

EFFECTS OF GREEN MARKETING

S.Gopalakrishnan,

*First year, Department of Management Studies,
PeriyarManiammai Institute of ScienceStudies,
And Technology,Vallam.*

Dr.K.V.R.Rajandran,

*Associate Professor,Department ofManagement
PeriyarManiammai Institute of Science
And Technology,Vallam.*

ABSTRACT

In this research study to describe the effects of “Green Marketing”.This paper is concern about the environmental awareness, and the usage of green products in our day to day life. Green Marketing is the phenomenon to develop the greenery society. And then to reduce the usage of non-biodegradable products likewise obviously to increase the usage of eco friendly products.When the data was to be collected with the help of survey method by using framed questionnaire. In this research study simple random sampling is used and the sample size is 80. Anova tools are used by the process of data analysis.

Keywords: *Green Marketing, Greenery society, Eco-friendly products.*

1.INTRODUCTION:

In corporate world environmental issues is one of the major impact or our society.Each and every human beings should aware and know the impacts of environmental issues due to reasoning of using non-biodegradable products.Further using of this type of products will leads to global warming, pollution, ozone layer depletion etc.In green marketing, the organizations and consumers have started to challenge ecofriendly products.The major concept of green marketing if the people use the greenery products(reusable or biodegradable products such as reduce, reuse, recycle and recover energy).

2. LITERATURE REVIEW:

Maheswari(2014) in her research paper says that through out the world all should awareness about the green marketing.But in india people should lack of knowledge about green marketing.And this paper tells us about the value of pollution control system, development of energy efficient and our future generations will leads to environmental protecting basis to protect our environment safely and greenery.

Saini(2013) in her research said that nowadays in a markets the products are designed by non ecofriendly products like green but their research says that not green products are designed to green products is called green washing.And then 25% of the consumers will prefer to buy the eco-friendly products.

Hawkins and Mothersbaugh(2016) stated that developing the products without cause harmful to the environment and also to produce reusable products.

Dutta(2009) stated that in green marketing is referred to as sustainable green marketing where as to produce the products with focusing their quality, performance and eco-friendly way of that products.

Unruth and Ettension(2010) stated that Growing Green concepts .The article tells three smart paths such as accentuate, acquire and architect.

3. RESEARCH METHODOLOGY:

Thanjavur district was selected for the research as the study area.In this article both primary data

and secondary data has to be used for this research study.

TABLE.4.2

METHODS OF DATA COLLECTION:

- **Primary Data**

When the primary data can be collected with the help of framed questionnaire.

- **Secondary Data**

The secondary data was collected from journals, research articles and some web resources.

SAMPLE SIZE:

The total respondents is 80 over the population of Thanjavur(Particular region). The sample size was 80 were selected and the simple random method is used for this study.

TOOLS USED FOR DATA ANALYSIS:

ANOVA:Single factor

3.1HYPOTHESIS:

H0: There is no significant relationship between awareness of Green marketing and usage of Green Products.

H1: There is significant relationship between awareness of Green marketing and usage of Green Products.

4.DATA ANALYSIS:

Table.4.1 Anova table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	32.73	9	3.63666667	2.313503647	0.014335321	1.891715
Within Groups	1241.825	790	1.57193038			
Total	1274.555	799				

The table 4.1shows that the table value of F is 2.3135 is greater than the calculatrdr value of F is 1.891715. The P-value is 0.01 which is less than the 0.05.This analysis revealed that accept the alternate hypothesis(H1) and reject the null hypothesis(H0).

VARIABLES	SA	A	N	SD A	DA
Prefer green products	22	20	15	12	11
Green products areenvironment friendly	14	27	21	10	8
To be a part of green movement	17	25	15	16	7
Like to buy a green products	13	25	19	15	8
Prefer to buy products in recycled materials	19	18	23	12	8
Avoid buying products which are not environmentally responsible	16	16	29	9	10
Green products are not available	19	18	24	13	6
Green products are very expensive	25	19	22	13	1
I use green products to protect my family and my society	31	22	16	7	4
Use green products because of pressure from family members	36	9	17	12	6
MEAN	21.2	19.9	20.1	11.9	6.9

From the table 4.2 represents the mean value of 21.2 is higher on “Strongly Agree” and the mean value of 6.9 on “Disagree”. So it is clear that there is a significant relationship between awareness of Green marketing and usage of Green Products. Therefore, Alternate hypothesis (H1) is accepted.

5. CONCLUSION:

This paper shows the people are to be aware the green marketing effects. Likewise to concentrate to protect and to develop the greenaryenvironment. So that the people are gradually increasing the usage of green products and also to prefer to produce and buy the eco-friendly products. And there is a significant relationship between awareness of Green marketing and usage of Green Products.

6. REFERENCES:

1. Dr. Meghna Sharma¹, Prachi Trivedi². (2016). Various Green Marketing Variables and Their Effects on Consumers' Buying Behaviour for Green Products. Volume V, Issue I, ISSN 2278 – 2540.

1. Bilal Mohammad Eneizan, Assoc. Prof. Kalsom Abd. Wahab, Dr. Ummi Salwa Ahmad Bustaman (2015). Effects of green marketing strategy 4ps on firm performance, *International Journal of Applied Research* 2015; 1(12): 821-824.
2. Sharmila (2016), A study on importance and need of green marketing, Volume 1; Issue 9, Page No. 102-106.
3. Wong Fui Yeng & Rashad Yazdanifard (2015). A Study of Consumers' Buying Behavior in Relation to Green Products, Volume 15 Issue 5.
4. A S M Saifur Rahman, Adita Barua, Rajidul Hoque & MD Rifat Zahir (2017), Influence of Green Marketing on Consumer Behavior: A Realistic Study on Bangladesh, Volume 17 Issue 1.
5. Dr. Shrutika P Maheshwari (2014), Awareness Of Green Marketing And Its Influence On Buying Behavior Of Consumers, Volume 8 Issue 1/4.
6. Anirban Sarkar (2012), Green Marketing And Sustainable Development- Challenges And Opportunities, Vol. 1 Issue 9.
7. Heiyantuduge Lakmal Nuwantha Perera a, Ambalam Pushpanathan (2015), Green Marketing Practices and Customer Satisfaction: A Study of Hotels Industry

in Wennappuwa Divisional Secretariat , volume 2 .

8. Mehdi Abzari¹, Faranak Safari Shad¹, Ali Akbar Abedi Sharbiyani¹, Atefeh Parvareshi Morad² (2013), Studying the effect of green marketing mix on market share increase, vol. 2, No. 3 (s), pp. 641-653 .
9. I Gusti Agung Nanda Dwipamurti M. Kholid Mawardi Inggang Perwangsa Nuralam (2018), The Effect Of Green Marketing On Brand Image And Purchase Decision, *Jurnal Administrasi Bisnis (JAB)* | Vol. 61 No. 3.
10. Ms. Anuradha Gaikwad. Ms. Deepa Ingavale, A study of Consumer Awareness for Green Marketing,
11. Eneizan BM* and Wahab KA (2016), Effects of Green Marketing Strategy on the Financial and Non-Financial Performance of Firms: A Conceptual Paper , Volume 6 • Issue 5.
12. Ameet Sao, (2014), Research Paper on Green Marketing , Volume 16, Issue 5, PP 52-57.
13. Ekta Rastogi Singh and M.S. Khan (2014), Green Marketing & its Impact on Society: Emerging Challenges & Opportunities, Volume 4, Number 3, pp. 263-270.
14. Kavita Kumara (2017), Green Marketing In India, Vol. 8. Issue: 1.
15. Aakanksha Singhal*¹, Puja Singhal (2015), Exploratory Research On Green Marketing In India, Volume 5/Issue 12.
16. Ms. Sima Kumari and Mr. Sameer Yadav (2012), Awareness of people towards Green Marketing and Its impact on Environment Management, ISBN: 978-81-923211-3-4.
17. Andrea Woolverton and Carolyn Dimitri (2010), Green marketing: Are environmental and social objectives compatible with profit maximization, 25(2); 90-98.
18. Rashad Yazdanifard¹, Igbazua Erdoo Mercy² (2011), The impact of Green Marketing on Customer satisfaction and Environmental safety, vol. 5.
19. Rhea R. Valecha¹, Saumya Mathur², Vanshita Khanna³, A Study on the Impact of Green Marketing on Consumer Buying Behavior in Automobile Industry, (Volume 3, Issue 1).