

A STUDY ON GREEN MARKETING PRACTICES IN SOUTH TAMILNADU

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ABSTRACT

Green marketing is a phenomenon which has developed particularly important in the modern market, this concept has enabled for the thrill and the existing packaging Products that already comply with these guidelines. In addition, the development has opened the green marketing connect the door of opportunity for companies the praised quality green products in separate line, some while ignoring the other. This organization of the market Techniques are explained as the direct result of the movement the spirit of the consumer market. As a result of this Companies have increased targeted their consumers if you are concerned about the environment. These same Consumers by their concern are interested in integration by buy to environmental issues in their decisions. Their involvement in the process and content of the each product marketing strategy may be necessary. This article describes, as companies thought to have their Rate targeted green consumers, those who are affected. On the environment and it can have effect on all their purchases decisions? The document identifies three segments green consumers and examines the challenges and the opportunities companies with green marketing. We examine the trends of green marketing in South Tamilnadu and describe the reason why the companies are adopting the green marketing, and the future of the green marketing and finds that green Marketing is something that constantly grow in both Practice and application .

Keywords: Phenomenon, Products, Consumer, Involvement, Purchase, Companies, Opportunities

Introduction

Environmentalism has fast emerged as a worldwide phenomenon. Marketing organizations too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. The awareness of Green marketing has increased among the Indian consumers. Many of the manufacturers are following Green

marketing practices in India. So, the Green marketing concept is not a new survival mantra of the business organizations. Green marketing includes the concept of planning, development and promotion of environment – friendly products or services to satisfy the needs of ultimate customers for quality, quantity, optimum price and service, without having a negative effect on the usage or its users.

As per Mr. J. Polonsky, green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of their needs and wants occur with minimal detrimental input on the national environment." 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-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need to switch over to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. Therefore, to ensure consumer confidence, marketers of green products need to be much more transparent, and refrain from breaching any law or standards relating to products or business practices.

Review of Literature

As business activities caused many of the environmental problems in the past and still do, there is increasing recognition that business is vital in the process of a more ecological sustainable society. Companies, especially multinationals, play an essential role in the world economy, and they have also the resources and capacity to put ecological solutions into practice (Tjarnemo, 2001, p. 29).

Usama Awan Muhammad Aamer Raza (2010) in their joint research, —The role of green marketing in development of consumer behavior towards green energy, analysed that the choice of Energy company, whether it is green or conventional, Price is the most important factor. The results show that consumers are conscious about environment and are willing to pay extra for green energy.

R.Shrikanth and D.Surya Narayana Raju (2012) in their study, Contemporary green marketing - Brief reference to Indian scenario, analysed that Green marketing should not be considered as just one more approach to marketing, instead should be pursued with greater vigor as it has societal and environmental dimensions.

Marketers also have the responsibility to make the stakeholders aware about the need and the advantages of green products.

Alsmadi (2007) while investigating the environmental behaviour of Jordanian consumers reveals a high level of environmental conscience. Unfortunately however this positive tendency and preference in the "green" products did not appear to have any effect on the final decision, obviously because these consumers had a stronger faith in the traditional products and a small confidence in the green statements. The above obstacles were further strengthened by the lack of environmental conscience by a lot of enterprises and the existence

of a large scale of prices for the same product, many of which included an impetuous estimate of environmental responsibility.

Brahma, M. & Dande, R. (2008), The Economic Times, Mumbai, had an article which stated that, Green Ventures India is a subsidiary of New York based asset management firm Green Ventures International. The latter recently announced a \$300 million India focused fund aimed at renewable energy products and supporting trading in carbon credits.

Importance of Green Marketing

It is really scary to read these pieces of information, as reported in the times recently: "the air pollution the people, cultures and wildlife we damage." "Total tens of billions dollars annually". "More than 12 other studies in the United States, the Brazil-Europe, in Mexico and the Taiwan have links between air pollution and low weight premature birth, still birth and baby died established". Resources are limited and human needs are unlimited, it is important for the marketing to use resources effectively without waste as well as the purpose of the organization. Green marketing is inevitable. There is interest among consumers in the World on the protection of the environment, around the worldwide people are concerned about the environment and change its behaviour. As a result of the green marketing is the market for sustainable and socially responsible services and products Growing consumer awareness around the world about the protection of the environment in which they live, which want to leave people land on to their offspring, various studies from environmentalists suggest that people are concerned about the environment and change their behaviour less to be hostile. Now we see that most consumers, both individuals and industrial, are more and more concerned with environmental products.

Green Products Physical Characteristics

Products manufactured green technology and caused no hazard to the environment, are called green products or environmentally friendly products. Elevation of green technology and environmentally friendly products is required for the preservation of natural resources and sustainable development. We can define green environmental products by the following resource

- ❖ Those products who are grown at the originally of the production
- ❖ Products that must have environmentally friendly packaging i.e. reusable, refillable containers
- ❖ Products that are not being tested or any laboratory or experiment on animals
- ❖ Products that do not destruction or contaminate the environment
- ❖ The content under chemical products approved
- ❖ Products with recycled materials, non-toxic chemicals
- ❖ Products with natural ingredients Products are recyclable and biologically Degradable products Challenges

Challenges for Green Marketing

1-New Conception South Tamilnadu consumers of urban area read and write and are more and more aware of the benefits of green products. But it is still a new concept for the masses. Consumers must be educated and made aware of environmental threats. The new

ecological movements necessary to reach the masses and takes much time and effort. Heritage of South Tamilnadu Ayurveda, South Tamilnadu consumers appreciate the importance of the use of natural and herbal beauty products. A healthy living life like the consumption of natural foods and yoga are exposed to South Tamilnadu consumers. In these aspects of consumption is already informed and natural products are accepted.

2-Essential for Standardization It is noted that only 5% of the marketing messages of "Green" campaigns are quite correct, and a deficiency indicates Standardization, these claims are authenticated. There is no Standardization, these claims to authenticate. There are no Standards currently in place, a product as certified organic. Unless, of course, some authorities are involved in offer not any verifiable certificates means. A standard quality control board must be present for the marking and licensing.

3-Avoiding Green near sightedness: The first rule of green marketing focuses consumer's benefits, primarily on consumer value, why buy certain products, which is the main reason. do this right and motivate Consumers to change, brands or even numbers a premium for more greener alternative, It does not help, if a product is being developed, which absolutely green in various aspects, but is are not passed to the customer satisfaction criteria. This will leads to the Green myopia. Even if green products prices very high, and then it will lost its market acceptability

4-Tolerance and Persistence The investors and companies need to see the marketer must consider in the long term the benefits of this new green movement the environment as an excellent opportunity for long-term investment not for short term. It is a lot of patience and not immediately need for requirement, because there is no result for short term it is a new construct and new idea, it has his own deadline and acceptance period.

Objectives of the Study

The present work on green marketing has been carried out with the following objectives:

1. To understand the concept of green marketing.
2. To analyze the green marketing practices of consumers in South Tamilnadu.
3. To suggest the measures to enhance the practice of green marketing in the study area.

Hypotheses

The following are the null hypotheses analysed in this study

1. There is no significant relationship between the preference of green marketing and educational qualification.
2. There is no significant relationship between monthly income and green practices.

Scope of the Study

In the present state of growing green marketing corporate entities in India with importing new technology, a comprehensive analysis of consumer's mindset related outcomes like personal characteristics, advertisement value, consumer choice and perceptions are considered to understand their a study on green marketing in south tamilnadu rising challenges and opportunities, for better future .

Design of the Study Sampling Procedure

A sample of 50 respondents was selected for the study. The researcher has adopted simple random sampling technique for the collection of data from the respondents.

Source of Data

The present study is based on both primary data and secondary data. Primary data were collected through interview schedules from the respondents. Secondary data consists of different literatures like websites, published articles, books, journals, etc.

Pilot Study

The researcher used interview schedules for the collection of primary data from the respondents. A preliminary study was made to pre-test the interview schedule with few individuals and on that basis the interview schedule was edited. Further interviews were conducted using the structured interview schedule. The completed schedules were checked and corrected. The omissions and errors were rectified by revisits to the fields.

Framework of Analysis

After the completion of the data collection, the filled-up schedules were edited properly. Codification was done to the responses collected. For further processing a master table was prepared to sum up all the information collected. With the help of master table, frequency tables were prepared for further analysis by using chi-square, Likert's scale and ranking.

Limitations of the Study

Every research suffers from errors and limitation. Some of these are inherent in the research design while some other become parts of the study during various stages of operations. The following are the limitations of the study:

- ❖ The convenience sampling method is followed in selecting the respondents. So the results of the study may be biased.
- ❖ As the study was conducted for a short duration of 3 months, it was difficult to study in depth about the various aspects.
- ❖ Time, cost and other resources were constraints for a fully comprehensive study.

Results and Discussion

Table -1: Relationship between educational qualification and green marketing practices

Education	Using recyclable bags	Avoiding plastic bags	Prefer eco friendly products	Avoiding packaging goods	Total
Upto SSLC	1(0.44)	0(0.96)	0(0.4)	1(0.24)	2
HSC	7(6.6)	15(14.4)	5(6)	3(3.6)	30
UG	0(0.22)	1(0.48)	0(0.2)	0(0.12)	1
PG	0(1.54)	4(3.36)	3(1.4)	0(0.84)	7
Professional	2(1.76)	2(3.84)	2(1.6)	2(0.96)	8
Others	1(0.44))	1(1.56)	0(0.96)	0(1.6)	2
Total	11	24	10	6	50(33.54)

Figures in brackets are Expected Frequency Source: Primary Data

Table 1 indicates the relationship between the Educational qualification and green marketing practices. The table value of χ^2 for 15 degrees of freedom at 5% level of significance is 25.0 and the calculated value of χ^2 is 33.54. Since the calculated value is more than the table value, the null hypothesis is accepted. Hence, it can be concluded that there is no relationship between Educational qualification and green marketing practices followed.

Table – 2: Green Practices While Shopping Source

Green practices	No of Respondents	(%)
Using recyclable bags	4	8
Prefer green products	2	4
Avoiding plastic bags	21	42
Avoiding packaged goods	13	26
Total	50	100

Primary Data

Table 2 reveals that 8% of the respondents use recyclable bags while shopping, 4% of the respondents prefer eco-friendly products while shopping, 42% of the respondents avoid plastic bags while shopping and 26% of the respondents avoid packaged goods. Thus, it is inferred that majority of the respondents avoid plastic bags while shopping.

Findings

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It shows the ranking of the factors of media suitable for green advertisement. TV is the most suitable media for green advertisement and it got the first rank, followed by internet, newspaper, neon light, window and radio.

This indicates that 44% of the respondents feel that the price of green products is low, 4% of the respondents feel that the price of green products is high and 52% of the respondents feel that the price of green products is moderate. Thus, it is inferred that majority of the respondents feel that the price of green products is moderate.

It shows that 24% of customers purchase green products even at a high price to support green practices, 8% of customers purchase green products even at a high price as it is less hazardous to human and 62% of customers purchase green products even at a high price for the quality of the product. Thus, it is inferred that majority of customers purchase green products even at a high price for the quality of the product.

Observations

Green marketing has commanded tremendous attention in the context of global warming and climate change and as a result has forced both the customers on one side and the companies on the other to incorporate the principles of green marketing. Recently, it has drawn the attention of government too in this regard and paved the way for introducing many environment friendly policies. Due to this majority of the respondents have opted to avoid plastic bags while shopping and they feel that the price of green products is moderate Even if the price of the green products is high the customers prefer to buy them for its quality.

Suggestions

Many of the people are not even aware of green products and their uses. Therefore, the marketers can spread awareness and advantages of eco-friendly products and convince customers about long term cost effectiveness of eco-friendly products. The consumers must take a lead and make others understand the benefits of organic food, minimize the use of scarce natural resources, recycle the recyclable waste material. It is also suggested to use social networking sites to influence on sustainable consumer behavior.

The Future of Green Marketing in South Tamilnadu

There are many lessons how to learn and how to avoid green marketing myopia, to avoid the short version of all this is that effective community requires good marketing principles to apply desirable green products for costumer. The question that remains the future of green marketing however is? what is Company researcher where displayed as "Marginal", granted object, that environmental limits and conservation agrees well with the traditional axioms of marketing by the customer to give them what they want 'and ' to sell as much as possible. Suggests that green products succeed avoid green marketing myopia by the following three important values.

1-Genuine of product claim -Promotes the evangelization of consumers on social consumers and network of Internet -Communication with convincing, motivating, and entertaining information about environmental products. -Mentions of products or eco-certification by a third party trust and educate to inform the consumers about the importance of these co-approvals and certifications to get. -Employ environmental product and costumer profit rights that are precise and Meaningful.

2-Costumer value and Positioning -Ordinary appeal in the form of environmental products consumers wanted to expand. -Develop environmental products to perform as well by way of (or better than) Substitutes -Encourage and supply the costumer preferred value of environmental products and Board applicable customer market segments

3-Calibration of customer information -Generate likable and instructive internet websites about environmental products Favorite consumer value -Inform customer through marketing communications that attach environmental Characteristics with preferred customer value -Frame environmental product qualities as “clarifications” for customer requirements

Conclusion

It is now the correct time to choose "Green marketing" across the world. It would be accompanied by a move the world business if all worlds because green marketing harsh roles make are important to save the world from pollution. From the corporate point of view because it's a clever marketing message, convinces not only consumers, but also involves consumer in the marketing of their products. Green marketing should not only a marketing approach, but you must be pursued more strongly vigor, because it has a social and environmental dimension. Great threat with global warming it is extremely important that the green marketing become the norm rather than an exception, or just is passing a fad. Recycling of paper, metals, plastics, etc., become more systematic and universal in a safe and environmentally sound manner. It must use the General standard efficient lamps in the energy and other electrical products. The seller will also be answerable for the consumer understands the need for and the advantages of environmentally friendly products compared to make to not-green.

In green marketing, consumers are eager to maintain more pay cleaner and greener environment. Finally, consumers, manufacturers and under pressure to suppliers, buyers should be to minimize the negative impact on the environment. Green marketing takes even more significance and relevance in developing countries such as South Tamilnadu.

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