A STUDY ON GREEN PRODUCTS ON BOTH IN USE AND IN PRODUCTION TOWARDS GREEN MARKETING WITH SPECIAL REFERENCE TO THANJAVUR DISTRICT

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ABSTRACT

Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising related to eco-friendly, recycle and renewable products which give more awareness to both the producer as well as consumer. This study is mainly focus on both in use and in production towards green products in Thanjavur district. This study is clearly stated that one step ahead to know the interventions of green products mainly on use and production by means environment friendly. By using the questioner which is framed with socio demographic factors, internal factors and external factors. All data are feed into the SPSS Software to know the current status about green products in the minds of people both in usage and production.

Key words: Eco-friendly, go-green, consumer behaviour, renewable, eliminates waste, limit use of sources, and recycle.

1.1 INTRODUCTION

Green marketing is the marketing of products that stated, environmental friendly. Main revolution done by green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising related to eco-friendly, recycle, renewable products which give more awareness to both the producer as well as consumer. Marketing products and services based on environmental factors or awareness. According to the American Marketing Association “the marketing of products that are presumed to be environmentally safe”.

It believes that economic growth has greatly influenced by society and ecology, and emphasizes upon adopting a variety of management approaches. (Crittenden et al., 2011)

Asceem Prakash (2002) has tried to co-relate the phenomenon of ‘Green – Marketing’ with public policy and managerial strategy to get some of desired results of ‘Ecological Viability’ at the ‘cost-effective’ rates of ‘Eco-friendly’ products. He discusses the ‘Green-Marketing’ as ‘Supreme greening products’ as well as ‘greening firms’. In addition to manipulating the 4Ps (Product, price, place and promotion) of the traditional marketing mix, it requires careful understanding of public policy processes.

“Green Marketing” refers to holistic marketing concept wherein the production, marketing consumption that is detrimental to the environment with growing awareness about the implication of global warming, non-biodegradable solid waste, harmful pollutants etc.

Main reason for Green Marketing is to create the opportunities available and competitive advantage among all firms, induce the corporate social responsibility one of the part of companies, new government regulations to avoid the global warming, non-biodegradable solid waste, harmful pollutants etc., competition with other responsible companies and maintain the goodwill of the company along with environment conscious consumers mainly for conserving scarce natural resources. Thus green marketing incorporates a broad range of activities, which cover Product modification change to the production processes, packaging changes as well as modifying advertising. Green marketing should not be considered as one more approach to marketing.

Most observers agree that some businesses engage in green marketing solely because such an emphasis will enable them to make a profit. Other businesses, however, conduct their operations in an environmentally-sensitive fashion because their owners and managers feel a responsibility to preserve the integrity of the natural environment even as they satisfy consumer needs and desires.

1.2 REVIEW OF LITERATURE

Naresh kanwar (2014) said that, “This exploration paper will look at the determinants that impact customer aim to purchase earth cordial products, the hypothesis is demonstrated with the assistance of a study which was led in two unique parts of the city, one which is created and the other immature the quality of the people groups obtaining intensity of the eco well-disposed products in
the elegant zone were high when contrasted with the undeveloped territories. This is green marketing wonders that the Indian business network appears to have energetically acknowledged in their organizations. The investigation drew out the way that the general population are significantly very much aware of green products yet not steadfast altogether towards it because of a large group of variables like costly, very little distinction when contrasted with conventional products as far as execution and quality and so forth. To draw in costumers towards additional towards green products, the advertiser must make advancements which are both practical and have moral qualities and the item accessibility as far as volume and assortment”.

Jacquelyn Ottman Huffington (2012), As far back as the resurgence of environmentalism in 1990, shopper surveys have endeavoured to gauge mindfulness, demeanours and conduct towards environmental issues and products. A great many polls has observed that customers claim to be worried about the issues. They report abnormal amounts of green item buy, and even claim eagerness to pay a premium for greener products and bundles. In any case, observational confirmation doesn't appear to agree with the exploration. In a few markets, green products scarcely squeeze out 3% share, as opposed to the close dominant parts of buyers who express to surveyors enthusiasm for everything green. Also, in spite of shopper declarations generally, premium-valued green brands regularly accumulate dust on racks.

Jeriann Watkins (2016) said that,” Getting to be known as an eco-accommodating brand isn't easy. Especially when such huge numbers of brands present themselves as environmentally disapproved, and make so much noise on social and customary media, regardless of whether their practices don't stick to this same pattern. The best, and most moral, approach to successfully advance you as an environmentally conscious brand is to really end up one. Here are some noteworthy tips for decreasing your company's carbon impression and getting the world to see your eco-accommodating efforts. The first step toward turning into an environmentally benevolent business is to break down the vitality effect of your company—starting with the products and services you offer—as well as the suppliers you work with, the bundling you use, the effectiveness of your office space, and the drive of your workers. Using sustainable materials is an imperative first step toward establishing your image as an eco-accommodating element, so ask yourself the accompanying questions to enable you to decide the steps you have to take to diminish your company's negative environmental effect.”

Grove, S.J. & Fisk, R.P. (1996) said that, “They investigate why situation may exist, and gave Contentions to help the reception of environmental practices by administrations suppliers. Likewise in endeavoring to recognize how the administration part can add to the protection of pollution. Uberoi, (2007) in his book on Environmental Administration expresses that, the Legislature at the middle and at the State level and their organizations ought to end up proactive and make some efforts. The corporate world in India, under new financial request of advancement and globalization needs to build its offer of world exchange and in this exertion one noteworthy effect of rising exchanges would be on condition and assets. A study by Mckinsey and friends uncovered that: (1) 92% of CEO’s trust that condition ought to be top administration need; (2) 35% CEO’s trust that their organizations have received procedures to envision effects of condition on business. Polonsky and Alma (2008), in their altered book titled Environmental" Kilbourne, W.E. (1998) said that” examined the disappointment of green marketing to move past the constraints of the overall worldview. The creator recognized territories that must be inspected for their impact in the marketing/condition relationship, specifically financial, political and technological dimensions of the cultural frame of reference."  

1.3 OBJECTIVE OF THE STUDY
1. To create awareness about the Eco-friendly products.
2. To find out the attitude level of green product and ways to utilize maximum resources in an effective manner regarding economic prosperity and its growth.
3. To find out the sustainable ways of growth in green marketing.

1.4 NEED OF THE STUDY
This analysis on green products on both in use and in production towards green marketing is an attempt to know the go green products and practices of the individuals in use and production with respect to their the announcement of government norms regarding the go green products and practices. Know about need to understand the implications of green marketing. The study also tries to unravel the impact factors like green products on both in use and in production towards green marketing Government norms, cost issues which influence on the demographic factors like age, prestige, risk, eco-friendly, etc.,

1.5 STATEMENT OF THE PROBLEM
The green products on both in use and in production towards green marketing moved towards the implement go-green in the product which mainly focus on the organic products, renewable, recyclable material, cost issues, change in advertisement to reach the mass population, many consumers are not willing to pay a premium for green products and to educate them about the advantages of green marketing and to exposes the environmental consciousness and health consciousness by altering some of business process and consumption behaviour by modifying in to go green products and practices. These factors are mainly taken in to this study and how to overcome out-of these situation in a proper way of implementing towards in go-green marketing. Mainly concentrate on utilization of natural resources in a minimal way and maximized the output which one is not hazards both the environment and people.
1.6 RESEARCH DESIGN

- INTERNAL FACTORS
- SOCIO DEMOGRAPHIC
- EXTERNAL FACTORS

GREEN PRODUCTS ON BOTH IN USE AND IN PRODUCTION TOWARDS GREEN MARKETING IS GOOD

1.7 RESEARCH METHODOLOGY

1.7.1 Source Of Data Collection
Data collection is in many ways more of an art than a science. Sometimes the data are available readily in one form or the other and sometimes they are to be collected a fresh.
The two important external source of data collection method for research are,

- Primary source of data
- Secondary source of data

The primary data is collected through the questionnaire. The initial contacts with the costumers about go-green products, eco-friendly in process of purchasing done by doing direct data collection to their respective customer who ware located various area in Thanjavur District.

1.7.2 Research Design
Research design is a master plan specifying the methods and procedures guiding researcher to collect their data and analysis for their research. The most common research designs that the researchers always uses is exploratory, descriptive and causal. In the present study, exploratory and descriptive study is used as a purpose of the study to obtain and analyze the data. In this article a detailed analysis of the collected data has been attempted as per the objectives stated earlier. Hypotheses are also tested based on the findings of the study, interpretations and conclusions are drawn. In this article the following statistical techniques for the analysis of the data gathered for the present study viz., Descriptive analysis and Inferential statistics etc.

1.7.3 Sampling Design and Method
Sample size = 200 numbers/people, Sample area = Thanjavur district
Sample design = simple random samplings adopted in this study. The entire population in Thanjavur allotted random numbers and through lottery method 200 samples were drawn from the entire population to whomever the random numbers are allocated they were selected for this study.

1.7.4 Simple Random Sampling
A simple random sample is a subset of a statistical population in which each member of the subset has an equal probability of being chosen. In this study simple random sample would be the names of entire population in Thanjavur being chosen out of allotted random numbers and through lottery method 200 samples were drawn.

1.7.5 Analytical Tools Used
The data has been mainly analyzed by using the following methods and tests. The Statistical tools like FACTOR ANALYSIS tables are used to find the significant of the given data.

1.7.6 Research Determinants
The determinants are renewable, recyclable material, cost issues, change in advertisement, educating customers go-green, eco-friendly, etc.,

1.8 LIMITATION OF THE STUDY
1. Research was carried in Thanjavur district only.
2. The analysis has been limited to only 200 sampling is taken for this study.
3. Respondents are only from customers who answer to the questions some may be bias.
4. The study was conducted in short span of time.
5. The some of the respondents are illiterate.
1.9 DATA ANALYSIS AND INTERPRETATION

Table – 1 : Reliability Test

<table>
<thead>
<tr>
<th>Cronbach’s Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.842</td>
<td>23</td>
</tr>
</tbody>
</table>

FACTOR ANALYSIS FOR ON CONSUMER BEHAVIOUR TOWARDS GREEN MARKETING

KMO and Bartlett’s Test
The dimensionality of awareness of the customers behaviors towards internal and external factor analysis based on sixteen individual statements and the reliability of the subsequent factor structures was then tested for internal consistency of the grouping of the items. The eight factors of awareness of the customers’ behaviors towards internal and external factors are related to the following:
- Personal Norms
- Personal Values
- Knowledge
- Trust
- Habit
- Price
- Reference Group
- Behavioral Control
- Product Quality
- Emotion
- Brand Image
- Eco-Labeling
- Availability of Organic Product
- Lack of convince
- Lack of trust in Organic product
- Health concern

Table – 2
KMO and Bartlett’s Test for Internal and External factors towards Green Products both in use and in production

<table>
<thead>
<tr>
<th>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</th>
<th>.743</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bartlett’s Test of Sphericity</td>
<td></td>
</tr>
<tr>
<td>Approx. Chi-Square</td>
<td>3101.399</td>
</tr>
<tr>
<td>Degree of freedom</td>
<td>253</td>
</tr>
<tr>
<td>Significant.</td>
<td>.000</td>
</tr>
</tbody>
</table>

Source: Output generated from SPSS 20

High value of KMO (0.743 > .05) of indicates that factor analysis is useful for the present data. The significant value for Bartlett’s test of Sphericity is 0.000 and is less than 0.05 which indicates that there exists significant relationships among the variables. The resultant value of KMO test and Bartlett’s test indicates that the present data is useful for factor analysis.

Table – 3
Total variance explained for Internal and External factors towards Green Products both in use and in production

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
<td>Cumulative %</td>
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<tr>
<td>2</td>
<td>3.908</td>
<td>16.992</td>
<td>42.864</td>
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<td>3</td>
<td>2.231</td>
<td>9.701</td>
<td>52.565</td>
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<tr>
<td>4</td>
<td>1.692</td>
<td>7.355</td>
<td>59.920</td>
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<tr>
<td>7</td>
<td>1.026</td>
<td>4.460</td>
<td>76.759</td>
</tr>
<tr>
<td>8</td>
<td>.908</td>
<td>3.946</td>
<td>80.705</td>
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<tr>
<td>9</td>
<td>.665</td>
<td>2.893</td>
<td>83.597</td>
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<tr>
<td>10</td>
<td>.571</td>
<td>2.482</td>
<td>86.079</td>
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<tr>
<td>11</td>
<td>.563</td>
<td>2.448</td>
<td>88.528</td>
</tr>
</tbody>
</table>
Internal and External factors towards Green Products both in use and in production are converted into a single factor. The following five aspects related to Internal and External factors towards Green Products both in use and in production are converted into a single factor.

- Lack of trust in Organic product
- Lack of convince
- Availability of Organic Product
- Eco-friendly products
- Eco-Labelling

All the statements of the Internal and External factors towards Green Products both in use and in production are loaded on the twenty-three factors. The total variance accounted for, by all the seven factors with twenty-three values greater than 1 is 76.759 percent and the remaining variance is explained by other variables. Among the seven factors, the first factor accounts for around 16.207 percent of variance which is the prime criteria considered in Internal and External factors towards Green Products both in use and in production.

**Table 4**

<table>
<thead>
<tr>
<th>Rotated Component Matrix of Internal and External factors towards Green Products both in use and in production</th>
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<tbody>
<tr>
<td>Component</td>
</tr>
<tr>
<td>Lack of trust in Organic product</td>
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<td>Lack of convince</td>
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<td>Availability of Organic Product</td>
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<td>Eco-friendly products</td>
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<tr>
<td>Eco-Labelling</td>
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<tr>
<td>Price</td>
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<tr>
<td>Reference Group</td>
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<tr>
<td>Brand Image</td>
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<tr>
<td>Knowledge</td>
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<tr>
<td>Behavioural Control</td>
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<tr>
<td>Safe and healthy products</td>
</tr>
<tr>
<td>Low emitting</td>
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<tr>
<td>Recyclable and with recycled content</td>
</tr>
<tr>
<td>Biodegradable</td>
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<tr>
<td>Durable</td>
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<tr>
<td>Locally produced</td>
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<tr>
<td>Renewable</td>
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<td>Reused products</td>
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<td>Energy efficient</td>
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<td>Water efficient</td>
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<td>Personal Values</td>
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<td>Trust</td>
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<td>Personal Norms</td>
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Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

**Source:** Output generated from SPSS 20
The following five aspects related to Internal and External factors towards Green Products both in use and in production.

- Lack of trust in Organic product
- Price
- Safe and healthy products
- Locally produced
- Renewable
- Energy efficient
- Water efficient
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- Durable
- Low emitting
- Biodegradable
- Recyclable and with recycled content
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factors towards Green Products both in use and in production, the above said statements are statistically significant and thus identified as the most influencing variable.

1.11 SUGGESTION
Mainly having the knowledge of upgrading areas like

- To concentrate on eliminate the concept of waste by using decomposing material, main focuses on reinvent the concept of product with the help of go-green, converted them to make environmentalism profitable usages and in cost issue of consumer. Contribution more Internal and External factors towards Green Products both in use and in production.
- Especially innovative comes out of product modification, easily, changing in hazards of global warming, recycle, organic product, modifying advertising reach the consumer, make the people who are not aware of green products and their uses.
- Educating customers about the advantages of green marketing, major health issues for their generation avoiding the uses of green products, etc.,

1.12 CONCLUSION
These factors are interpreted more indicative to create drastic move towards green marketing among all other statements of opinion. Especially innovative on comes out of product modification, easily. Changing in hazards of global warming, recycle, organic product. Modifying advertising reach the consumer. Hence among all other attributes under Internal and External factors towards Green Products both in use and in production, the above said statements are statistically significant and thus identified as the most influencing variable. Make the people who are not aware of green products and their uses. Educating customers about the advantages of green marketing. Each and every one change along with the mind-set of saving the environment.

REFERENCES