



AN AWARENESS ON IMPACT OF GREEN MARKETING IN ENVIRONMENT MANAGEMENT ON CURRENT SECNARIO

Dr. M. KARUPPANANASAMY¹, N. HARIHARAN²

¹Dr. M. Karuppananasamy, assistant professor, department of commerce, parvathy's arts and science college, wisdom city, dindigul - 624 002, tamil nadu, india, drkscommerc@gmail.com

²N. Hariharan ddtp., doa.ibm,bcom corporate secretary ship, final year parvathy's arts and science college, Wisdom city, dindigul - 624 002, tamil nadu, india hariharan23900@gmail.com

ABSTRACT

Green marketing and marketing- a new concept and a step to protect the surroundings. Green marketing and marketing is a phenomenon which has developed precise critical within the contemporary marketplace. This idea has enabled for the re-marketing and marketing and packaging of present products which already adhere to such guidelines. Moreover, the improvement of green marketing has opened the door of possibility for agencies to co brand their merchandise into separate line, lauding the green-friendliness of some at the same time as ignoring that of others. Such marketing techniques could be explained as an immediate end result of motion in the minds of the consumer marketplace. As a result of this corporations have multiplied their fee of targeting clients who're concerned about the surroundings. Those identical customers via their challenge are inquisitive about integrating environmental problems into their shopping choices thru their incorporation into the method and content of the marketing strategy for anything product may be required. The primary goal of the paper is to know the notice of humans in the direction of green marketing, that they're aware about and are they clearly consider in this idea. Second goal is that green marketing and marketing certainly helps to keep the surroundings or now not. The paper also examines destiny of green marketing and concludes that green marketing is something with the intention to constantly grow in both exercise and demand.



Keywords Green marketing, recyclable, cognizance of human beings, surroundings.

1. INTRODUCTION

Green marketing includes developing and promoting products and services that fulfill customers need and want for nice, overall performance, cheap pricing and convenience without having an unfavorable input at the environment. The green marketing has developed over a time period. The time period green marketing came into prominence in the past due nineteen eighties and early 1990s. the evolution of green marketing has 3 phases.

First phase became termed as "ecological" green marketing and marketing, and in the course of this period all marketing and marketing sports have been concerned to assist environment troubles and offer treatments for environmental troubles. Second phase became "environmental" inexperienced marketing and the focal point shifted on easy technology that involved designing of modern new merchandise, which take care of pollutants and waste issues. Third phase turned into "sustainable" green marketing and marketing. It got here into prominence in the overdue nineteen nineties and early 2000.



WHY GREEN MARKETING AND MARKETING?

As sources are restrained and human desires are unlimited, it is vital for the marketers to utilize the sources effectively without waste as well as to reap the corporation's objective. So green marketing and marketing is inevitable. There may be growing interest some of the clients everywhere in the world concerning protection of environment. Worldwide proof shows humans are worried about the surroundings and are changing their behavior. Due to this, green marketing and marketing has emerged which speaks for developing market for sustainable and socially accountable products and services.

DEFINITION: According to the American marketing association, green marketing is the marketing and marketing of merchandise which might be presumed to be environmentally secure. For that reason green marketing and marketing includes a wide range of activities, such as product amendment, changes to the production manner, packaging changes, in addition to editing marketing. Yet defining green marketing isn't always a simple task in which numerous meanings intersect and contradict each other; an example of this will be the existence of various social, environmental and retail definitions connected to this time period. Different comparable phrases used are environmental marketing and ecological marketing.

2. REVIREW LITERATURE

- 1) During nineties, the concern for environment elevated and resulted in to growing challenges for the companies. Data, b. (2009, January) in his article on green marketing titled sustainable inexperienced marketing the new vital published in marketing mastermind states that green marketing entails developing precise quality products that may meet customer want and desires by means of focusing on the satisfactory, overall performance, pricing and comfort in an surroundings-pleasant manner.
- 2) Green marketing specially makes a specialty of 4 issues. These problems are: first, importance of green marketing and marketing; second, impact of green marketing and marketing on companies and surroundings; third, improving effectiveness of green marketing.
- 3) In India inexperienced marketing is an exceedingly new subject matter added via few multinational businesses operating in India like Philips India limited, maul, tag lodges, and Infosys, and so on.
- 4) Green marketing and marketing has been a critical instructional research topic since it came. Interest became drawn to the concern inside the past due 1970's when the yank marketing affiliation prepared the first ever workshop on ecological marketing in 1975 which resulted inside the first e book on the concern entitled —ecological marketing by means of hen ion and Kin near in 1976. Pattie and crane (2005) claims that in spite of the early improvement, it became best within the late 1980's that the concept of green marketing really made an look because of the purchasers developing interest in green merchandise.
- 5) According to peat tie (2001), the evolution of inexperienced marketing has three phases. First phase become termed as ecological" green marketing, and at some stage in this era all marketing sports have been worried to assist environment issues and offer remedies for environmental troubles. Second segment was "environmental" green marketing and marketing and the focus shifted on clean era that worried designing of revolutionary new merchandise, which take care of pollutants and waste problems. 0.33 phase become "sustainable" green marketing. It came into prominence within the past due nineteen nineties and early 2000.
- 6) Unruh, g. And extension, r. (2010) in their studies article titled, developing inexperienced: 3 smart paths to developing sustainable merchandise. Posted in Harvard enterprise assessment, is for executives who agree with those developing inexperienced products make sense for their organization and want to decide the great course ahead. The authors have delivered and described three broad strategies that organizations can use to align their inexperienced dreams with their abilities: intensify: approach entails gambling up existing or latent inexperienced attributes to your modern-day portfolio. Accumulate: approach includes shopping for someone else's inexperienced logo. Architect: approach includes architecting inexperienced services – constructing them from scratch.

OBJECTIVES:

The take a look at is performed so that you can acquire the subsequent unique goal:

- The primary goal of the paper is to recognize the attention of humans in the direction of inexperienced marketing that they're privy to and are they simply believe in this.
- Second goal is that green marketing virtually facilitates to save the surroundings or not.

SAMPLE DATA COLLECTION

A handy sampling approach became followed. In all, 70 people randomly decided on in tamilnadu. Out of them 48 have been among the age of 18 to 35 years and relaxation 22 had been above the age of 35 years. Primary data changed into collected via survey using structured questionnaire and secondary statistics through websites and articles.

HYPOTHESES OF THE STUDY

Analysis Hypotheses 1:

Ho: People do not believe in the Green Marketing concept.

H1: People believe in the Green Marketing concept.

$X^2_{cal} = 35.714$ $X^2_{tab} = 7.88$

$X^2_{tab} < X^2_{cal}$

The calculated value is greater than the tabular value. So, the null hypotheses are rejected and alternative hypotheses are selected. It means people believe in Green Marketing concept and they are aware about it and about its benefits.

Hypothesis 2

Ho: Green marketing does not help to save the environment.

H1: Green marketing really helps to save the environment.

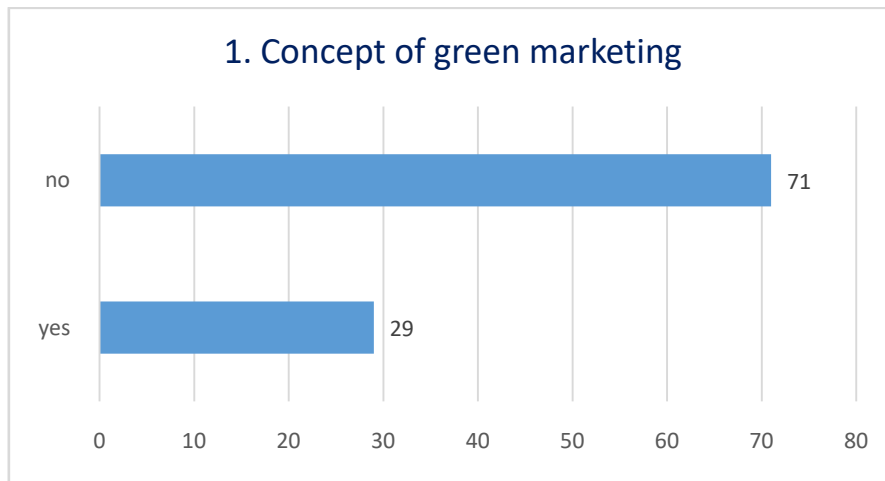
$X^2_{call} = 35.714$ $X^2_{tab} = 7.88$ $X^2_{tab} < X^2_{call}$

The calculated value is greater than the tabular value. So, the null hypotheses are rejected and alternative hypotheses are selected. It results that green marketing is a very important tool to save the environment. It increases the awareness, motivates people to go green.

DATA INTERPRETATION

Q1. Do you believe in the concept of green marketing?

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	60	35	25	86 %
2	No	10	35	-25	14 %
3	Total	70			100 %

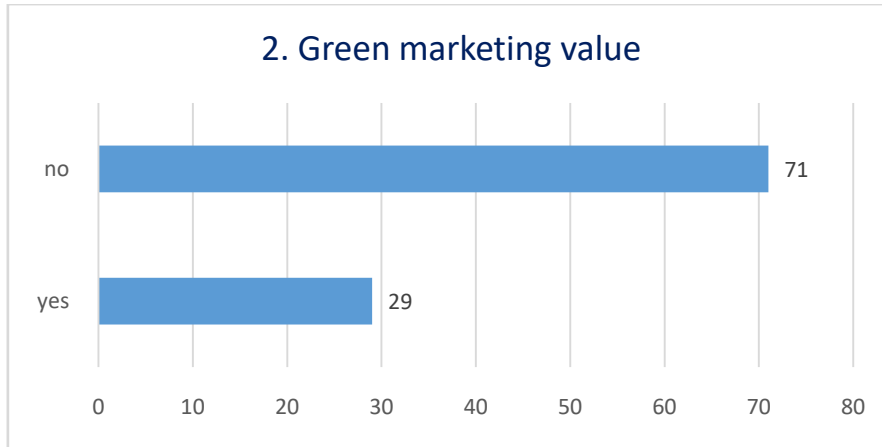


EXPLANATION

The first question responses of 86% is believe in green marketing concept and rest 14% don't believe in it because may be they have not much knowledge about this. Its percentage in calculation if 100%.

Q2. I agree that Green marketing increase the market value of the products.

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	52	35	17	74%
2	No	18	35	-17	26%
3	Total	70			100%

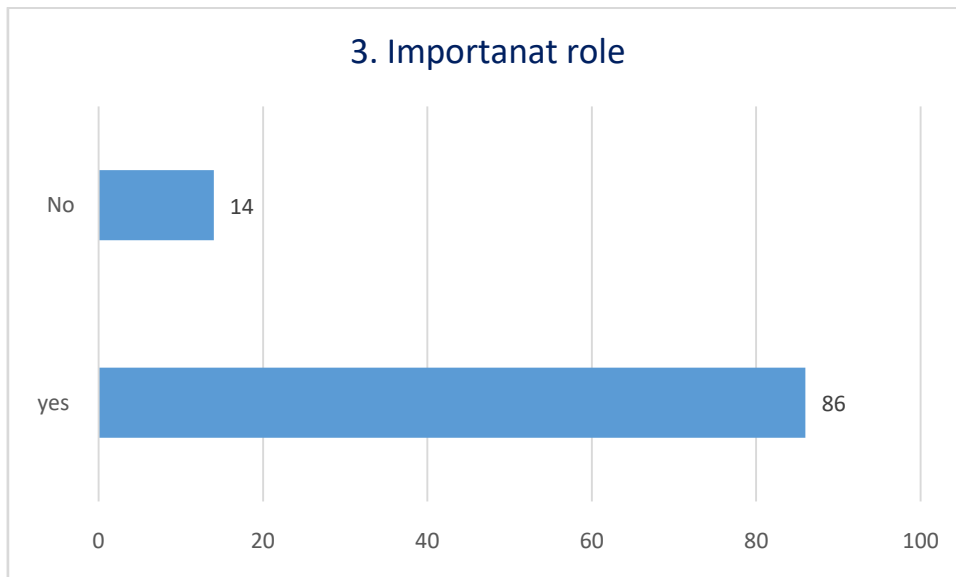


EXPLANATION

Then second question 74% respondents think that a product with green marketing strategies has more market value than others and rest 26% respondents in the green marketing.

Q3. Do you think that Green Marketing plays an important role to save the Environment?

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	60	35	25	86%
2	No	10	35	-25	14%
3	Total	70			100%

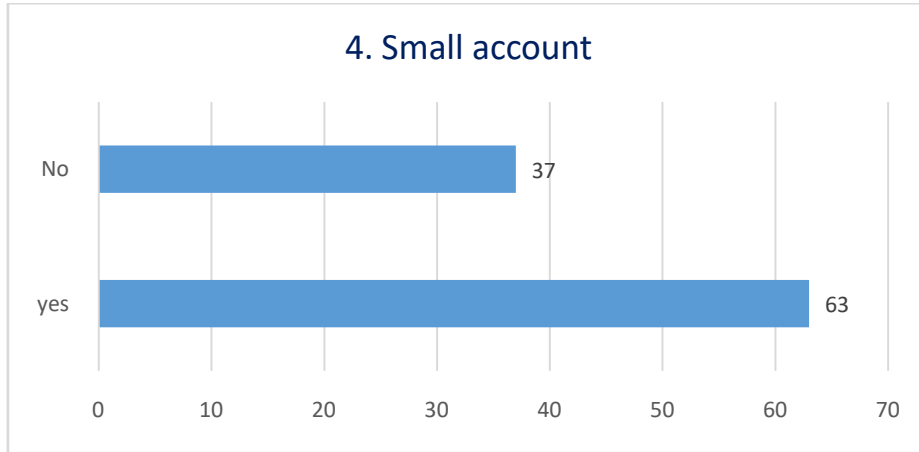


EXPLANATION

Third question is that Green Marketing plays an important role to save the Environment 86% respondents say that green marketing plays an important role to save the environment and 14% say other factors like plantation of trees are more important one of green marketing.

Q4. Green Marketing helps to protect the environment, so I am ready to pay a small amount more.

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	44	35	9	63%
2	No	26	35	-9	37%
3	Total	70			100%

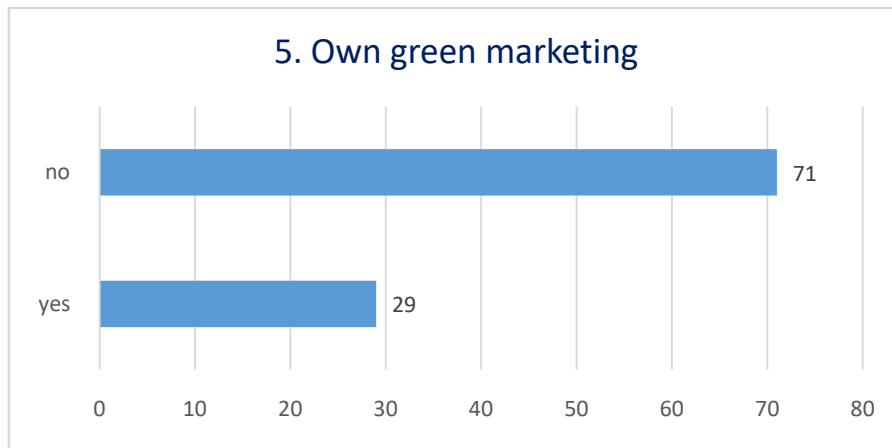


EXPLANATION

The chart four is 63% respondents who are educated and earning are ready to pay small amount more for green products and 37% don't have will to pay extra. N is very useful to development of green marketing.

Q5. You go Green by your own will not by Govt. pressure.

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	48	35	13	69%
2	No	22	35	-13	31%
3	Total	70			100%

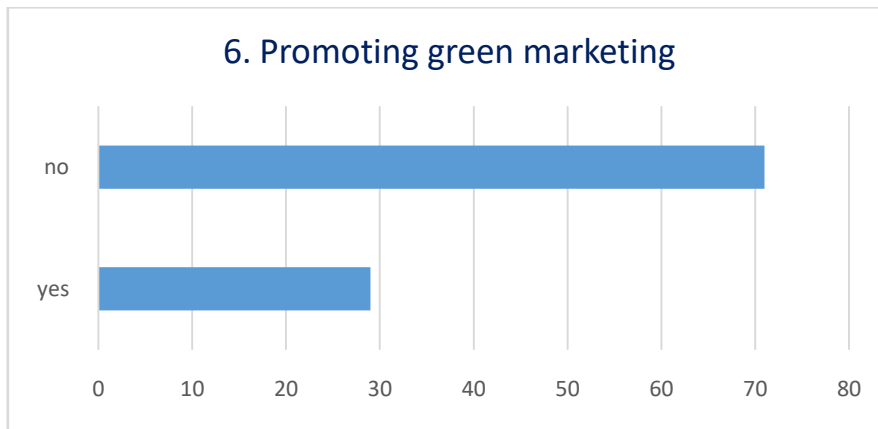


EXPLANATION

Then fifth question is you go Green by your own will not by Govt. pressure. 69% respondents are self-motivated for green products and rest 31% buys a green product due to Govt. pressure. In the main role of green marketing.

Q6. Do you think Govt. is promoting green marketing in your city/area?

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	20	35	-15	29%
2	No	50	35	15	71%
3	Total	70			100%

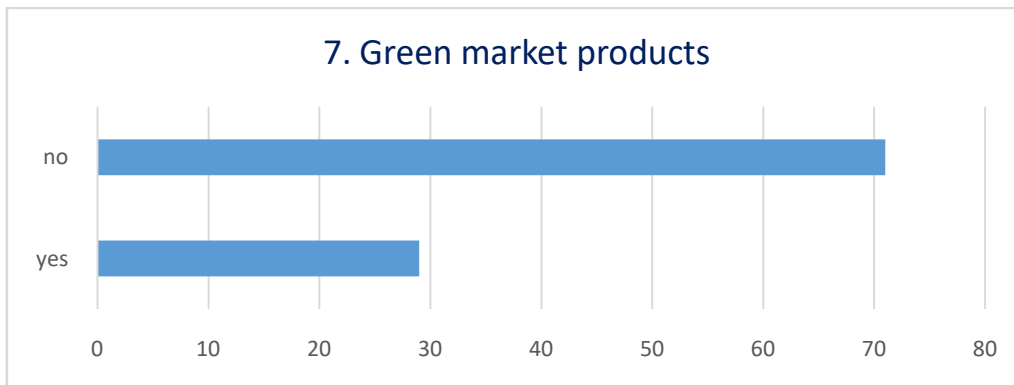


EXPLANATION

Question six is respondents 71% are not satisfied with Govt. efforts towards green marketing and 29% think that Govt. is promoting the green marketing. In the question most of the peoples liked.

Q7. Do you think Green products are becoming status symbol?

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	14	35	-21	20%
2	No	56	35	21	80%
3	Total	70			100%

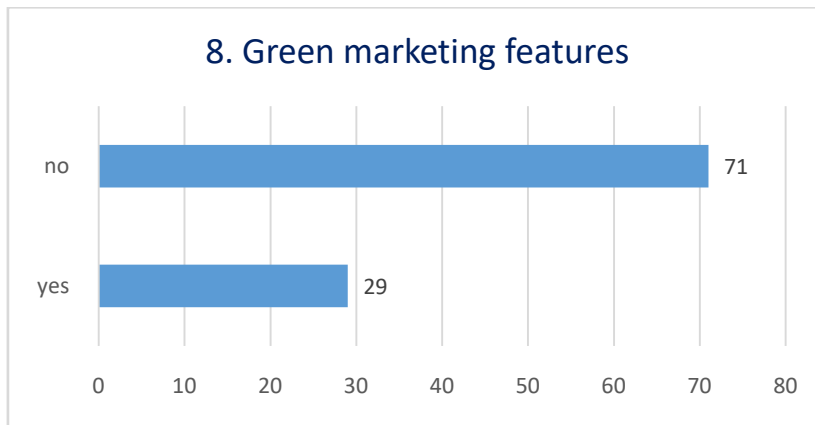


EXPLANATION

The question seven is Do you think Green products are becoming status symbol Only20% respondents think that green products are becoming status symbol and rest 80% don't agree with above statement.

Q8. Scope of Green marketing in near future is good.

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	54	35	19	77%
2	No	16	35	-19	23%
3	Total	70			100%

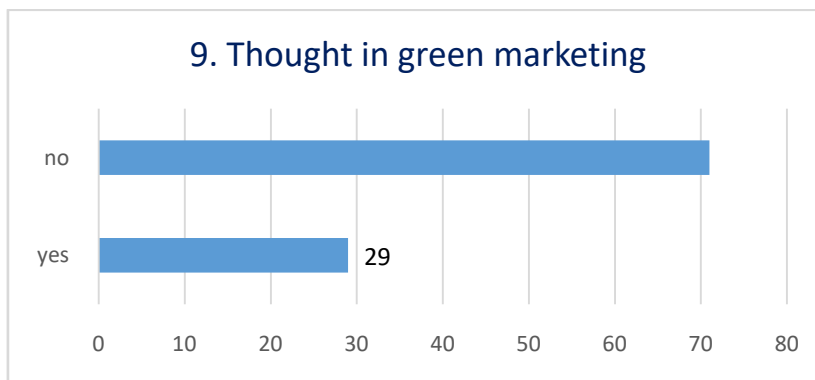


EXPLANATION

The question 9 respondents is 77% think that scope of Green Marketing in near future is good and 23% think that it may be a short time boom in the green marketing features.

Q9. Do you believe in the application of concept of complete green marketing throughout the world?

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	62	35	27	89%
2	No	8	35	-27	11%
3	Total	70			100%

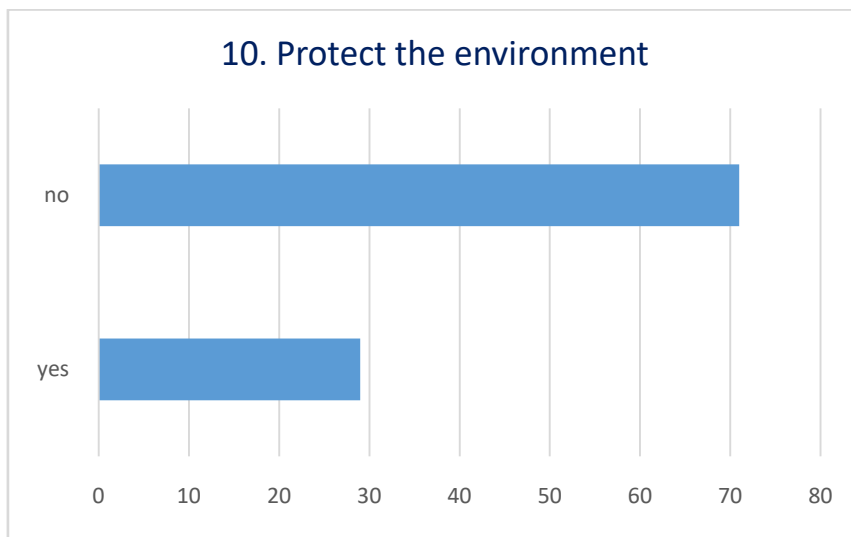


EXPLANATION

The question nine is Do you believe in the application of concept of complete green marketing throughout the world? 89% respondents are in the favor of the application of the concept of complete green marketing throughout the world and rest 11% doesn't think so. It is a one main concept in green marketing.

Q10. Green Marketing is only way to protect the environment?

Sl. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	20	35	-15	29%
2	No	50	35	15	71%
3	Total	70			100%



EXPLANATION

Then finally question ten is protect the green marketing 29% respondents say that only way to protect the environment is green marketing and rest 71% say that there are many other ways to protect the environment like plantation of trees, water harvesting, recycling, use of solar and wind energy.

3. FINDINGS

- Green Marketing is a very important tool to protect the environment.
- People are aware about environmental problems and they are willing to contribute in environment safety.
- Educated people of the society are even ready pay more for environment safety as to some extent it has become a status symbol.
- Educated people are self-motivated but common man does not care about environment until they have a pressure from govt.
- At present it is a new concept, but it has good scope in near future.
- People are not satisfied with the govt. efforts towards environment.
- People are aware about environmental issues but still they give preference to price and brand name over environment friendly product.

4. SUGGESTIONS

- For increase the Green Marketing awareness, Govt should take more efforts like- awareness programmers in rural areas through advertisements, seminar and workshops, etc.
- There are some simple ways with which we can save the environment like forestation, use solar energy, ban on harmful plastic products, recycling of products and water harvesting, etc.
- Limitations of the study

- Time Constraint: There was time constraint, so the sample size is short.
- Education: Due to illiteracy and lack of awareness, people are not aware about Green Marketing.
- Limitation in the availability of necessary secondary data.

5. CONCLUSION

Consumer's stage of cognizance about inexperienced products located to be high however at the identical time clients aren't aware of green initiatives undertaken with the aid of various authorities and non-government companies signifying need for more efforts from agencies on this regard. Newspaper remains leading supply of statistics for maximum of the respondents and must be applied more for achieving out to the consumers regarding green merchandise and practices. Responses were on moderate superb stage and we are able to finish that clients are now not skeptic approximately green claims of the groups and purchasers are worried approximately the existing and future kingdom of environment signifying want for inexperienced merchandise and practices. Entrepreneurs can give you knew inexperienced products and talk the blessings to the clients. Because of extended attention and concern customer may also prefer inexperienced products over traditional merchandise to guard the environment.

Concerns have been greater directed closer to depletion of ozone and global warming. The clients are involved approximately the nation of surroundings and anticipate the businesses to appoint inexperienced practices toward the safety of environment. The consequences have implication for durable manufacturers mainly to exercise green marketing. The marketing communication regarding green practices want to cognizance greater on theme and message. Marketing appeals the usage of green products and practices are probably to flow emotions and bring about persuasion. It's far essential for markets to be in top of mind recall of clients to benefit most from their inexperienced brand positioning. Consistent and non-stop communication from the groups' aspect is needed to make an effect and create a distinct inexperienced positioning.

6. REFERENCES

- [1] Davidson, A. R., Yantis, S., Norwood, M. and Montano, D. E. (1985). Amount of Information about the Attitude Object and Attitude Behavior Consistency. *Journal of Personality and Social Psychology*, Vol. 49, No. 5, pp. 1184-1198.
- [2] N. Hariharan student at parvathy's arts and Sciecnce College, dindigul, tamilnadu, India, a study on social media marketing in covid-19 situation. Volume – 2 swanjali publications, Gujarat.
- [3] Davis, Joel J. (1992). Ethics and Environmental Marketing. *Journal of Business Ethics*. Vol. 11, No. 2, pp. 81-87. Freeman, R. E. and Liedtka. J. (1991). Corporate Social Responsibility: A Critical Approach. *Business Horizons*. Vol. 34, No. 4, pp. 92-98.
- [4] Gardena, D., Sharma, B., Kerr, D. and Smith, T. (2011). The Influence of Consumers' Environmental Beliefs and Attitudes on Energy Saving Behaviors. *Energy Policy*, Vol. 39, No. 12, pp. 7684-7694. <http://dx.doi.org/10.1016/j.enpol.2011.09.002>
- [5] Kotler, Philip, Keller, K.L., Koshy, A., &Jha, M. (2012) *Marketing Management- A South Asian Perspective*. New Delhi: Pearson Education, pp. - 77-80.
- [6] *International Journal of Social Sciences &Interdisciplinary Research*, Vol.1 No. 1, January 2012, ISSN 2277 3630