

A STUDY ON AWARENESS OF GREEN MARKETING AMONG RURAL PUBLIC IN MANGALAM VILLAGE IN TIRUPUR DISTRICT

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Abstract

The concept of green marketing has been around at least since the first earth day in 1970. But the idea did not catch on until the 1980s, when rising public interest in the environment led to a demand for more green products and services. The term green marketing refers to the planning, development and promotion of products or services that satisfy the needs of consumers for quality, output, accessible, prices, and service without however a negative affect on the environment, with regard to the use of raw material, the consumption of energy, etc. Environmental issues influence all human activities. People buy billions of dollars worth of goods and services every year many which harm the environment. Issues like global warming and depletion of ozone umbrella are the main for the healthy survival. Environmentalists support green marketing to encourage people to use environmentally preferable alternatives. In order to study the awareness related to protection of environment to the rural public, the researcher has made an attempt.

Key words: Environment, green marketing, global warming, rural public, environmental sustainability, etc.

1. Introduction

The concept of green marketing in nowadays becomes familiar in walk of our lip. But most of the business people do not show their interest in starting the green marketing business. They are all attracted by modern business. Further all the business concern is only aimed at earning and increasing the profit of the business year by year. They do not bother about the society and also the environment. Even the highly established business concerns do not take much care in safeguarding the environment. The environment is heavily affected by the affluent, sludge and sewages from the business firm. We can be able to see in roadside i.e. letting out the corporate wastage in open area, which are the main causes for diseases. If it goes like this, the future generation will be heavily affected. Further, the environment will also be highly affected, which will lead to decrease in the yielding capacity of the land.

2. Need for the study

The business people always think about their profit only. No initiative has been taken from any side to create awareness about the green marketing. There are number of opportunities for doing involving in green marketing business but the rural people also prefer to involve in other business which will create pollution and harm of the society. We all pave way to damage the environment knowingly or unknowingly. Who will be responsible for these problems? What are the causes for this situation? How it can be solved. By keeping the above views in mind, the researchers as a preliminary step tried to study this topic.

3. Evolution of green marketing

The green marketing has evolved over a period of time. The evolution of green marketing has three phases. First phase was termed as “Ecological” green marketing and during this period all marketing activities were concerned to help environment problems and provide remedies for environment problems. Second phase was “Environmental” green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was “Sustainable” green marketing. It comes into prominence in the late 1990 and early 2000.

4. Why are firms using green marketing?

When looking through the literature there are several suggested reasons for firms increased use of green marketing. Five possible reasons cited are:

- Organization perceives environmental marketing to be an opportunity that can be used to achieve its objectives.
- Organizations believe that have a moral obligation to be more socially responsible.
- Governmental bodies are forcing firms to become more responsible.
- Competitive environmental activities pressure firms to change their environmental marketing activities.
- Cost factors associated with waste disposal or reductions in material usage forces firms to modify their behaviour.

5. Statement of the problem

All the modern businesses are profit oriented rather than consumer orientation. Due to the industrial and technological developments, we started to forget the safety of the environment. More volume of chemicals and ingredients are being used by all businesses which are heavily affecting the environment. We can see the roadside i.e. many non-decomposable are tout in the open area which will spoil the yielding capacity of the land and also reduce the water level. Sometimes this material may cause the death of many innocent people who are consuming had small and gas evaporation from the drugs. Though green marketing is becoming very popular business among the public, only few businessmen in countable numbers are involved in green marketing business.

6. Objectives of the study

1. To know the awareness level of rural public in green marketing.
2. To find out the problems and remedial measures in green marketing.
3. To offer suitable suggestions to popularize green marketing.

7. Data source and methodology

The data required for the study were collected from both primary and secondary sources. The secondary data were collected from various journals and websites. The primary data were collected from the respondents using questionnaire. The total population is approximately 5000 members who are above 18 years old in Mangalam Village in Tirupur district. Among the total population, 125 respondents were selected on simple random sampling basis.

8. Analysis and interpretations

TABLE 1
Personal Profile of the Respondents

S. No.		No. of Respondents		Total No. of Respondents	% of Respondents
		Male	Female		
1.	Age (years):				
	< 30	10	5	15	12
	31-40	16	11	27	22
	41-50	21	19	40	32
	> 50	28	15	43	34
2.	Gender:	75	50	125	100
3.	Education:				
	Up to 10 th Std	15	10	25	20
	Up to 12 th Std	24	15	39	31
	Graduation	19	12	31	25
	Above Graduation	6	3	9	7
	Others	11	10	21	17
4.	Marital status:				
	Married	58	40	98	78
	Unmarried	17	10	27	22
5.	Occupation:				
	Business	15	6	21	17
	Salaried	28	20	48	38
	Professional	12	6	18	15
	Agriculture	20	18	38	30

The above table shows that 34% of the respondents belong to the age group above 50 years, 32% of the respondents belong to the age group 41.50, only 12% of the respondents are below 30 years of age. 75% of the respondents are male and the remaining 25% of the respondents are female. Out of 125 respondents, 31% of the respondents studied up to 12th standard, 25% of the respondents have studied up to 10th standard only 7% of the respondents had education up to degree level. 78% of the respondents were married and 22% were unmarried. 38% of the respondents were salaried and 30% of the respondents belonged to agriculture and 15% of the respondents were professionals.

TABLE 2
Respondents' Opinion regarding the Awareness of Green Marketing

Opinion	No. of Respondents		Total No. of Respondents	Percentage
	Male	Female		
Yes	58	38	96	77
No	17	12	29	23
Total	75	50	125	100

Out of 125 respondents, 77% of the respondents already know about the green marketing, while the remaining 23% of respondents do not have awareness about the green marketing.

TABLE 3
Sources of Awareness to Know about Green Marketing

Source	No. of Respondents		Total No. of Respondents	Percentage
	Male	Female		
Media	16	6	22	18
Advertising	10	9	19	15
Friends	13	14	17	14
Journals & magazine newspapers	20	7	37	30
Others	17	13	30	23
Total	76	49	125	100

The above table shows that 30% of the respondents know about green marketing through journals and newspapers, 18% of respondents know through media and only 14% of the respondents know through their friends.

TABLE 4
Products that are dealt in Green marketing

Products	No. of Respondents		Total No. of Respondents	Percentage
	Male	Female		
Agriculture	42	28	70	56
Herbal	19	12	31	25
Perfume	8	6	14	10
Others	6	4	10	9
Total	75	50	125	100

Out of 125 respondents, 56% of the respondents said that the agriculture products are mostly dealt in green marketing. 25% of the respondents informed that herbal products are used for green marketing while meager respondents i.e. 9% said that green marketing is used for other products.

TABLE 5
Respondents' Opinion regarding Awareness Programme Conducted

Opinion	No. of Respondents		Total No. of Respondents	Percentage
	Male	Female		
Yes	17	13	30	38
No	58	37	95	62
Total	75	50	125	100

About 38% of the respondents conveyed that the awareness programme on green marketing is conducted by agencies in their area. While 62% of the respondents informed that there is no awareness programme on green marketing conducted by any other agencies in their area.

TABLE 6**Agencies Conducted the Awareness Programme**

Agencies	No. of Respondents		Total No. of Respondents	Percentage
	Male	Female		
Government	4	3	7	23
Business agency	4	3	7	26
NGOs	5	4	9	30
Students	2	1	3	10
Others	2	2	4	14
Total	17	13	30	100

Government, business agency, NGOs, students and others are conducted awareness programmes at 23%, 26%, 30%, 10% and 14% respectively.

TABLE 7**Problems Faced by the Respondents**

Problems	No. of Respondents		Total No. of Respondents
	Male	Female	
Lack of awareness	29	12	41
Discourage from family members	14	13	27
Lack of initiative by Business people	10	14	24
New area to the business people	12	7	19
Inadequate finance	10	4	14
Total	75	50	125

The above table reveals that among 125 respondents 27% opined that lack of initiative from the business people and 25% opined that lack of awareness about green marketing, only 11% opined that inadequate finance conduct awareness programme are the problems of green marketing.

9. Findings

1. Among the total respondents, 75% of the respondents are male and 25% of the respondents are female.
2. Majority of the respondents belong to the age group above 50 years. Most of the respondents studied up to 12th standard. Majority of the respondents were married.

3. Most of the respondents belonged to salaried and 30% were agriculturists. 77% of the respondents already know about green marketing. Majority of the respondents told that they know about green marketing through journal and newspapers.
4. Most of the respondents say that the agriculture products are mostly dealt in green marketing. Majority of the respondents conveyed that the government does not take initiative to popularize green marketing.
5. Majority of the respondents say that lack of initiative from the business people and lack of awareness among the respondents were the prominent problems.

10. Suggestions

1. Government should revise the Act to monitor the damages to the environment.
2. If necessary, severe punishment may be imposed to the people who are marketing products which troubles the environment.
3. The government should conduct awareness programmes about green marketing to all the educated youth.
4. The business people have to contribute a lot for the betterment of the society by way of encouraging the business people to involve in green marketing.
5. The educational institutions and NGOs need to conduct awareness programmes about the increasing use of green marketing for better living without pollution and also to safeguard the future generation.

11. Conclusion

The increasing economic development, rapid growth of population and growth of industries has been putting strains on the environment, infrastructure and the natural resources. Industrial pollution, soil erosion, deforestation, rapid industrialization, urbanization are all worsening the situation. Environment pollution is one of the most serious problems facing humanity and other life forms on our planet today. So, the government and companies should create awareness among the consumers. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Green marketing assumes more importance and relevance in developing countries like India.

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