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Research Paper

Green Shift from Trendy Marketing to Green Marketing:focus on Consumer Perspective In Trichy City

Management

KEYWORDS : Green marketing, green consumers, Store preferences, t-test

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ABSTRACT

This study analyzes the attitude of the respondents towards the consumer behavior, awareness, and satisfaction of green product attributes.Green marketing is a concept was evolved with the consideration of the issue of environment degradation. Companies are involving the concept of green marketing with the activities of corporate social responsibility.Thus green marketing incorporate a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Green marketing concept is the new concept in the Indian concept but it can be changed only with the help of consumer awareness towards the green products. The study was carried out in Trichy city. Data Collected are analyzed by using the statistical tools of percentage analysis and students t –test.

INTRODUCTION

Indian industry today strongly faces the challenges of controlling environmental impact of their business i.e. reducing carbon footprint. The degrading environment has raised many questions before the learned group and has demanded for urgent action or else their own survival will be at stake. Businesses have grown exponentially ignoring the environment and the social part in the society the world over and India is no exception. Business are the prime area where green philosophy needs to be appreciated and implemented for providing stability to the society and the environment alike. Thiyagaraj.V(2015).

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising.

What is 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. The obvious assumption of green marketing is that potential consumers will view a product or service's ***"greenness"*** as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product.

LITERATURE REVIEW

Tan Booi Chen and Lau TeckChai(2010) in Attitude towards the environment and green products, reported that there is no significant relationship between consumers' attitude on the environmental protection and their attitude on green products. This means that consumers' attitudes on the green products are not facilitated by the positive attitudes of consumers towards environmental protection and here is a significant relationship between consumers' attitude on government's role and their attitude on green products. . John Moxen and Alistair

McCulloch(1994),The Green Market and Environmental Policy: An Assessment of A Non-Interventionist Strategy, identified that the Government appears to be moving towards an environmental policy that depends less on intervention and more on market forces. However, inpractice, market pressures are not strong enough to deliver the desired range and depth of environmental improvements. Companies take note of the environment when they are required to do so by legislation. This means that less than one in six of the companies had introduced changes to products and processes that were prompted by non- legislative factors. In addition, the inadequate nature of the systems of environmental management operated by these firms greatly restricts their ability to reduce their impact on the environment. It concludes that the effectiveness of the Government's environmental strategy is compromised by its dependence on market forces.

RashadYazdanifard, IgbazuaErdooMercy, (2011) the Impact of green marketing on consumer satisfaction and environmental safety, present Green marketing as a tool for protecting the environment for the future generation.It says that green marketing has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market.They suggest that for companies to survive in this market, they need to go green in all aspect of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy.

Karna, J., Hansen, E. &Juslin, H. (2003). Social Responsibility in Environmental Marketing Planning, interpreted that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. Thus, the example of these progressive companies should be the direction towards sustainable development in business and society. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically

connected to each other as hypothesized according to the model of environmental marketing used to guide this study.One of the biggest problems with the green marketing area is that there has been little attempt to academically examine environmental or green marketing,Thiyagaraj.V (2015).

METHODOLOGY

This is an Empirical research on Consumer attitude and awareness towards the environment protection tool sampling method - Present research is based on primary as well as secondary data. The secondary data was collected through various books, magazines, research journals and other relevant academic and non- academic sources. The primary data is collected through survey method with the help of questionnaire. The questionnaire was designed to know the attitudes of the consumer towards green marketing strategy, that is whether it is considered as an environmental protection tool or not. The questionnaire framed for the survey was the combination of open ended as well as close ended questions. The respondents were selected through Convenient Sampling Method.

Research site

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The study has been conducted in the city of Trichy. Population of Trichy is considered as the "universe". The samples represent both the genders, different age groups, education level, marital status, occupation, residence and monthly income. This survey is the partial results of the full-scale survey of the consumers to collect data on Green Marketing. The sample size was 586.

Data Analysis Tools and Techniques

The data collected from the respondents are coded, tabulated and analyzed into logical statements using percentage analysis and Students `t` test.

ANALYSIS

Demographic Profile of Respondents

This section presents an analysis of the socio-economic and demographic characteristics of the samples as well as their relationship with eco-awareness, their attitude, behavior and perceived barrier to green lifestyle. In order to visualize a better understanding of the basic profile of the sample surveyed and to obtain a description of distribution of responses, percentage to each variable were taken into consideration.

Table No.1 Demographic profile of the respondents

Demographic variables	Classification	No. of respondents	Percentage%
Gender	Male	360	61.4
	Female	226	38.6
Marital status	Married	360	61.4
	Unmarried	226	38.6
Age in years	20 - 30	300	51.2
	31 – 40	212	36.2
	Above 40 years	74	12.6
Education	Up to school level	44	7.5
	Graduate	26	4.4
	Post graduate	344	58.7
	Professional qualification	160	27.3
	No formal education	12	2.0
Occupation	Business	374	63.8
	Employed	194	33.1
	Agriculture	18	3.1
Monthly income	Below 10,000	344	58.7
	10,001 – 20,000	160	27.3
	20,001 – 30,000	44	7.5
	30,001 – 40,000	26	4.4
	Above 40,000	12	2.0
Residence	Urban	250	42.7
	Rural	336	57.3

From the table.1 it is inferred that 360 respondents are male, 226 respondents are female out of 586 respondents in total. The majority (51.2%) of the respondents were young, falling under the age group of 20 - 30 years. 36.2% were of 31 - 40 years of age while above 40 years old people were 12.6%.On the basis of monthly income of the respondents 344 respondents monthly income are below 10000, and 160 respondents monthly income are 10001 to 20000 and 44 respondents monthly income are 20001 to 30000 and 26 respondents monthly income are 30001 to 40000 and only 12 respondents monthly income are above 40000.On the basis of place of residence 336 respondents are living inrural area, other 250 respondents are living in urban area.

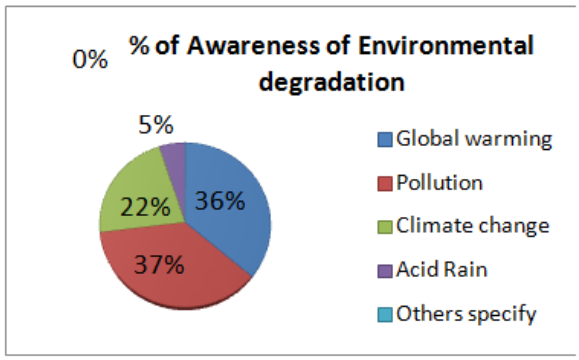
Respondents' awareness about the Environment Degradation

Degradations like Global warming,Pollution, climate change and acid rain .The following table explain theawareness of the respondents towards the consequences of environmentdegradation.

Table no.2 Awareness of Environmental Degradation

Sl.no	Environmental degradation	Frequency	Percentage%
1	Global warming	212	36.17
2	Pollution	216	36.86
3	Climate change	128	21.84
4	Acid Rain	30	5.11
5	Others specify	0	0
Total number of respondents - 586			

Fig.1illustrating the % of Awareness of Environmental degradation



Inference

On the basis of respondents awareness about the environment-degradation, 216 respondents are feel that 37% of respondents feel that the pollution is the result of environmentdegradation, 212 respondents are feel that global warming is the consequencesof environment degradation, 128 respondents feel that climate change is the impact of environment degradation, 30 of the respondents feel that Acid rain isthe impact of environment degradation.

Store preference to purchase the green products

Every customer are prefer various type of store for purchase the products. This table explains the respondents' preference towards various stores for purchase decision.

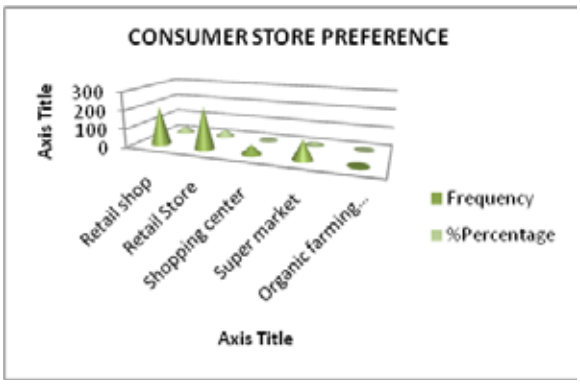
Table.3 Showing Consumer Store preferences for Purchase of Green Products

Sl.No	Store preference	Frequency	%Percentage
1	Retail shop	208	35.50
2	Retail Store	226	38.57
3	Shopping center	48	8.19
4	Super market	102	17.40
5	Organic farming area	2	0.34
Total			
586			
100			

Table.4 Showing the influence of location and Packaging on Purchase intention – t test

Sl.No.		Packaging	Location	Mean	SD	`t` value	`p` value
1	Packaging design		Urban	3.92	0.67	1.29	p≥0.10
	Rural		3.82	0.58			
2	Spending more for eco- friendly packaging		Urban	3.54	0.83	2.25	p≤0.05
	Rural		3.31	0.79			
3	Recyclable packages		Urban	4.05	0.66	1.88	p≤0.10
		Rural	3.90	0.60			

Fig.2 illustrating the consumer store preference



Inference

From the table it is understand that the respondents store preference forthe green products, 208 respondents are prefer retail shop for purchase the green products, 226 respondents are prefer the departmental store for purchasethe green products, 48 respondents are prefer the shopping center, 102 respondents are prefer the super market, only 2 respondents prefer theOrganic farming area for purchase the green products.

CONCLUSION AND SUGGESTIONS

The study has found that Green marketing is a tool for protecting the environment for the future generation. Green Marketing and its different dimensions motivate consumers to become more eco-responsible and concerned about environmental issues in new market.Green Marketing has gained momentum in the context of global warming and climate change and this, in turn, has forced many companies to incorporate the principals of Green Marketing. Recently, Green Marketing has drawn the attention of government and this has forced them to introduce environment-friendly policy.

Green marketing has proved effective in bringing change in the behavior of the consumer and inspires them for purchasing eco-friendly products. It is clearly evident from the above findings and analysis that though eco-friendly attitudes have increased but large group of the consumers still lack 'green' knowledge because of low awareness. Therefore, the initiatives has to be taken to increase the awareness among the customer regarding green products and green marketing keeping the various factors into consideration so that people can become more eco-responsible for preserving earth.

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