



GREEN MARKETING AN EXPLORATORY RESEARCH ON CONSUMERS IN COIMBATORE CITY

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ABSTRACT

Green marketing is a phenomenon which has developed particular important in the modern market. This concept has enabled for the re-marketing and packaging of existing products which already adhere to such guidelines. As society becomes more concerned with the natural environment, businesses have begun to modify their process in an attempt to address society's new issues. Some businesses have been quick to accept the newer challenges or changes like environmental management, minimization of the waste aligning with organizational activities. For a company to be successful in implementing green marketing strategy, it should not forget attitude of consumers towards green marketing. The outcome of this paper may trigger the minds of marketer to give a thought for adopting the suitable strategies which will give them a way to overcome major problems associated with regular marketing techniques and make a shift to green marketing. Eventually the marketers can save a lot on overhead costs and associated entities in the market. Keeping this thing in mind this paper is an attempt to understand awareness of consumers' towards green marketing and green branding along with exploring the concept of green marketing.

KEYWORDS

Green Marketing, Eco-Friendly Products, Green Brands, Green Products.

INTRODUCTION

Green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-bio degradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will absolutely prove to be indispensable and advantageous, cost-wise too, in the long run.

It is really scary to read these pieces of information as reported in the Times recently: "Air pollution damage to people, crops and wildlife in US. Total tens of billions of dollars each year". "More than 12 other studies in the US, Brazil Europe, Mexico, South Korea and Taiwan have established links between air pollutants and low birth weight premature birth still birth and infant death". As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

NEED OF GREEN MARKETING

Issues like Global warming and depletion of ozone umbrella are the main for the healthy survival. Every person rich or poor would be interested in quality life with full of health and vigor and so would the corporate class. Financial gain and economic profit is the main aim of any corporate business. But harm to environment cost by sustain business across the globe is realized now though off late. This sense is building corporate citizenship in the business class. So green marketing by the business class is still in the selfish anthropological perspective of long term sustainable business and to please the consumer and obtain the license by the governing body. Industries in Asian countries are catching the need of green marketing from the developed countries but still there is a wide gap between their understanding and implementation.

OBJECTIVES OF THE STUDY

1. To Study the consumers awareness on green marketing.
2. To Assess the consumers attitude towards green branding.

RESEARCH METHODOLOGY

Researcher has used structured interview schedules and a five point balanced likert scale for measuring consumer attitude towards green marketing. The Primary data was collected from respondents of Coimbatore city through a questionnaire designed for a sample of 100 respondents by using the mail survey method due to limitation of time factor. Random sampling method was adopted by the researcher and selected the samples from Coimbatore region.

ANALYTICAL FRAMEWORK

The primary data collected through the structured interview schedules were classified and tabulated for analysis in accordance with the outline laid down for the purpose at the time of developing the research design. This is essential for a scientific study and for ensuring that the researcher has all relevant data for making contemplated comparisons and analysis. To analyze the data and to draw inferences the following sta-

tistical tools were used to ensure the objectives drawn. Both parametric and non-parametric tests were used in the study. They are percentage analysis and mean score.

DATA ANALYSIS AND INTERPRETATION
Table 1. Consumers’ awareness on green marketing

Rating Scale		% of Respondents	Mean Score
5	Strongly Agree	69	4.52(>4.5 Considered the next higher Value)
4	Agree	22	
3	Neither Agree nor Disagree	3	
2	Disagree	4	
1	Strongly Disagree	2	
Total		100	

Source: Primary Data

It is limelighted from the above table that consumers’ awareness on green marketing, 69% of the respondents strongly agree , 22% of the respondents agreed, 3% of the respondents neither agree nor disagree, 4% of the respondents disagree and 2% of the respondents strongly disagree. From the analysis, it is concluded that 69% of the respondents have awareness on green marketing.

Table 2 Consumers attitude towards green branding

Rating Scale		% of Respondents	Mean Score
5	Strongly Agree	80	4.56(5)
4	Agree	9	
3	Neither Agree nor Disagree	3	
2	Disagree	3	
1	Strongly Disagree	5	
Total		100	

Source: Primary Data

It can be observed from the above table that 80% of the respondents had more awareness on green brand. From the analysis majority of the consumer know about the green brand.

FINDINGS

Consumers have expressed strong concernsabout the concept of green marketing and companies going green. Apart from this, consumers are well aware of the fact that the productivity of companies can be drastically improved. People are aware of green environment because it is less detrimental to the environment and companies can look into implementation of this concept for betterment of business. If we analyze the facts pertaining to green marketing the significant results are positive at one end. On other endconsumers say that it is difficult for all the companies to implement green marketing. As far as green branding is concerned the consumers strongly expressed that they are familiar with green brand and shown interest to know more about green branding.

CONCLUSION

In India, at present situation is concerned the transition from regular marketing to green brand is difficult. Most of the consumers realize the importance of green branding which means that there is a positive sign for betterment of the environment as well as for business This exploration into green marketing or eco-friendly marketing is a positive sign for transition from India to a greener and greater India. Further Research can be carried out in implementation of hypothesis and advanced statistical tools can be used to achieve accuracy of results which adds flavour to this paper.

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