Research Paper Marketing

Be The Solution to Run out Pollution

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KEYWORDS

GREEN PRODUCTS

Green products are those that have less of an impact on the environment or are less detrimental to human health that traditional equivalents. Green products might, typically, be formed or part-formed from recycled components, be manufactured in a more energy-conservative way, or be supplied to the market with less packaging (or all three).

Statement of the problem

In our country major health problems are due to the pollution. So to avoid such problems in our country green products have been introduced. I have chosen this topic as I want to know whether green products are used by the people in our country.

Objectives of the Study

- To know the awareness level of the customers towards green products
- To know the factors considered by the customers while choosing the green products
- To know the usage level of the customers
- To know the satisfaction level of the customers
- To know the problems faced by the customers in using the green products

RESEARCH METHODOLOGY

- **Area Of The Study:**

I have chosen the Coimbatore as my study area as it is one of the industrial area.

- **Source Of Data:**

Both primary and secondary data have been used. The questionnaire have been used for collecting the data from the customers.

- **Sampling Design:**

100 respondents have been selected for collecting the primary data. Random sampling method has been used for selecting the respondents.

- **TOOLS FOR ANALYSIS:**

Percentage analysis have been used in the study for analysing the collected information.

LIMITATIONS OF THE STUDY:

- The area of the study is limited to coimbatore city alone. Hence the results may not be true for other geographical locations.
- Validity and reliability of the data depends on the truthfulness of the responses from the respondents
- Time at the disposal of the researcher is limited

ABOUT THE GREEN PRODUCTS:

Eco-friendly products are products that are environmentally friendly. They are products that:

- Can be recycled
- Are sustainable
- Feature energy savings
- Inflict no harm to the environment

There are no hard and fast rules about being eco-friendly. The consumer is left to judge a product and compare it to others. Many times an eco-friendly product was inferior to a well-known brand product. It is the responsibility of companies to educate the public about their ethical policies and provide information about how they:

- Produce the product
- Package the product
- Use the product
- Recycle the product

Top Five Green Products

- **Handicraft products:**

Handicraft items made up of jute, bamboo and recycled materials talks a lot about the Eco-friendly environment. Tribal communities residing in the North-Eastern part of India are popular for their tradition of making bamboo products. From home decor elements to fashion accessories, products made up of bamboos, Polywood products and fabric are on fad.

- **Eco furniture**

Elegant in look and comfortable to use; Eco-friendly furnitures are the new buzz in the world of interior design. The furnitures are made up of wheat panels, sunflower board, plywoods, stones and hence aims towards using less wood. Our initiative to avoid overuse of wood, may contribute towards saving our Earth from global warming.

- **Handmade paper**

The art of making paper products is a good way to recycle waste and hence maintain an Eco-friendly atmosphere. Paper made from recycled fibers consumes at least 50 % less energy and 75 % less water, hence forth addressing global benefits. Handmade Paper production also help stop deforestation and save wildlife reserves. Paper bags and handmade paper notebook are quite popular these days.

- **Eco fans**

These days, Eco-friendly fans are on demand. They are soundless, free-standing heat powered- and needs no batteries or external electrical connections. They are made up with excellent thermoelectric module and speed varies with the stove-top temperature. Also, hand fan made up of bamboo sticks, clothes, jute and coconut leaves are available in the local tribal markets of India.

- **Eco-Friendly paints**

Eco-friendly Paints are prepared with composition of non-toxic elements. Use of such paints ensures a healthy and green environment. Eco-Paints are manufactured from about 250 chemical components, which are naturally extracted from herbal tree sources and minerals, like seed oils, tree resins, bee waxes, natural pigments, citrus peel etc.

Consumer Satisfaction

Consumers form expectations about the value of the marketing offers and make buying decisions based on these expectations. Consumer satisfaction depends on the product's actual performance in relation to buyer's expectations. A customer might experience various degrees of satisfaction. If the product's performance falls short of expectations, the consumer is dissatisfied. If the performance matches the expectations, the consumer is satisfied. If the performance exceeds the expectations, the consumer is highly satisfied or delighted.

Consumer satisfaction is the key for the success of any business. Marketers are finding ways to impress customers with various things because they know that satisfied customers are the greatest asset of a firm.Customer satisfaction leads to increased corporate profitability. It is less expensive to maintain existing customers (if satisfied). Satisfied customers tend to purchase more frequently and in greater volume than less satisfied ones.

ANALYSIS AND INTERPRETATION

In order to carry out the various objectives of the study, data's are collected from the respondents who were residing at Coimbatore city through the questionnaire and they are systematically analyzed for detailed interpretations.

PERCENTAGE ANALYSIS

Table No.1 Demographic Factors

Parameter	Factor	%	Factor	%	Factor	%	Factor	%
Gender	Male	49	Female	51	-	-	-	-
Age Group	< 21 years	21	21- 40 years	20	41- 60 years	39	Above 60 years	20
Family Size	Upto 2	23	2-4	15	4-6	20	Above 6	42
Education	No formal education	10	UG	35	PG	40	Others	15
Occupation	Agriculture	27	Business	33	Employed	30	Others	10
Income	< 10000	19	10000-20000	32	20000-30000	30	Above 30000	19

Table No.2 Awareness of the respondents

Awareness	No. of Respondents	%
Advertisements	33	33
Sales Representatives	17	17
Relatives and Friends	28	28
Neighbours	11	11
Others	11	11
Total	100	100

Table No. 3 Factors considered by the respondents

Factors	No. of Respondents	%
Eco Friendly	37	37
Cost	4	4
Style	19	19
Models	20	20
Quality	15	15
Convenience	5	5
Others	10	10
Total	100	100

FINDINGS, RECOMMENDATIONS AND CONCLUSION

FINDINGS

Based on the results of the study, the following are the findings of the study.

- Majority of the respondents were Female, belongs to the Age group of 41 to 60 years.
- Majority of the respondents were having above 6 members in their family and are Post Graduates.
- Majority of the respondents are doing their Business and earning a Monthly income of Rs.10,000 to Rs 20,000.
- Majority of the respondents were aware of the green products through Advertisements.
- Majority of the respondents have considered the green products as it is eco friendly.
- Majority of the respondents have used the green products at maximum level.
- Majority of the respondents are fully satisfied with the usage of green products.

RECOMMENDATIONS

1. The awareness created through Television influence majority of the respondents and hence it becomes obligatory for the manufacturers and dealers to advertise mostly through Television in a very Informative and Attractive form.
2. As the respondents are generally more conscious of the eco friendly, cost and style the producers can concentrate on it .
3. It is recommended to both the manufacturers and dealers of green products to present Advertisements in such a way that it attracts and covers the entire family members who belong to different Age groups as it is more helpful to them.
4. The government should conduct many awareness camps to bring more awareness to the society as a whole.
5. More concessions can be given to attract more customers..

CONCLUSION

Many people select traditional chemical products because they believe they work better than ecologically sound products. Our products have been tested and proven effective when used properly. Nature offers antidotes to many things. We're not tree huggers but we have realized there is a result to any action you take. If you can get the results you are seeking without detracting from your health or the earth's health, then why not give green products a try? Our products offer natural ways of eliminating pests so you are not polluting your own environment or the rest of the world while doing so.Daily we are subjected to chemicals we have no control over or may not have knowledge about. But you can control whether chemicals are brought into your house.Be key for the pollution.

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