



IMPACT OF GREEN MARKETING AMONG PUBLIC WITH SPECIAL REFERENCE TO COIMBATORE

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ABSTRACT

Green Marketing is a modern concept which evolves in the recent years. Now a days consumers are also becoming more ecological conscious and desirous of purchasing green products. A world wide alert in the environmental degradation has completed today consumer to become more apprehensive about there buying and consumption habits and the effects that these have on the environment. Green marketing also termed as environmental marketing or ecological marketing refers to the marketing of products that are presumed to be environmentally safe. The core idea of this paper is to know about the awareness about green marketing among the general public or consumer. This paper has taken to the present study for analyzing the consumer behavior regarding green marketing in Coimbatore city .

KEYWORDS: *Green Marketing, awareness, environment, purchasing decision, Recycle.*

INTRODUCTION

Green marketing includes all action taken to full fill the needs and requirements of the consumer with minimal disastrous percussions inflicted on the natural environment. In business contest , the terns green products and eco-friendly products are used commonly to describe the products that are produced ways which protect the natural environment by conserving energy /resources and reducing are eliminating the use of toxic agents . Consumers were becoming more ecologically conscious and also in desirous of purchasing green products. In providing an introduction to the thesis, this present a background to the thesis topic describing as to what is green marketing, green buildings and who are green consumers this is followed by the aim behind this research and over view of research objectives as well as an outline of these structure. Thus, green marketing is marketing of products that are presumed to be environmentally safe and gives benefits to consumer.

SCOPE OF THE STUDY

- The development transfer and implantation of eco-friendly technologies , referred to the environmental technologies .
- Environmentally friendly “ is required to be integrated into the corporate culture .
- In order to develop green marketing goods that can appeal to the consumer reasonable affordable prices and environment – friendly products .
- A companies should be aware of there responsibilities towards the environment and the society .
- Intensive research can be done on all industry with respect to green marketing issues .

OBJECTIVES OF THE STUDY

- To study about the awareness level of eco-friendly products among the consumer.



- To study the buying behavior about eco-friendly products.
- To identify the factors influencing the customer to buy the products.
- To find out the level of satisfaction of customer towards eco-friendly products.
- To know the buying pattern of the consumers.

LIMITATIONS OF THE STUDY

- The number of respondents is limit to 150 employees in the study
- The area of the study which covers only in and around annur , where in it cannot be a final key
- The study was done within a short period of three months of time, investigator could not selected a sufficiently a larger sample for the study
- Sometimes ,the opinions , behavior and attitude of the respondence reflected in this study are restricted to the duration of the research and are subject to change with the passage of time.

REVIEW OF LITERATURE

- **Dr . Bhagwan Singh and Sachin Kumar(2015). A study on current status of green marketing in north india “Pacific business review international”**

This projection leads us to think about working on Green marketing. This paper provides a concise framework of what green marketing actually is? Why it is becoming recognized, and which biggest players across the globe are adopting green marketing? This study will be beneficial to those people who are thinking to buy the green and environmental friendly products in North India. People from North India may be in a dilemma

regarding which companies are green in reality? What company they should prefer while preferring green products?

- **Dilip kumar and Dr S.M.Yamuna (2014).Astudy on consumer preference towards green marketing products.**

This research paper brings an edge to introduce term and concept of Environment marketing and Ecological marketing. The study aims to give information why the green marketing is been emerged, and through with media it has been emerged. According to research consumer demographic and socio-economic characters respond positive in purchasing green products moreover, respondents suggested that green products are low priced and eco-friendly. Green products generally use eco-friendly materials and energy-efficient means of production, thereby causing less or no detrimental impact on the environment. The consumers are satisfied by the Eco-friendly products and they suggested that they do not contain harmful elements that might pollute the ecosystem and the production process of which does not result to any toxic by-products or negative externalities. Moreover, they suggested the public to use green products which are usually biodegradable and made from recyclable materials.

Tools For Analysis

The tools used for analysis are

- Simple percentage analysis.
- Chi-square test
- Simple average
- Weighted average
- Rank analysis

**Frequency Table
Simple percentage****AWARE OF GREEN MARKETING?**

S.NO	HOW YOU BECOME AWARE OF GREEN MARKETING?	NO.OF.RESPONDENT	PERCENTAGE
1	TV	34	22.7
2	MAGAZINES	17	11.3
3	FRIENDS	42	28
4	SOCIAL MEDIA	57	38
	TOTAL	150	100

It is observed from the above table that 38% of the respondents are saying social media, 28% of the respondent are saying friends, 22.7% of the respondent

are saying TV, 11.3% of the respondent are saying magazines.

Majority 38% of the respondents are saying social media.

OCCUPATIONAL STATUS?

S.NO	OCCUPATIONAL STATUS	NO.OF.RESPONDENT	PERCENTAGE
1	SELF-EMPLOYED	24	16
2	PRIVATE EMPLOYEE	50	33.3
3	GOVERNMENT EMPLOYEE	48	32
4	PROFESSIONAL	28	18.7
	TOTAL	150	100

It is observed from the above table that 33.3% of the respondents are private employee, 32% of the respondents are government employee, 18.7% of the

respondent are professional , 16% of the respondent are self-employed.

Majority 33.3% of the respondents are private employee.

Simple Average:**IMPORTANT FACTOR?**

S.NO	WHICH FACTOR IS MORE IMPORTANT TO BUY IN GREEN MARKETING?	NO.OF.RESPONDENT	SIMPLE AVERAGE
1	PRICE	22	0.14
2	QUALITY	48	0.32
3	RESULT	50	0.33
4	ALL THE ABOVE	30	0.2
	TOTAL	150	0.99

It is observed from the above table that 0.33- of the respondents says results, 0.32- of the respondents says quality, 0.2 – says all the above, 0.14 – says price .

Majority 0.33- of the respondents says results.

**Rank Analysis****BENEFITS OF GREEN MARKETING**

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL SCORE	RANKING
LESS PRICE	54 270	18 72	32 96	22 44	24 24	150 506	I
ECO-FRIENDLY	28 140	44 176	40 120	27 54	11 11	150 501	II
MORE EFFECTIVE	20 100	26 104	74 222	17 34	13 13	150 473	III
MORE PROFIT	18 90	26 104	48 144	45 90	13 13	150 441	IV
TRUST WORTHY	20 100	18 72	41 123	37 74	34 34	150 403	V

From this ranking analysis, it is found that less price (Rank-1), which comes next followed by Eco-friendly (Rank-2), more effective (Rank-3), more profit (Rank-4), trust worthy (Rank-5).

Majority of the respondent behavior towards less price as the major factor in benefits of green marketing.

Weighted Average**LEVEL OF SATISFACTION**

FACTORS	STRONGLY AGREE(5)	AGREE (4)	NEUTRAL (3)	DISAGREE (2)	STRONGLY DISAGREE (1)	TOTAL SCORE	MEAN SCORE
HAVING KNOWLEDGE ABOUT GREEN MARKETING	92 460	21 84	20 60	4 8	13 13	150 625	4.166
I AM AWARE OF GREEN MARKETING	38 190	66 264	26 78	10 20	10 10	150 562	3.747
SUPPORTING ENVIRONMENT THROUGH GREEN MARKETING	53 265	26 104	54 162	8 16	9 9	150 556	3.707
TRUST WORTHY	37 185	56 224	30 90	18 36	9 9	150 544	3.627
NATURE PRODUCT	49 245	38 152	28 84	10 20	25 25	150 526	3.507

It is observed from the above table that 4.166- of the respondents says having knowledge about green marketing, 3.747- of the respondents says I am aware of green marketing , 3.707 – of the respondents says supporting environment through green marketing , 3.627 – of the respondents says trust worthy, 3.507-of the respondents says nature product.

The above table shows the level of satisfaction towards the green marketing. The highest mean score is that 4.166- of the respondents says having knowledge about green marketing.

**CHI SQUARE Analysis**

Chi- square test - Comparison between
**RESIDENTIAL AREA AND MODES OF
BUYING GREEN PRODUCTS FROM
GREEN MARKETING.**

H0 = There is no association between residential area and job modes of green products from green marketing.

H1 = There is an association between residential area and job modes of green products from green marketing.

Factors	Calculation Value	Df	Table Value	Remarks
Income	6.931 ^a	9	16.92	accepted

It is clear from the above table show that, the calculated value of chi-square is less than the table value. Hence the hypothesis is accepted. So there is no significant relationship between residential area and the modes of buying green products from green marketing.

Rank Analysis

- ✓ Majority of the respondent's behavior towards less price as the major factor in benefits of green marketing.

FINDINGS, SUGGESTIONS AND CONCLUSION**Finding of the Study****Simple Percentage Analysis**

- ✓ Majority 62.7% of the respondents are belonging to 21-30 years.
- ✓ Majority 73.3% of the respondents are belonging to male.
- ✓ Majority 70% of the respondents are unmarried.
- ✓ Majority 55% of the respondents are belonging to urban area.
- ✓ Majority 40% of the respondents are belonging to 4-6 members in the family.
- ✓ Majority 46% of the respondents are getting income between 11,000-20,000.
- ✓ Majority 40% of the respondents are belonging to UG graduate.
- ✓ Majority 33.3% of the respondents are belonging to private employee.
- ✓ Majority 38.7% of the respondents are belonging to service.
- ✓ Majority 38% of the respondents are saying social media.

Weighted Average Analysis

- ✓ The above table shows the level of satisfaction towards the green marketing. The highest mean score is that 4.166 of the respondents says having knowledge about green marketing.

Chi-Square Analysis

- ✓ There is no significant relationship between age of the respondents and platform they aware about.
- ✓ There is no significant relationship between residential area of the respondents and modes of buying green products from green marketing.

Simple Average Analysis

- ✓ Majority 0.4 of the respondents saying better results.
- ✓ Majority 0.36 of the respondents are saying high level satisfaction.
- ✓ Majority 0.37 of the respondents are saying retail store.
- ✓ Majority 0.36 of the respondents are saying package.
- ✓ Majority 0.33 of the respondents are saying never.

Suggestions

- ✓ Environment friendly behavior is far and difficult to attain. Hence environment awareness and attitudes should be created in the minds of consumer during their childhood days itself.
- ✓ It requires rigorous efforts at school level to create an attitude of environment sustainability.
- ✓ Expand the consumer awareness of green products by creating green marketing campaigns or environmental related activities. The companies should try to more focus on the green features of the product in their marketing activities.
- ✓ Even though the price is the attribute that consumer reflect on when making a green purchasing decision. Consumer are less likely to purchase green products for getting a better result.

CONCLUSION

Thus, from the analysis which carried out in this study, we can conclude that the people have awareness about the eco-friendly products and they show a



positive attitude towards green marketing. But we should try to increase the awareness level into another extent. Which means a wide variety of eco-friendly products is available today. But the consumer awareness level limited to organic vegetables and consumable items. Constant efforts should be taken by the government, NGO's, educational institutional, business houses and society at a large to create awareness among the consumer to promote eco-friendly buying behavior through green marketing.

WEBSITES

1. www.ecomall.com
2. www.greenmarketingcorner.com
3. www.greenpeace.org
4. www.greenmarketing.com