



A STUDY ON THE AWARENESS OF GREEN MARKETING AMONG GENERAL PUBLIC IN TIRUPUR AND ERODE DISTRICTS

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Introduction

The concept of green marketing is nowadays become familiar in walks of our life. But most of the business people do not show their interest in starting the green marketing business. They are all attracted by modern business. Further all the business concerns are only aimed at earning and increasing the profit of the business year by year. They do not bother about the society and also the environment. They start their business in accordance with their availability of capital and the knowledge in the area of particular business and also the business in which they are interested. Even the highly established business concerns do not take much care in safeguarding the environment. In general in many occasions they forget the business ethics. The environment is heavily affected by the effluents, sludge and sewages from the corporate sectors. These are the serious issues to be taken much care by the authorities concerned and also the general public to safeguard the environment from pollutions. We can be able to see in roadside i.e. letting out the corporate wastage in open area, which are the main causes for the serious diseases. If it goes like this, the future generation will be affected. Further the environment will also be highly affected, which will lead to the decrease in the yielding capacity of the land simultaneously it will affect the farmers. Every one of us speaks about this issue seriously. But nobody is interested in raising the voice against this problem.

In a 1992 study of 16 countries, more than 50% of consumers in each country, other than Singapore, indicated they were concerned about the environment. A 1994 study in Australia found that 84.6% of the sample believed all individuals had a responsibility to care for the environment. A further 80% of this sample indicated that they had modified their behavior, including their purchasing behavior, due to environmental reasons. As demands change, many firms see these changes as an opportunity to be exploited. Given these figures, it can be assumed that firms marketing goods with environmental characteristics will have a competitive advantage over firms marketing non-environmentally responsible alternatives. There are numerous examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs.

The business people always think about their profit only. No initiative has been taken from any side to create awareness about the green marketing to the business people. There are number of opportunities for doing or involving in green marketing business but the rural people also prefer to involve in other businesses which will create pollution and harm to the society. We all pave way to damage the environment knowingly or unknowingly. Who will be responsible for these problems? What are the causes for this situation? How it can be solved? To get right solution for these questions, a thorough study on green marketing must be undertaken. Keeping all in mind the researcher as entered to do the project on “**AWARENESS OF GREEN MARKETING AMONG GENERAL PUBLIC IN TIRUPUR AND ERODE DISTRICTS**”

Meaning of Green Marketing

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 it or produced and/or packaged in an environmentally friendly way. In simple words green marketing means that doing any nature of business which will safeguard the environment. Even in packing of the material or products, we must take necessary care to safeguard the environment and society.

Evolution of Green Marketing

The green marketing has evolved over a period of time. According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as “*Ecological*” green marketing, and during this period all



marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

Why Firms are Using Green Marketing?

When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Five possible reasons cited are:

- Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives.
- Organizations believe they have a moral obligation to be more socially responsible.
- Governmental bodies are forcing firms to become more responsible.
- Competitors' environmental activities pressure firms to change their environmental marketing activities.
- Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior.

Statement of the Problem

All the modern businesses are profit oriented rather than consumer orientation. Due to the industrial and technological development and we started to forget the safety of the environment. More volume of chemicals and ingredients are being used by almost all business which are heavily affecting the environment. Few months ago it was reported in the newspapers that drugs and medicines which were expired in date were dumped in a land and roadside in midnight without considering the environment as they had fear over the rides from the government authorities. These drugs and medicines were packaged in the non-decomposable materials. It was found in one fine morning. We can be able to see in the roadside i.e. many non-decomposable are le tout in the open area which will spoil the yielding capacity of the land and also reduce the water level. Sometimes this material may cause the death of many innocent people who are consuming bad smell and gas evaporation from the drugs. Though green marketing is becoming very popular business among the public, only few businessmen in countable numbers are involved in green marketing business.

Significance of the Study

The environment is under a serious threat. Everyone has to join hands to come out of the situation. Marketers have initiated the process by introducing "Green Marketing". The retailers (in the organized sector) or the ones in Malls are supporting the concept. Most of the retailers are of the opinion that green products are liked by consumers but because of poor awareness and high prices have not been fully adopted by them. As far as consumers are concerned the awareness level is increasing and has started implementing them in the normal life.

In the present scenario, challenge is to keep the customers as well as consumers in fold and even keep our natural environment safe – which is the biggest need of the time. Companies may lose many loyal and profitable customers and consumers due to absence of green management. In today's innovative business world of high technology due to growing community and consumer interests in green and socially responsible products, increased community pressure on companies to internalize externalities, such as health issues, neighborhood amenity, climate change; environmental and governmental legalizations and initiatives; innovative technologies and approaches of dealing with pollution, improved resource and energy efficiency, and to retain old (loyal and profitable) customers and consumers, it is very much urgent to implement green marketing. Further green management produces new environment friendly customers which lead to increase in sales and profits of an organization that leads to growth and development of business; it also leads to good public image of the organization. In the present times when the government regulations around the globe are very strict and the whole world is talking about global warming ,climate change and environment protection the companies would be left with no option but to adopt green marketing otherwise it might be too late to survive in the greener world. The consumer's world over in general and India in particular are increasingly buying energy efficient products. In a nutshell most of the companies are venturing into green marketing because of the following reasons:



This study mainly focuses on the awareness of green marketing among rural public. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources effectively without waste as well as to achieve the organization's objective. So green marketing is importance.

Objectives of the Study

- To know the status green marketing among the general public in Tirupur district To find out the problems in Green marketing.
- To evaluate the measures taken by the government for implementing green marketing
- To identify the green marketing products available in Tirupur District.
- To measure the knowledge level of customers and public regarding the green products
- To know the problems faced by the public while purchasing the green products.
- To find out the remedial measures for solving the issues and offer suggestions to the needy group.

Research Methodology

Research Design

In this study descriptive research has been adopted to complete the research work successfully. The research design involves gathering data that describe events and then organizes, tabulates, depicts and describes the data collected from the respondents.

Data Collection

Both Primary and secondary data were collected for the purpose of completing the research work.

Secondary Data

Secondary data was collected from the magazines and journals published in related topics of green marketing

Primary Data

For collecting the information related to awareness of green marketing a questionnaire was framed with the consultation of experts in the field of green marketing. Necessary additions and deletions were made in the questionnaire to make the research work effective. After that a questionnaire schedule was fixed to meet the respondents for collecting the information relating to green marketing.

Sampling: Convenient Sampling was used in this study for selecting the respondents from the total population.

Sample size: The total population for the study is all the customers and public those who the green products and also the general public of Tirupur and Erode districts. As the population for the study is numerous, 750 respondents were selected from the total population by adopting convenient sampling method. The sample consists of both male and females respondents. Further the respondents were selected from various category of the occupation held by the respondents in the study area.

Sample Design

The study area consists of all Taluks of Tirupur and Erode districts District. From all Taluks the sample respondents have been selected among the public who involved in various occupation. The respondents were selected from major cities of all Taluks in Tirupur and Erode districts. Then after making thorough enquiry about the performance of the companies in the field of textile manufacturing these companies were identified for the selection of the sample respondents for completing the research work.. The sample respondents consists of both male and female worked involved in various processes of knitted garment industries, government employees. Employees working in private sector and the people involved in various labour works other than textile industry and also from the business people of Tirupur and Erode districts

Period of Study

The period of study carries 3 year period from-01-01-2012 to31-12-2014. First six months for collecting the reviews of literature from the researches already undertaken in the related topics of green marketing. Next one year period was spent for the preparation of questionnaire with the guidance of the supervisors and collecting the

data by using questionnaires. 6 month period was taken for arrangement and tabulation of collected data and information through both the primary and secondary data. For making analysis and interpretation of collected data another month period was spent. The analysis of data and interpretation of collected data was done by using SPSS software. Finally the remaining six months was utilized for preparing the findings, suggestions and conclusions based on the corrections and valuable suggestions given by the supervisor.

Statistical Tools Used

The data collected were analyzed by using, various statistical tools like, Chi-Square, ANOVA, Rank Correlation, Hendry Garret Ranking, Factor analysis and Cluster Analysis, Kruscal Wally Test etc.

Hypothesis

- 1 There is no association between the educational qualifications of the respondents and the knowledge about the green marketing and green products.
- 2 There is no association between the age of the respondents and the green products utilized by the respondents
- 3 There is no association between the respondents based on income and the number of green products utilized by the respondents.
- 4 There is no association between the satisfaction level of the respondents based on gender and the price of the green products.
- 5 There is no association between the opinion of the respondents regarding the environmental issue and the age of the respondents
- 6 There is no association between the respondents based on the gender and their agree level regarding the quality of the green products.
- 7 There is no association between the occupation of the respondents and their opinion about quality of the green products.

Review of Literature

MC Kenzie in the year 1991¹, from his work on green consumers titled “The rise of the green consumers” to revealed that the there is evidence to suggest that consumers are price and quality sensitive when it comes to ‘buying green’

Schloesberg 1991² studies on Green marketing titled “green marketing has been planted – now watch it grow” revealed that marketers and researchers must pay attentions to the environmental movement because a sound foundation exists for it to grow through the 1990’s

Coddington 1993³ in his work with environmentalism as its objective on the title “ It’s no fad: Environmentalism is now fact of consumers life”.³

Porter and vander Linde, (1995)⁴ on the title “Green and Environment: Ending the statement” have been heralded as GPIS powerful solution to the statement between economy and environment.

Carlson 1995⁵ identified three major problems facing green marketing as false advertising the lack of any common standards for evaluating environmental claims and negative attitudes often exhibited by green

¹ Mc Kenzie .D (1991), “The rise of the green consumers”, consumers policy review, Vol.1 No.2, pp. 68-75.

² Schloesberg, Howard (1991), “green marketing has been planted – now watch it grow” ,Marketing News , (march 4), pp.12-14.

³ Coddington (1993), It’s no fad: Environmentalism is now fact of consumers life

⁴ Porter and Vanter Linde , “Green and Environment: Ending the statement” , Harvard Business review, Vol.73 No.5 ,pp.120-34

⁵ . Carlson .L ,Grove.S and Kansun.N , “A content analysis of environmental advertising claims : a matrix method approach” Vol.22 No.3, pp.27-40.

customers towards companies from his work on the topic “A content analysis of environmental advertising claims : a matrix method approach” which is published in journal of advertising.

Roberts 1996⁶ in his work on the title “Green consumers in the 1990’s profile and implications for advertising” reported in journal of business research with the research objective of profiling the green consumers has concluded that these problems facing green marketing advertisers of environmentally conscious products and services must find new communication strategies to motivate consumers to shop in an environmental responsible manner.

Wasik, Bennett ,Drumwright, Sheth and Parvartiyar in the year 1996⁷ worked on green marketing and ecological perspectives revealed that ,there has been much talk about corporations turning towards sustainability and becoming environmentally friendly.

Redmond 1998⁸ conceived in his work on green marketing titled “Green roll on after zone win” that Ecologists believe that the green movement eventually will have a great.

Table No.1, Showing the Association between the Gender of the Respondents and Factors Influencing the Buying Behaviour of the Respondents

Sl.No	Gender	Factors Influencing The Buying Behaviour					Total
		Product	Package	Place of Purchase	Promotional Measures	All of The Above	
1	Male	57(64.2)	145(147.6)	89(84)	91(83.4)	68(70.8)	450
2	Female	50(42.8)	101(98.4)	51(56.0)	48(55.6)	50(47.2)	300
	Total	107	246	140	139	118	750

Figures in the parenthesis shows the expected frequencies

Null Hypothesis

There is no association between the gender of the respondents and their opinion regarding the factors influencing the buying behavior of the respondents.

Alternative Hypothesis

There is an association between the gender of the respondents and their opinion regarding the factors influencing the buying behavior of the respondents

Table No.2

Factor	Calculated value ²	Table value	DF	Remarks
Gender of the respondents	4.885	9.488	4	Insignificant

As the calculated value of chi-square ² (4.885) is less than table value(9.488) for 4 degrees of freedom at 5% level of significance, There is no association between the gender of the respondents and their opinion regarding the factors influencing the buying behavior of the respondents . Hence the null hypothesis is accepted and it is inferred there is no association between the gender of the respondents and their opinion regarding the factors influencing the buying behavior of the respondents. The opinion about the factors influencing the buying behavior of the respondents may be depending on some other variables like age, individual preferences, income and etc.

⁶ Roberts ,J (1996) “Green consumers in the 1990’s profile and implications for advertising” Business research, Vol.36,pp.217-31.

⁷ Wasik.J (1996) Green marketing and Management: A global perspective, Blackwell publishers Ltd., UK.

⁸ Redmond, Steve (1998), “Green roll on after zone win” marketing (VK), (July 28).pp -15.

Table No .3, Showing the Association between the Education of the Respondents and Factors Influencing the Buying Behaviour of the Respondents

Sl .No	Educational Qualification	Factors Influencing The Buying Behaviour					Total
		Product	Package	Place of Purchase	Promotional Measures	All of the Above	
1	School Level	54(48.9)	114(112.5)	66(64.0)	59(63.6)	50(54.0)	343
2	Under Graduate	34(37.7)	82(86.6)	46(49.3)	56(48.9)	46(41.5)	264
3	Post Graduate	10(11.1)	29(25.6)	13(14.6)	13(14.5)	13(12.3)	78
4	Professional and Others	9(9.3)	21(21.3)	15(12.1)	11(12.0)	9(10.2)	65
	Total	107	246	140	139	118	750

Figures in the parenthesis shows the expected frequencies

Null Hypothesis

There is no association between education of the respondents and their opinion regarding factors influencing the buying behavior

Alternative Hypothesis

There is an association between education of the respondents and their opinion regarding factors influencing the buying behavior

Table No.4.4

Factor	Calculated value ²	Table value	DF	Remarks
Educational qualification	5.401	21.026	12	significant

As the calculated value of chi-square ² (5.401) is less than table value(21.026) for 12 degrees of freedom at 5% level of significance, There is no association between education of the respondents and their opinion regarding factors influencing the buying behavior. Hence the null hypothesis is accepted and it is inferred that there is no significant relationship between education of the respondents and their opinion regarding factors influencing the buying behavior. The opinion of the respondents regarding the influencing factors may depend on some other variables like age, monthly income etc.

Table No.5, Table showing the Association between the Education of the Respondents and their Opinion about the Reason for Which Green Marketing is Headlines Nowadays

S.No	Educational Qualification	Reason for Which Green Marketing is Headlines Nowadays					Total
		Consumers Are Being Aware Of Green Products	Company Increasing Its Competitive Edge	Company's Attempt To Address Society's New Concern	Effort By The NGO	Effort By The Government	
1	School Level	145(127.6)	63(54.0)	64(77.3)	38(48.9)	33(35.2)	343
2	Under Graduate	89(98.2)	39(41.5)	65(59.5)	42(37.7)	29(27.1)	264
3	Post Graduate	25(29.0)	13(12.3)	20(17.6)	11(11.1)	9(8.0)	78
4	Professional And Others	20(24.2)	3(10.2)	20(14.6)	16(9.3)	6(6.7)	65
	Total	279	118	169	107	77	750

Figures in the parenthesis shows the expected frequencies

Null Hypothesis

There is no association between education of the respondents and their opinion regarding reason for which green marketing is headlines nowadays

Alternative Hypothesis

There is an association between education of the respondents and their opinion regarding reason for which green marketing is headlines nowadays

Table No.6

Factor	Calculated value ²	Table value	DF	Remarks
Educational qualification	24.706	21.026	12	significant

As the calculated value of chi-square ² (24.706) is more than table value(21.026) for 12 degrees of freedom at 5% level of significance, There is no association between education of the respondents and their opinion regarding reason for which green marketing is headlines nowadays. Hence the null hypothesis is rejected and it is inferred that there is a significant relationship between education of the respondents and their opinion regarding reason for which green marketing is headlines nowadays.

Table No.7, Showing the Association between the Age of the Respondents and their Opinion about the Factors Affecting the Buying Decision

S.No	AGE	Factors affecting the buying decision					Total
		Design of the product	Location of purchase	Price of the products	Quality	Utility of the products	
1	18-25 years	13(10.4)	37(27.8)	17(17.4)	11(15.7)	9(15.7)	87
2	26-35 years	18(23.0)	62(61.4)	37(38.4)	39(34.6)	36(34.6)	192
3	36-45 years	45(41.2)	97(109.8)	76(68.6)	59(61.7)	66(61.7)	343
4	Above 45 years	14(15.4)	44(41.0)	20(25.6)	26(23.0)	24(23.0)	128
	Total	90	240	150	135	135	750

Figures in the parenthesis shows the expected frequencies

Null Hypothesis

There is no association between age of the respondents and their opinion regarding factors affecting the buying decision

Alternative Hypothesis

There is an association between age of the respondents and their opinion regarding factors affecting the buying decision

Table No.8

Factor	Calculated value ²	Table value	DF	Remarks
Age	14.706	21.026	12	Insignificant

As the calculated value of chi-square ² (14.706) is less than table value(21.026) for 12 degrees of freedom at 5% level of significance, There is no association between age of the respondents and their opinion regarding factors affecting the buying decision. Hence the null hypothesis is accepted and it is inferred that there is no significant relationship between age of the respondents and their opinion regarding factors affecting the buying decision.

Table No.9, Showing the Association between the Gender of the Respondents and Reasons for Not Buying Green Products

S.No	Gender	Reason for not buying green products						Total
		Cannot see the benefits	Cost is too high	Government should pay for them	Producer must pay for them	Environmental issues are gimmick for commercial only	I am not ready to extra for eco-friendly products	
1	Male	24(23.3)	36 (32.9)	30 (26.8)	18 (21.7)	19 (20.2)	12(14.2)	139
2	Female	22(22.7)	29(32.1)	23(26.2)	25(21.3)	21(19.8)	16(13.8)	136
	Total	46	65	53	43	40	28	275

Figures in the parenthesis shows the expected frequencies

Null Hypothesis

There is no association between gender of the respondents and their opinion regarding reason for not buying green products

Alternative Hypothesis

There is an association between gender of the respondents and their opinion regarding reason for not buying green products

Table No.10

Factor	Calculated value ²	Table value	DF	Remarks
Gender	3.544	11.070	5	Insignificant

As the calculated value of chi-square ² (3.544) is less than table value(11.070) for 5 degrees of freedom at 5% level of significance, There is no association between gender of the respondents and their opinion regarding reason for not buying green products. Hence the null hypothesis is accepted and it is inferred that there is no association between gender of the respondents and their opinion regarding reason for not buying green products Reason for not buying the green products may depend on other factors like individual attitudes, interest of the family members etc.

Table No.11, Showing the Association between the Education of the Respondents and Naming of Green Products Known

S.No	EDUCATION	Naming of green products known					Total
		Don't know	One product	2 products	Three products	More than three products	
1	School level	60(63.6)	88(93.3)	82(73.6)	69(68.6)	44(43.9)	343
2	Under graduate	43(48.9)	76(71.8)	54(56.7)	55(52.8)	36(33.8)	264
3	Post graduate	20(14.5)	21(21.2)	15(16.7)	13(15.6)	9(10)	78
4	Professional and others	16(12.0)	19(17.7)	10(14.0)	13(13.0)	7(8.3)	65
	TOTAL	107	246	140	139	118	750

Figures in the parenthesis shows the expected frequencies

Null Hypothesis

There is no association between education of the respondents and naming of green products known.

Alternative Hypothesis

There is an association between education of the respondents and naming of green products known.

Table No.12

Factor	Calculated value ²	Table value	DF	Remarks
Education	8.346	21.026	12	Insignificant

As the calculated value of chi-square ² (8.346) is less than table value(21.026) for 5 degrees of freedom at 5% level of significance, There is no association between education of the respondents and their capacity to name the green products. Hence the null hypothesis is accepted and it is inferred that there is no association between education of the respondents and their capacity to name the green products. Capacity to name the green products may depend on other factors like individual experience, sources to the things etc

Table No.13, TABLE SHOWING THE ASSOCIATION BETWEEN THE OCCUPATION OF THE RESPONDENTS AND THEIR OPINION ABOUT THE FACTORS INFLUENCING THE BUYING BEHAVIOUR

S.No	OCCUPATION	Factors influencing the buying behaviour					Total
		Product	Package	Place of purchase	Promotional measures	All of the above	
1	Business	10(11.8)	29(27.2)	15(15.5)	21(15.4)	8(13.1)	83
2	Government employee	13(15.4)	32(35.4)	23(20.2)	20(20.0)	20(17.0)	108
3	Employed in private sector	18(21.8)	48(50.2)	26(28.6)	30(28.4)	31(24.1)	153
4	Labour in textiles industry	24(21.4)	50(49.2)	36(28.0)	21(27.8)	19(23.6)	150
5	Agriculture work	18(18.8)	44(43.3)	20(24.6)	33(24.5)	17(20.8)	132
6	Labour in other industries	24(17.7)	43(40.7)	20(23.1)	14(23.0)	23(19.5)	124
	TOTAL	107	246	140	139	118	750

Figures in the parenthesis shows the expected frequencies

Null Hypothesis

There is no association between occupation of the respondents and their opinion about the factors influencing the buying behaviour.

Alternative Hypothesis

There is an association between occupation of the respondents and their opinion about the factors influencing the buying behaviour.

Table No.14

Factor	Calculated value ²	Table value	DF	Remarks
Occupation	25.858	31.410	20	Insignificant

As the calculated value of chi-square ² (25.858) is less than table value(31.410) for 20 degrees of freedom at 5% level of significance, there is no association between occupation of the respondents and their opinion about the factors influencing the buying behaviour. Hence the null hypothesis is accepted and it is inferred that there is no association between occupation of the respondents and their opinion about the factors influencing the buying behaviour. Opinion about the factors influencing the buying behaviour may depend on other factors like individual expectations, taste and prices of the green products etc.

Table No.4.15 perception and Satisfaction Level of the Respondents Based on Gender Regarding the Price of Green Products

S.No	Gender	N	Percent	Average	Range		S.D
					Minimum	Maximum	
1	Male	450	60	75	56	135	32.634
2	Female	300	40	60	29	87	19.344
	Total	750	100				

The above table depicts that the perception of the respondents based on gender and regarding the price of the green products the male respondents ranged between 56 and 135 with an average of 75. It is followed by the female respondents which ranged between 29 and 87 with an average of 60. Thus it is clearly understood from the above table that the male respondents perceived, more response regarding the satisfaction about the price of the green products

With a view to find the degree of association between gender of the respondents and the response regarding the satisfaction about the price of the green products a two way table was prepared and illustrated as below.

Table No.4.16, Perception and Satisfaction of the Respondents Based on Gender Regarding the Price of Green Products

Sl.No	GENDER	Satisfaction Level						Total	
		Low		Medium		High			
		Count	Column %	Count	Column %	Count	Column %	Count	Column %
1	Male	152	57.6	135	60.8	163	61.7	450	60
2	Female	112	42.4	87	39.2	101	38.3	300	40
	Total	177	100	315	100	258	100	750	100

The above table highlights that the percentage of high response regarding the satisfaction about the price of green products was opined by the male respondents as the highest (61.7) and the same was lowest (38.3) by the female respondents. The percentage of medium level response regarding the satisfaction about the price of green products was opined as the highest (60.8) by the male respondents and the lowest (39.2) by the female respondents. On the other hand the percentage of low level response regarding the satisfaction about the price of the green products was also opined as the highest (57.6) by the male respondents and the same was the lowest (42.4) among the female respondents

In order to find the relationship between gender of the respondents and response regarding the satisfaction about the price of green products, a chi square test was used and the result of the test is shown in the following table.

Table No.4.17, Association between the Gender of the Respondents and their Satisfaction Regarding the Price of Green Products

Factor	Calculated value ²	Table value	DF	Remarks
Gender	1.041	5.991	2	Insignificant

The above table clearly reveals that the calculated value of chi-square value is less than the table value and the result is not significant at 5% level of significance. Hence the hypothesis i.e. association between gender and satisfaction regarding the price of the green products does not hold well and the null hypothesis is accepted. Thus it is interpreted that there is significant relationship between the gender of the respondents and their satisfaction regarding the price of green products. The satisfaction may depend on other variables like age, education, and standard of living of the respondents.

Findings

After making tabulation of collected data statistical tools like chi-square, simple percent analysis, low, medium and high level satisfaction of the respondents, factor analysis, Cluster analysis and Hendry Garrett Ranking were applied to association between different variables in expressing their opinion regarding the particular issues related research work. Major findings of the analysis are presented below.

Findings from Chi-Square Test

- There is no association between the gender of the respondents and their opinion regarding the factors influencing the buying behavior of the respondents.
- There is no significant relationship between education of the respondents and their opinion regarding factors influencing the buying behavior.
- There is a significant relationship between education of the respondents and their opinion regarding reason for which green marketing is headlines nowadays.
- There is no significant relationship between age of the respondents and their opinion regarding factors affecting the buying decision.
- There is no association between gender of the respondents and their opinion regarding reason for not buying green products
- It is inferred that there is no association between education of the respondents and their capacity to name the green products
- There is no association between occupation of the respondents and their opinion about the factors influencing the buying behavior
- It is clearly understood from the analysis that the male respondents perceived, more response regarding the satisfaction about the price of the green products
- The analysis highlights that the percentage of high response regarding the satisfaction about the price of green products was opined by the male respondents as the highest (61.7) and the same was lowest (38.3) by the female respondents. The percentage of medium level response regarding the satisfaction about the price of green products was opined as the highest (60.8) by the male respondents and the lowest (39.2) by the female respondents. On the other hand the percentage of low level response regarding the satisfaction about the price of the green products was also opined as the highest (57.6) by the male respondents and the same was the lowest (42.4) among the female respondents.
- There is significant relationship between the gender of the respondents and their satisfaction regarding the price of green products

Findings from Simple Percent Analysis

- 1 Among 750 respondents majority of the respondents (60 percent) are male.
- 2 Major proportion of the respondents (45.7 percent) belongs to the age group between 36-45 years.
- 3 Considerable volume of the respondents has studied up to school level only.
- 4 Major proportion of the respondents are employed in private sector office and textile industry work.
- 5 Most of the respondents (51.6) get a monthly income between Rs.10000-20000 per month.
- 6 Majority of the respondents informed that they know about the green products through Television.
- 7 Most of the respondents (63.3) have the practice of buying the green products already.
- 8 Most of the respondents buy the green products due to the responsibility of protecting the environment and that is the main reason for buying green products.
- 9 Among the respondents who do not have the practice of buying the green products, most of the respondents informed that the cost of green products is too high so that they did not purchase the green products already.
- 10 Major proportion of the respondents (52.9 percent) conveyed that the consumers are being aware of green products hence the green products are headline nowadays.
- 11 Most of the respondents (47.1 percent) expressed that normally the green products and packing are in attractive manner so it influences the buying behavior of the consumers.



- 12 Major proportion of the respondents (44 percent) informed that the design of the green products and the location of the purchase influence the buying decision of the consumers.
- 13 Most of the respondents (48.7 percent) already knew one or two name of the green products.
- 14 Majority of the respondents (62.6 percent) conveyed that the government takes initiative to build green houses in all area and encourage buying the green products.
- 15 Most of the respondents (40.7 percent) informed that they used to buy green products normally twice in a year.
- 16 Most of the respondents (53 percent) are agree and neutral with the statement “green features increase my motivation”
- 17 Most of the respondents (65.6 percent) are not satisfied with the price of green products.
- 18 Majority of the respondents are dissatisfied with the availability of green products in the local markets.

Suggestions

- ❖ The manufacturer should design environmental products to perform as well as (or better than) alternatives.
- ❖ The producer has to promote and deliver the consumer desired value of environmental products and target relevant consumer market segments.
- ❖ Further they have to broaden mainstream appeal by bundling consumer desired value into environmental product
- ❖ The government should educate consumers with marketing messages that connect environmental attributes with desired consumer value.
- ❖ The government should take initiatives to design environmental product attributes as “solutions” for consumer needs.
- ❖ The Government should create engaging and educational internet sites about environmental products desired consumer value.
- ❖ Employ environmental product and consumer benefit claims that are specific and meaningful.
- ❖ The producer should try to find dealers in parts of the region which will help the customers to get their green products in their region.
- ❖ Procure product endorsements or eco-certifications from trustworthy third parties and educate consumers about the meaning behind those endorsements and eco-certifications.

Conclusion

Now this is the right time to select “Green Marketing” globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. From the business point of view because 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. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal.

It has to become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

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