this through their advertisements, promotions, publicity and corporate social responsibilities, they are sure to get many loyal customers. Green distribution is a very delicate operation. Customers must be guaranteed of the “Ecological nature” of the product. The green environment is a constantly regulated environment and as such high level of compliance is necessary when carrying out distribution of green products. This is a common procedure in the United States.

Stakeholders in Green Marketing Strategy Based on marketing literature, Stakeholders play one of the most influencing roles in any organization and market. They influence all aspect of green strategy also in areas such a purchase of green products, nature of the products, the packaging, advertisements, promotions and also Green awareness programs. When a particular company wants to “go green” , the Stakeholders are at the fore front of their green marketing strategy. Jaime Rivera-Camino said that Stakeholders in green marketing include the plant, various animal, plant species and the future generation.

##### GREEN PRODUCTS AND MARKETING PRACTICES

Actually there is no consensus on what exactly is green. There is no accepted definition of green product. However based on different definitions of green marketing, some common characteristics of products generally accepted as green, including the products are:

* 1. Energy efficient (both in use and in production)
  2. Water efficient (both in use and in production)
  3. Low emitting (low on hazardous emissions)
  4. Safe and /or healthy products
  5. Recyclable and / or with recycled content
  6. Durable (long-lasting)
  7. Biodegradable.
  8. Renewable
  9. Reused products

Many consumer durable companies are now marketing their products with Energy Star Label stating that their use will reduce the energy consumption and consumers can save a lot of money on electricity consumption over a period of time. For example, Godrej Consumer Products is marketing its products through green marketing and gives additional incentive to buyers to exchange their old product with latest green and environmental friendly products. The advertisement try to persuade the buyers to adopt a green lifestyle and contribute in development of a greener planet.

Philips is marketing its Compact Fluorescent Light (CFL) as “Marathon”, highlighting its new “super log life” and energy efficiency. Many companies are now offering more eco-friendly alternatives for their customers; re-cycled products are one of the most popular alternatives that benefit the environment. Companies are now focusing on not to use plastic bags, instead they use carry bag made up of recycled paper ( for example, Titan, Tanishq have made a corporate policy that the goods will be delivered or given to customers only in the carry bags made out of recycled paper). India Cellular Limited also launched an advertisement stating saving trees towards their corporate social responsibility. Kansai Nerolac Plants is marketing themselves as green as they have removed hazardous heavy metal from their plants and are marketing their lead free paints in India. Dell focuses on producing green IT products under their strategy called “Go Green with Dell”. Dell products are also coming in eco-friendly packing with a system recycling kit bundled along. They are also focusing on green innovations from date-center efficiency to the use ifeco friendly material for everything from chassis design to product packaging.

Efforts are being made at government and industry level to protect environment. In India Environment Protection Act in was implemented in 1986 and Environment Audit in 1992 for the protection of the environment. New Delhi, Indian capital, was one of the most polluted cities until Supreme Court of India intervened to change to alternative fuels. In 2002, Supreme Court issued a directive to completely adopt CNG in all public transport system to curb pollution. Many greenhouse gas reduction markets have emerged over a period of time that can catalyze projects with important local, environmental, economic, and quality-of- life benefits.

more mechanized the companies must find creative ways reusing the waste products which are harmful to the environment. Manufacturing companies which are using plastic for packaging should meet certain standardization. For example, Bisleri plastic bottles or the water bottles can last only for 15 days and after that it generates certain chemicals which are harmful and there is no reusability of this kind of plastic. Companies should modify these kinds of packaging styles and find out some innovative ways to recycle it.

##### Product strategy

In this strategy marketers can identify customers environmental needs and develop products to address this issue, produce more environmental responsible packages and insure that products meet or exceed the quality expectation of customers. In addition to that marketer can charge higher price with high lighting eco-friendliness of the products.

##### Distribution strategy

In case of this strategy obtaining dealer support to green marketing practice is essential. The location must differentiate from competitors and it can be achieved by in-store promotions and displays by using recycle materials to emphasize the environmental and other benefits. Even though distribution has no big involvement in green marketing, few consumers are willing to get the services from places and distribution channels which are not cause to environmental pollutions.

##### Life cycle analysis

Brand which aspire to be sustainable must “get their house in order” before they start planning any green marketing initiatives. The best brands are performing life cycle analysis complex assessments which provide critical data on social, environmental and economic impact of products through the supply chain production process and after the purchase. Life cycle analysis tells a brand just how far it needs to go before it claims to be sustainable.

##### BIncentives and structural factors

Commercialization programs and incentives help get new technologies introduced examples include fleet program to cultivate strategic niche markets band by providing financial incentives such as the advanced vehicle tax credit proposal in case of green vehicle purchase. Consumers can be motivated by incentives and awards tax.

Curtail-reduce the impact on the environment by modifying extant living patterns. Maintain-keep equipment in good working order

Be efficient- undertake structural changes such as buying environmental friendly equipment.

**TABLE NO 4.1**

**AGE WISE CLASSIFICATION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No of respondents** | **Percentage** |
| Below 20 | 12 | 24 |
| 20-40 | 19 | 38 |
| 40-60 | 14 | 28 |
| Above 60 | 5 | 10 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.1**

**AGE WISE CLASSIFICATION**

**INTERPRETATION**

The above table shows that 38% of the respondents comes under the age group of 20-40, 28% are comes under 40-60, 24% are comes below 20 and 10% of them are comes under above 60.

**TABLE NO 4.2**

**GENDER WISE CLASSIFICATION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No of respondents** | **Percentage** |
| Male | 27 | 54 |
| Female | 23 | 46 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.2**

**GENDER WISE CLASSIFICATION**

**INTERPRETATION**

The above table shows that 54% of the respondents are males and 46% of the respondents are females.

**TABLE NO 4.3**

**EDUCATION WISE CLASSIFICATION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No of respondents** | **Percentage** |
| Below SSLC | 5 | 10 |
| SSLC | 9 | 18 |
| Plus two | 11 | 22 |
| Degree / Diploma | 15 | 30 |
| P.G | 8 | 16 |
| Others | 2 | 4 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.3**

**EDUCATION WISE CLASSIFICATION**

**INTERPRETATION**

The above table shows that 30% of the respondents have degree/ diploma qualifications, 22% have plus two qualifications, 18% have SSLC qualification, 16% have PG qualification, 10% have below SSLC qualification and 4% of them have other educational qualifications.

**TABLE NO 4.4**

**OCCUPATION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No of respondents** | **Percentage** |
| Daily wage earner | 10 | 20 |
| Agriculturalist | 8 | 16 |
| Business | 6 | 12 |
| Self employed | 6 | 12 |
| salaried | 14 | 28 |
| Professional | 2 | 4 |
| House wife | 4 | 8 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.4**

**OCCUPATION**

**INTERPRETATION**

The above table shows that 28% of the respondents are salaried employees, 20% are daily wage earners, 16% are agriculturist, 12% are business and self employed each, 85 are house wife and 4% of them are professionals.

**TABLE NO 4.5**

**MONTHLY INCOME**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Below 10000 | 9 | 18 |
| 10000-30000 | 16 | 32 |
| 30000-50000 | 13 | 26 |
| 50000-70000 | 8 | 16 |
| Above 70000 | 4 | 8 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.5**

**MONTHLY INCOME**

**INTERPRETATION**

The above table and chart shows that 32% of the respondents have a monthly income of 10000-30000, 26% have 30000-50000, 18% have below 10000, 16% have 50000-70000 and 8% of them have above 70000.

**TABLE NO 4.6**

**AWARENESS ABOUT THE TERM GREEN MARKET**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Low | 10 | 20 |
| Average | 17 | 34 |
| High | 23 | 46 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.6**

**AWARENESS ABOUT THE TERM GREEN MARKET**

**INTERPRETATION**

The above table shows that 46% of the respondents Are highly aware about the term green market, 34% have average awareness and 20% have low awareness about it.

**TABLE NO 4.7**

**SOURCE OF KNOWLEDGE ABOUT GREEN MARKETING**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Advertisement | 12 | 24 |
| Shop keepers | 6 | 12 |
| Friends & Relatives | 20 | 40 |
| Magazine & journal | 9 | 18 |
| Others | 3 | 6 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.7**

**SOURCE OF KNOWLEDGE ABOUT GREEN MARKETING**

**INTERPRETATION**

The above table shows that 40% of the respondents get the knowledge about green marketing from their friends and relatives, 25% get from advertisement, 18% get from magazines and journals, 12% get from shop keepers and 6% of them get the knowledge from other sources.

**TABLE NO 4.8**

**PARTICIPATION IN CAMPAIGN RELATED TO GREEN MARKETING**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Yes | 35 | 70 |
| No | 15 | 30 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.8**

**PARTICIPATION IN CAMPAIGN RELATED TO GREEN MARKETING**

**INTERPRETATION**

The above table shows that 70% of the respondents are participated in campaign related to green marketing and 30% are not participated in campaign related to green marketing.

**TABLE NO 4.9**

**FREQUENCY OF BUYING GREEN PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Once a week | 22 | 44 |
| Once a month | 9 | 18 |
| Once a year | 2 | 4 |
| Regularly | 17 | 34 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.8**

**FREQUENCY OF BUYING GREEN PRODUCTS**

**INTERPRETATION**

The above table shows that 44% of the respondents once in a week buying the green products, 34% buying regularly, 18% buying once a month and 4% of them buying once a year.

**TABLE NO 4.10**

**STARTING OF USE OF GREEN PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| 1 Month | 7 | 14 |
| 1-3 Month | 13 | 26 |
| 3-6 Month | 20 | 40 |
| Above 6 Month | 10 | 20 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.10**

**STARTING OF USE OF GREEN PRODUCTS**

**INTERPRETATION**

The above table shows that 40% of the respondents have been started 3-6 month for the use of green products, 26% have been started 1-3 months, 20% have been started above 6 month and 14% of them have been started for 1 month.

**TABLE NO 4.11**

**LEVEL OF SATISFACTION REGARDING GREEN PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Very satisfied | 25 | 50 |
| Satisfied | 15 | 30 |
| Neutral | 4 | 8 |
| Dissatisfied | 6 | 12 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.11**

**LEVEL OF SATISFACTION REGARDING GREEN PRODUCTS**

**INTERPRETATION**

The above table shows that 50% of the respondents are very satisfied with the green products, 30% are satisfied, 12% are dissatisfied and 8% of them have no opinion.

**TABLE NO 4.12**

**OPINION WITH THAT GREEN MARKETING ACTIVITIES RESULTS IN BETTER PRODUCT QUALITY**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Yes | 40 | 80 |
| No | 10 | 20 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.12**

**OPINION WITH THAT GREEN MARKETING ACTIVITIES RESULTS IN BETTER PRODUCT QUALITY**

**INTERPRETATION**

The above table shows that 80% of the respondents said that green marketing activities results in better product quality and 20% of them opined that green marketing activities does not results in better product quality.

**TABLE NO 4.13**

**RESPONDS WITH THAT GREEN MARKETING STRENGTHEN COMPANY’S IMAGE IN THE MINDS OF CONSUMERS**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Yes | 36 | 72 |
| No | 14 | 28 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.13**

**RESPONDS WITH THAT GREEN MARKETING STRENGTHEN COMPANY’S IMAGE IN THE MINDS OF CONSUMERS**

**INTERPRETATION**

The above table shows that 72% of the respondents said that green marketing strengthen company’s image in the minds of consumers and 28% of them said that that green marketing does not strengthen company’s image in the minds of consumers.

**TABLE NO 4.14**

**MOTIVE OF USING GREEN PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Health | 19 | 38 |
| Status | 4 | 8 |
| Environment | 5 | 10 |
| Quality product | 13 | 26 |
| Eliminate wastage | 9 | 18 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.14**

**MOTIVE OF USING GREEN PRODUCTS**

**INTERPRETATION**

The above table shows that 38% of the respondents said that health is the motive to use green products, 26% said quality product, 18% said eliminate wastage, 10% said environment and 8% of them said status.

**TABLE NO 4.15**

**RESPONDS WITH THAT GREEN MARKETING ACTIVITY ARE GOOD AT ADDRESSING ENVIRONMENTAL ISSUES**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Agree | 45 | 90 |
| Disagree | 5 | 10 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.15**

**RESPONDS WITH THAT GREEN MARKETING ACTIVITY ARE GOOD AT ADDRESSING ENVIRONMENTAL ISSUES**

**INTERPRETATION**

The above table shows that 90% of the respondents opined that green marketing activities are good at addressing environmental issues and 10% of them said that green marketing activities are not good at addressing environmental issues

**5.1 FINDINGS**

* 38% of the respondents are comes under the age group of 20-40.
* 54% of the respondents are males.
* 30% of the respondents have degree/ diploma qualifications.
* 28% of the respondents are salaried employees.
* 32% of the respondents have a monthly income of 10000-30000.
* 46% of the respondents Are highly aware about the term green market.
* 40% of the respondents get the knowledge about green marketing from their friends and relatives.
* 70% of the respondents are participated in campaign related to green marketing.
* 44% of the respondents once in a week buying the green products.
* 40% of the respondents have been started 3-6 month for the use of green products.
* 50% of the respondents are very satisfied with the green products.
* 80% of the respondents said that green marketing activities results in better product quality.
* 72% of the respondents said that green marketing strengthen company’s image in the minds of consumers.
* 38% of the respondents said that health is the motive to use green products.
* 38% of the respondents said that health is the motive to use green products.

### 5.2 SUGGESTIONS

* The consumer needs more general awareness about green marketing / green product. Conduct awareness class regarding green marketing and product.
* The govt. has to give the facilities like recycling and reusing waste into

useful product.

* The govt. should conduct campaign the green marketing and product.
* The govt. should publish the environmental aspect of product in social media magazine and journals.
* The govt. should take initiative to produce more reusable bags and recycled

toilet papers.

* Free gifts or cash discount can be provided with green product to attract the attention of consumers.

#### 5.3 CONCLUSION

As the demand for green products undoubtedly exists, green marketing provide an opportunity to the companies to increase their market share by introducing eco-friendly products. Stricter environmental regulation across the world, growing customer preference for eco-friendly company, and the inherent cost advantages in lowering toxic waste , are encouraging industries big and small to clean up.

Result of the study conducted showed that, consumers are not fully aware about green marketing. Most of the consumers agrees that green marketing activities are good at addressing environmental issues. Consumers are overly committed to improving their environment and may be looking to lay too much responsibility on industry and government. Through the responsibility of the firms to produce products, which are having minimum impact on environment, but ultimately its customer who is having responsibility to use eco-friendly products. Consumers are not too much concerned about the environment but as they have become more sophisticated, they require clear information about how choosing one product over another will benefit to the environment. Consumer education result in their empowerment. Empowered consumers choose environmentally preferable products when all else is equal.

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**WEBSITE**

* [www.ecomail.com](http://www.ecomail.com)
* [www.greenmarketingcorner.com](http://www.greenmarketingcorner.com)
* [www.greenpiece.org](http://www.greenpiece.org)
* <http://www.greenmarketing.com>
* <http://www.sustainablemarketing.com>

**QUESTIONNAIRE**

**Name:**

1. Age:

Below 20

20-40

40-60

Above 60

1. Gender

Male

Female

1. Education

Below S.S.SL.C

S.S.L.C

Plus Two

Degree/Diploma

P.G

Others

1. Occupation

Daily wage earner

Agriculturalist

Business

Self employed

Salaried

Professional

House wife

1. Monthly income

Below 10000

10000-30000

30000-50000

Above 70000

1. Are you aware about the term green marketing?

Low

Average

High

1. From where do you come to know about green marketing?

Advertisement

Shop keepers

Friends & relatives

Magazine journals

Others

1. Have participate any campaign related to green marketing?

Yes

No

1. How frequently do you buy green product?

Once a week

Once a monthly

Once a year

Regularly

1. When do you start to use green product?

Very much satisfied

Satisfied

Neutral

Dissatisfied

1. Are you aware of the eco-labelling initialise of the government?

Yes

No

1. How will you describe your level of satisfaction regarding green products?

Very much satisfied

Satisfied

Neutral

Dissatisfied

1. Do you consider the environmental aspects of the products before buying them?

Always

Rarely

Never

1. Do you think that green marketing and advertising are good source of information about green products and services?

Yes

No

Sometimes

1. Do you think that green marketing services are good at addressing environmental issues?

Yes

No