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## RESEARCH ARTICLE

## GREEN MARKETING IN THANJAVUR TOWN - A STUDY OF CONSUMER'S AWARENESS TOWARDS ENVIRONMENT FRIENDLY PRODUCTS

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### Abstract

Green marketing is a phenomenon which has developed particular important in the modern market. This is the study of all efforts to consume, produce, distribute, promote, package and reclaim products in a manner that is sensitive or responses to ecological concerns. The development of green marketing has opened the door of opportunity for concerns to co-brand their products into separate line, lauding the green friendliness of some while ignoring that of others. This paper discusses about the awareness level towards green purchasing.

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### Introduction

Green marketing refers to the process of selling products and/ or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way.

Green marketing includes a wide range of activities, like product modification, changes in the production process, changes in product packaging, and changing the way a product is advertised. The terminology used for green marketing has varied from green marketing, environmental marketing and ecological marketing. Green marketing first came to notice in the late 1980s and early 1990s. Though the first discussion regarding it dates back to 1975, when the American marketing association held its first workshop on it by the name of "Ecological Marketing"

As a result in 1975 there came the first book on this subject title "Ecological marketing" (Henion and Kinner 1976). And then following a number of other books on the subject (Character 1992, Coddington 1993, ottoman 1993).

### Green Products and its Characteristics

The products those are manufactured through green technology and that cause no environmental hazards are called green products. Promotion of green technology and green products are necessary for conservation of natural resources and sustainable development. We can determine green products by following aspects.

- ❖ Product which are originally grow,
- ❖ Products that are recyclable, reusable and biodegradable
- ❖ Products with natural ingredients
- ❖ Products containing recycled contents, non-toxic chemical,
- ❖ Products contents under approved chemical,
- ❖ Product that will not be tested on animals,
- ❖ Products that have eco-friendly packaging i.e., reusable, refillable containers etc.

### Benefits of green marketing

Today's consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumer's aspirations for environmentally less

damaging or neutral products. Many companies want to have an early –mover advantage as they have to eventually move towards becoming green. Some of the advantages of green marketing are

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

**Statement of the Problem** Most of the countries are having awareness about green marketing and its benefits. But India a developing country having a huge population is not much aware about the green products, so many people are lacking in knowledge towards the necessity of green products and its usage. This study attempt to assess the consumers awareness towards green products.

#### Limitations of the study

- ❖ The universe being large, the study was restricted to respondent's residing in Thanjavur town.
- ❖ The sample size is only 50 so the sample may not be true representation of the population.
- ❖ The study period is limited to 2 months only.
- ❖ The above limitations serve as impediments for 100% accuracy in analysis.

#### Methodology

The research design is considered as the framework or plan for a study. The data was collected from both primary and secondary- sources. The primary data was collected by using questionnaire with a sample of 50 respondents. Respondents are chosen on a random basis in Thanjavur Town. The secondary data was collected from different journals, magazines and from websides also. Statistical tools such as percentage analysis and chi-square test are used to analyse the data.

**Table No.1 Age- Wise distribution of the respondent**

| Age      | Frequency | Percent |
|----------|-----------|---------|
| Below 25 | -         | -       |
| 25-35    | 19        | 38      |
| 35-45    | 21        | 42      |
| Above 45 | 10        | 20      |
| Total    | 50        | 100     |

The table (1) reveals that 38% of Respondents are in the age group of 25-35, 42% comes under 36-45 age group and 20% of respondents are in the age of above 46.

**Table No.2 Gender**

| Gender | Frequency | Percent |
|--------|-----------|---------|
| Male   | 22        | 44      |
| Female | 28        | 56      |
| Total  | 50        | 100     |

The table (2) shows that the gender wise distributions is more or less equal between male and female. Out of 50, male respondents were 22 (44%) and female respondents were 28(56%)

**Table No.3 –Occupation**

| Occupational status | Frequency | Percent |
|---------------------|-----------|---------|
| Govt. employees     | 13        | 26      |
| Private employees   | 17        | 34      |
| Business            | 12        | 24      |
| Others              | 8         | 16      |
| Total               | 50        | 100     |

The table (3) provides that 26% of respondents are govt employees, 34% are under private employees catagery, 24% of respondents are doing business and 16% are under others.

**Table No.4 - Educational Status**

| <b>Educational Qualification</b> | <b>Frequency</b> | <b>Percent</b> |
|----------------------------------|------------------|----------------|
| Under graduate                   | 20               | 40             |
| Post graduate                    | 22               | 44             |
| Others                           | 8                | 16             |
| <b>Total</b>                     | <b>50</b>        | <b>100</b>     |

It is clear from the above table (4) that 40% of respondents are under graduates 44% are post graduates and 16% of respondents lie in other category.

**Table No.5 Knowledge Gaining – Aspect**

| <b>Source</b> | <b>Frequency</b> | <b>Percent</b> |
|---------------|------------------|----------------|
| News paper    | 11               | 22             |
| T.V           | 20               | 40             |
| Friends       | 19               | 38             |
| others        | -                | -              |
| <b>Total</b>  | <b>50</b>        | <b>100</b>     |

The table (1.5) reveals that 22% of respondents gained knowledge through newspapers, 40% of respondents by T.V and 38% by way of friends.

**Table No.6 About Price Factors**

| <b>Price Factors</b> | <b>Frequency</b> | <b>Percent</b> |
|----------------------|------------------|----------------|
| High                 | 18               | 36             |
| Reasonable           | 20               | 40             |
| Competitive          | 12               | 24             |
| <b>Total</b>         | <b>50</b>        | <b>100</b>     |

The table (6) indicates that 36% of respondents feel that the prices were high, 40% opt that are reasonable and 12% prefer it as competitive.

**Table No.7 Awareness Level**

| <b>Level</b> | <b>Frequency</b> | <b>Percent</b> |
|--------------|------------------|----------------|
| High         | 17               | 34             |
| Moderate     | 14               | 28             |
| Low          | 19               | 38             |
| <b>Total</b> | <b>50</b>        | <b>100</b>     |

The above table (7) clears that 34% of respondents are highly aware about the products, 28% are aware to some extent and 38% of the respondents were known to a very low level.

**Table No.8 The Level of Satisfaction**

| <b>Level</b> | <b>Frequency</b> | <b>Percent</b> |
|--------------|------------------|----------------|
| High         | 19               | 38             |
| Moderate     | 14               | 28             |
| low          | 17               | 34             |
| <b>Total</b> | <b>50</b>        | <b>100</b>     |

According to the table (8) 38% of the respondents are highly satisfied by the products, 28% are satisfied in a moderate level and 34% of the respondents are satisfied in a low level.

### **Hypothesis Testing**

H<sub>0</sub> - There is no significant association in the level of awareness and level of education.

H<sub>1</sub> - There is a significant association in the level of awareness and education level.

**CHI – SQUARE TABLE**

| <b>O</b> | <b>E</b> | <b>(o – E)<sup>2</sup></b> | <b>(o – E)<sup>2</sup> / E</b> |
|----------|----------|----------------------------|--------------------------------|
| 5        | 3        | 4                          | 1.333                          |
| 9        | 4        | 25                         | 6.250                          |
| 3        | 1        | 4                          | 4.000                          |
| 6        | 3        | 9                          | 3.000                          |
| 7        | 3        | 16                         | 5.333                          |
| 1        | 1        | 0                          | 0                              |
| 9        | 4        | 25                         | 6.250                          |
| 6        | 4        | 4                          | 1                              |
| 4        | 2        | 4                          | 2                              |
|          |          |                            | <b>28.906</b>                  |

$$X^2 = 28.906$$

$$\text{Degree of freedom} = (C - 1)(R - 1) = (3 - 1)(3 - 1) = 4$$

$$\text{Table value} = 9.488$$

The calculated value of Chi – square is 28.916, the table values in found to be 9.488 which is taken at 5% level of significance, degree of freedom = 4, since the table values is less than the calculated value. We reject the null hypothesis ( $H_0$ ) and accept the alternate hypothesis ( $H_1$ ) as true.

It is concluded that there is a significant association in the level of awareness and education level.

### Finding

- ❖ This study shows that, 22% of the respondents gathered knowledge towards green products by dailies 40% gained through television and remaining 38% of respondents by their friends.
- ❖ Here the respondents price opinion states that, 36% of them opt as prices are high 40% of them opt as reasonable price and 24% of the remaining prefer as a competitive price level.
- ❖ Awareness level among the respondents confirms that 34% of them had a high awareness level, 28% gathered a moderate level and 38% had a very low level of awareness towards environmental friendly products.
- ❖ The level of satisfaction table shows that 38% of the respondents felt as highly satisfied, 28% of the respondents scored a moderate level of satisfaction and 34% reveals a low satisfaction level.
- ❖ Hypothesis testing in this study conclude that there is a significant association in the level of awareness and education level

### Suggestions

Green marketing is a continuous process that requires constant inputs from the suppliers, government legislations and policies and the people. This is required so that the business of green marketing strategy can be aligned to the target markets and so it can gain a sustainable competitive advantage. It is important that strategies and policies in relation to green products be developed and implemented so as to guide and help the retailers and customers towards a *green* change, Businesses should concentrate on focusing green products development and marketing.

### Conclusion

There is a need for green marketing and a need for a shift in the consumer's awareness and attitude towards more environmental friendly life styles. Companies are also starting to educate the masses with an increase in advertising that puts emphasis on green products and how they are more beneficial for the consumers. This kind of advertising goes a long way in educating the masses and promoting the concept of green products among the people. Green consumerism and environmental marketing is likely to evolve in three phases namely, substitution, systematization and social change during which it will sprout, grow and finally blossom.

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