

“THE IMPACT OF GREEN MARKETING PRACTICES ON
CONSUMER BUYING DECISION WITH SPECIAL
REFERENCE TO PATHAMUTTOM PANCHAYAT”
*Project report submitted in partial fulfilment of the
requirement for the award of*
Bachelor’s Degree in Commerce

Submitted by

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Under the supervision of
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CERTIFICATE

Certified that this is a bonafide report of the project work undertaken by Mr. Febin Manu Varghese (REG NO:180021067482)of B. Com Semester VI, in partial fulfilment of the requirements for the award of the Bachelor's Degree in Commerce of Mahatma Gandhi University, Kottayam under my supervision and guidance.

Faculty - in- Charge

Countersigned

Principal

Head of the Department

DECLARATION

I do hereby declare that the project titled “Study on the impact of Green Marketing practices on Consumer buying decision with special reference to Pathamuttom panchayat” is a bonafide report of the project work undertaken by me in partial fulfilment of the requirements for the award of the Bachelor of Commerce of Mahatma Gandhi University, under the guidance of Ms. Sruthi Rajan, Assistant Professor, Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. I also declare that this project report has not been submitted by me anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of my knowledge and belief.

Pathamuttom

Febin Manu Varghese

ACKNOWLEDGEMENT

In partial fulfilment of the award of the B. Com Degree by Mahatma Gandhi University, it is mandatory for the regular students of B. Com of the university to prepare a project report to be submitted to the college/university.

*First and foremost, I thank the **Lord Almighty** who is the source of knowledge and one who guided me in all aspects to bring out this project.*

*I thank **Dr. K.K. John, Principal** and **Mr. Anish B Bhaskaran, Assistant Professor and Head of the Department, Department of Commerce, Saintgits College of Applied Sciences** for their valuable support and encouragement in the preparation of the project.*

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Febin Manu Varghese

CONTENTS

TABLE NO.	TITLE	PAGE NO.
	LIST OF TABLES	6
	LIST OF FIGURES	7
I	INTRODUCTION	8-11
II	REVIEW OF LITERATURE/ THEORETICAL FRAMEWORK	12-15
III	DATA ANALYSIS	16-32
IV	SUMMARY/ FINDINGS	33-35
	BIBLIOGRAPHY	36
	ANNEXURE	37-40

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO.
1.	Gender of Respondents	17
2.	Age group of Respondents	18
3.	Education qualification of Respondents	19
4.	Monthly Income of Respondents	20
5.	Awareness about Green Products	21
6.	Sources of awareness about Green Products	22
7.	Willingness to pay higher price for Green products	23
8.	Information given while purchasing a product	24
9.	Reasons for paying higher price for Green Products	25
10.	Awareness about advantages of Green Products	26
11.	Elements affecting buying behaviour	27
12.	Is Green Marketing more effective than regular marketing	28
13.	Opinion about government's role in making other marketing companies	29
14.	Can all companies implement Green marketing	30
15.	Reasons for not paying a higher price	31
16.	Reasons for green marketing to be on headlines today	32

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE NO.
1.	Gender of Respondents	17
2.	Age group of Respondents	18
3.	Education qualification of Respondents	19
4.	Monthly Income of Respondents	20
5.	Awareness about Green Products	21
6.	Sources of awareness about Green Products	22
7.	Willingness to pay higher price for Green products	23
8.	Information given while purchasing a product	24
9.	Reasons for paying higher price for Green Products	25
10.	Awareness about advantages of Green Products	26
11.	Elements affecting buying behaviour	27
12.	Is Green Marketing more effective than regular marketing	28
13.	Opinion about government's role in making other marketing companies	29
14.	Can all companies implement Green marketing	30
15.	Reasons for not paying a higher price	31
16.	Reasons for green marketing to be on headlines today	32

CHAPTER 1
INTRODUCTION

While the globalization process continues in its full speed across the world, this process has also brought some problems with it. Leading one of these problems is environmental problems that affect all living beings negatively. These aforementioned environmental problems have started to come to the agenda more and more in recent years and people have started to talk about these negativities. Consumers now have worries about the future of the world and as results of this mostly prefer environment friendly products. In return to these attitudes of the consumers, companies have started to form their marketing strategies so as to appeal to increasing awareness of this environment-friendliness. These marketing strategies, named as green marketing, have caused companies to adopt green policies in their pricing, promotion, product features and distribution activities.

Taking into consideration that companies are socio-economic entities, it can't be expected that they remain unresponsive to the "Environmental Awareness" that may direct consumer behaviors. Particularly marketing managers encounter with consumers sensitive to environmental issues. The old perception on how businesses are establishments with no other objective but to profit leaves its place rapidly to a new perception which defines companies as establishments that are sensible to social problems. Apart from producing environment-friendly products and selecting environment-friendly markets, essentially understanding of "Environmentally Friendly" is required to be integrated into the corporate culture. Consumers encounter terms such as ozone-friendly, environment-friendly and recyclable products in green marketing. However, green marketing isn't limited to these terms but is a much wider concept of marketing activity which can be applied to consumer goods, industrial goods and even to services. Green marketing term was first discussed in a seminar on "ecological marketing" organized by American Marketing Association (AMA) in 1975 and took its place in the literature. In this seminar where the impact of marketing on the natural environment was analyzed with the contribution of academicians, bureaucrats and other participants, the ecological marketing concept was defined as follows: Studies regarding adverse or positive impacts on environmental pollution, energy consumption and consumption of other resources as a result of marketing.

In order to develop goods that can appeal to the consumer, reasonably affordable prices and environment-friendly products causing minimal damage are required. In order to reflect an image of high quality, environmental sensitivity and hence production of products compatible with the environment are required.

OBJECTIVE

The purpose of this research is to determine the impact green marketing practices have on influencing customers' reactions and perception on it. The way these products have become so appealing to them through their characteristics, as it changes customers habits going over the bounds of their consciousness.

- To study the level of awareness of consumers about green products and patterns
- To study the perception of consumers toward green products and marketing practices.
- To explain the issues and challenges of green marketing practices.

SIGNIFICANCE OF THE STUDY

- Green marketing has given customers alternatives which do not contaminate or are considered harmful to the environment due to the scarcity of resources.
- Green marketing has made actions in producing, distributing, usage and recycling processes must have a minimal impact on the environment.
- To observe how social responsibility and green marketing has been an important part in today's society.
- Green marketing has changed customers' mindset and how they stand about environmental issues, becoming more of a "central core value" that influences consumption and marketing decisions.

SCOPE OF THE STUDY

- In order to develop goods that can appeal to the consumer, reasonably affordable prices and environment-friendly products causing minimal damage are required. In order to reflect an image of high quality, environmental sensitivity and hence production of products compatible with the environment are required.
- The study will observe how social responsibility and green marketing has been an important part in today's society.
- It is predicted that the future markets would be directly linked to the development, transfer and implementation of eco-friendly technologies.

STATEMENT OF THE PROBLEM

This topic is extremely important as it can arise new opportunities for companies in such a highly competitive global environment. Many researchers defend becoming green is the only option to save our planet. Governments also have an important role as they should increase consciousness and awareness of economic policies aligned with social responsibility about these environmental issues. The increasing awareness about environmental concerns has been changing customers' preferences and tastes, turning this concept into a revolutionary one, establishing a barrier from the traditional marketing. This shift from traditional marketing to green marketing reflects the change of customers' perception. Nowadays, it is clear how customers and businesses are embracing this new perception and prefer environment friendly products even if it means they have to spend more for these green products . Becoming green means businesses behave in a more responsible way (eco-friendly) diminishing their impact on the environment to prevent serious consequences from happening in society's welfare.

RESEARCH METHODOLOGY

The data collected is of primary and secondary type.

Primary data will be collected in the form of questionnaires. Questionnaires are often conducted in marketing research because they are easy, cheap and also allow reaching a wider number of people in an efficient way.

Secondary data will be extracted through the websites and research papers based on green marketing.

LIMITATIONS

- Participants' emotional behavior: it was not taken into account the participants' emotional actions and the way they were driven while they were acquiring products, which would possibly interfere with the results.
- Context: some other factors could influence customers to opt for green products and that would affect their choices.

CHAPTER 2
LITERATURE REVIEW AND THEORETICAL
FRAMEWORK

Green marketing is becoming a popular research area and many theories have been proposed in the context of green marketing and consumer behaviour. This chapter will focus on the key literature that has been studied surrounding the research topic. The key aspects of green marketing, green consumer behaviour and consumer responsiveness on eco labelling, green advertising and green branding will be explained primarily based on the impact of green marketing on consumer purchase patterns in India.

Green Marketing

The definition of green marketing has evolved considerably since its origination in the 1970. One of the earliest definitions of Green Marketing includes the aspects of marketing activities, both positive and negative, studying the depletion of energy and non-energy sources, pollution and so on (Heroin, 1972). The most recent definition of green marketing has completely progressed in terms of its variables. It states that green marketing involves the marketing strategies used to achieve a firm's financial as well as strategic goals while reducing its negative impact on the environment (Leonidou et al., 2013). Dahlstorm (2011) and Ottman (2011) have characterized green marketing as an integration of ecological concerns into marketing aspects including production, distribution and logistics, promotion and packaging along with marketing communications. On the other hand, Prakash (2002) regards green marketing as an environmentally considered strategy that consists of disclosing information to consumers at different levels like industry, firm and product level. Welford (2000) and Peattie (1995) describe green marketing as a management process of identifying, anticipating and satisfying the consumers' needs and wants while being sustainable as well as profitable. Despite the growing body of literature focusing on green marketing, a universal definition remains elusive with many heterogeneous definitions remaining in use, depending on the researcher's perspective. For the purpose of this study, the researcher will focus on the definition advocated by Harrison (1993), which defines green marketing as a marketing strategy involved in pointing consumers at the benefits of green products in a way that it influences consumer.

Green Consumer

In order to understand the concept of green marketing, it is necessary to understand a green consumer. Elkington (1994) defines a green consumer as an individual who indulges in avoiding the use of products that endanger the environment due to their manufacturing or

disposing methods, or products that involve animal cruelty or products that are obtained from threatened species. Numerous green marketing research papers, which are based on consumer behaviour, include factors that impact green purchase, different consumer segments in green marketing, consumer's decision based on their willingness to pay and consumer profiling (Peattie, 2001). In line with the same, in a study conducted by Laroche (2001), it was identified that most green consumers are very likely to be educated young 7 adults, who spend money on both green and non-green products in anticipation that they work just as efficiently and effectively (Laroche et al., 2001). From the findings of another recent study, it was observed that the knowledge consumers have about environmentally friendly products is one of the contributing factors that influence their decisions to purchase green products (Khare et al., 2013). These studies show that different consumers have different approaches and drivers for green purchase. Ottman (1993) and Peattie (2001), classify green consumer needs in four categories including having knowledge and information, preserving their choice of lifestyle, desires to be substantive and the desire to control. These needs are classified in a way that they are met by what the market has to offer. To understand how people are motivated in their decisions to achieve their needs, Maslow's Hierarchy of needs includes motivational needs at different hierarchical levels in a pyramid. They can be classified as physiological, safety, love and belongingness, esteem and self-actualization.

Green business

The Department of Environmental Affairs and Tourism (2005) believes that globalization has resulted in a shift in the way business is conducted. This, along with the growing pressure on the environment as well as the usage and exploitation of natural resources, has meant that trade and the environment have become inextricably linked. There are various reasons, besides environmental degradation, for companies adopting green marketing. Singh (2012) identifies government pressure, corporate social responsibility, opportunity, and stakeholder and competitive pressure as key motives to embracing green marketing within firms. Many studies have shown that consumers prefer eco-friendly products and have a favorable attitude towards companies that follow green practices (Bhatia and Jain, 2013). Rayapura (2014), in support, cites a Nielsen global study which showed that 55% of global online consumers across sixty countries surveyed expressed willingness to pay more for products and services from companies that are dedicated to positive social and environmental impact. Marcacci (2013) observes that there has been a significant increase in the demand for green products and services, as well as for green enterprises. Therefore, consumer demand for environmentally safe products is considered to be the primary motivation behind green marketing practices. Furthermore, the aim is to attain a balance between the company objectives, as well as society and environmental concern (Samarasinghe, 2012). Besides satisfying society's needs and wants, and helping to sustain the environment, there are several benefits associated with green marketing for businesses. Ashe-Edmunds (2015) is of the opinion that green marketing helps businesses to create goodwill and loyalty amongst consumers and also aids in boosting sales and profits. In addition to this, green marketing also helps to improve the overall status of a company which increases the firm's chances of becoming prospective candidate for

government contracts, as well as attracting new customers. Furthermore, Bukhari (2011) proposes that this type of marketing allows companies to access new markets as well as giving businesses a competitive edge.

Green Packaging and Branding

Green packaging and branding have not been a significant focus of research up until the last decade. Green branding is still yet to be explored by green marketers in today's economy. However, with growing environmental concerns, the awareness of the consumer regarding green packaging and branding has led to a more environmentally friendly attitude [49]. The attitude of consumers towards green products can be changed by the brands, as an efficient green position involves brand differentiation. It has also been stated that there is less commercial success for those products which do not reflect green attributes [50]. In addition, researchers have argued that for the success of green branding strategies, green positioning is an important element [51]. Numerous studies have addressed the significance and behavior of environmental products and their attributes [52]. From the perspective of European countries, consumers have exhibited positive attitudes towards eco-branded products [52].

Green Products, Premium, and Pricing

According to the findings of market research, the majority of customers in the marketplace are willing to pay higher prices for green products [53]. The idea of green pricing provides the customers with greater opportunity for investment in renewable energy. In numerous states, premium pricing strategies receive a significant response from customers. It has also been found that the quality of products with green premium pricing is higher [53]. Moreover, a proper and well-designed environmental regulation pricing strategy promotes green activities for improved competitive advantage in the market. Product manufacturing and pricing strategies have a direct impact on the profitability of a business; hence, adopting the appropriate pricing strategy with environmental consideration in mind can promote a business [54]. Various factors play a role in defining the green pricing of products. Green pricing and related programs have a significant influence on consumer participation rates [55].

Chapter 3
DATA ANALYSIS

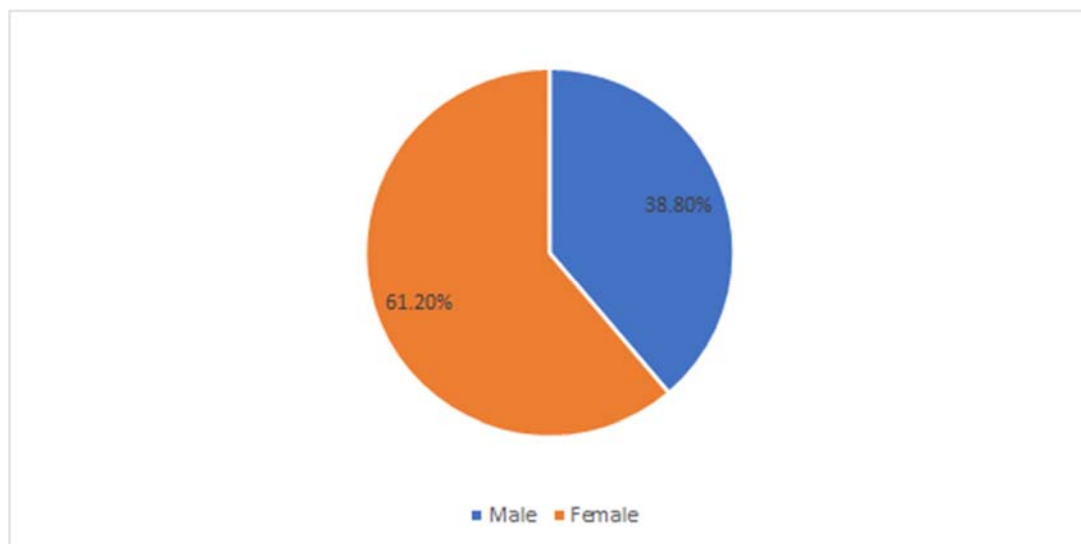
3.1 Showing the Gender of respondents

Table 3.1
Gender of Respondents

Particulars	Frequency	Percentage
Male	55	38.8%
Female	35	61.2%
Total	90	100%

Source: Primary Data

Interpretation: Table 3.1 shows the respondents gender groups. As per the table 61.2% of the respondents are females while the rest 38.8% are males.



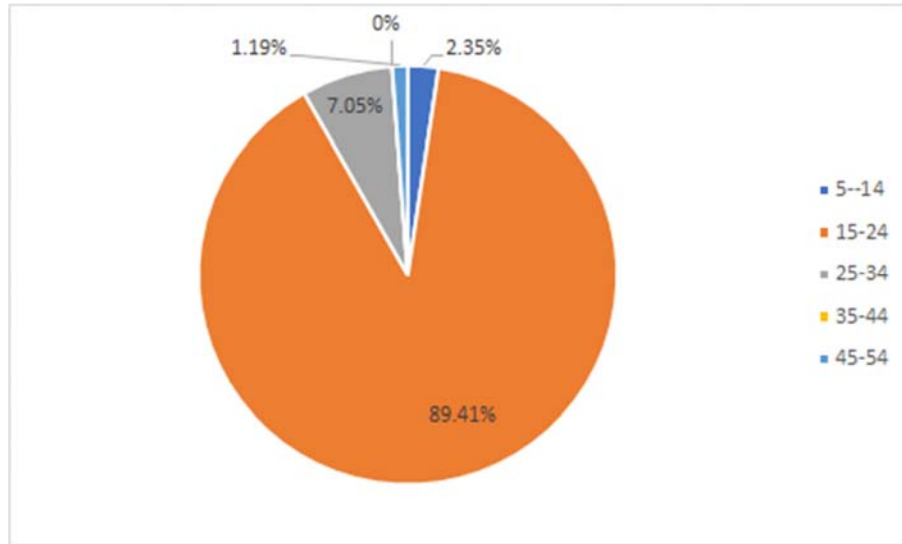
3.2 Showing the Age group of respondents

Table 3.2
Age group of Respondents

Age	No of Respondents	Percentage
5-14	2	2.35%
15-24	76	89.41%
25-34	6	7.05%
35-44	0	0%
45-54	6	1.19%
Total	90	100%

Source: Primary Data

Interpretation: The Table 3.2 shows the age groups of respondents. As per the table 2.35% of the respondents are of age 5-14, 89.41% are 15-24, 7.05% are 25-34. There are none from 35-44 and 1.19% are 45-54 age groups respectively.



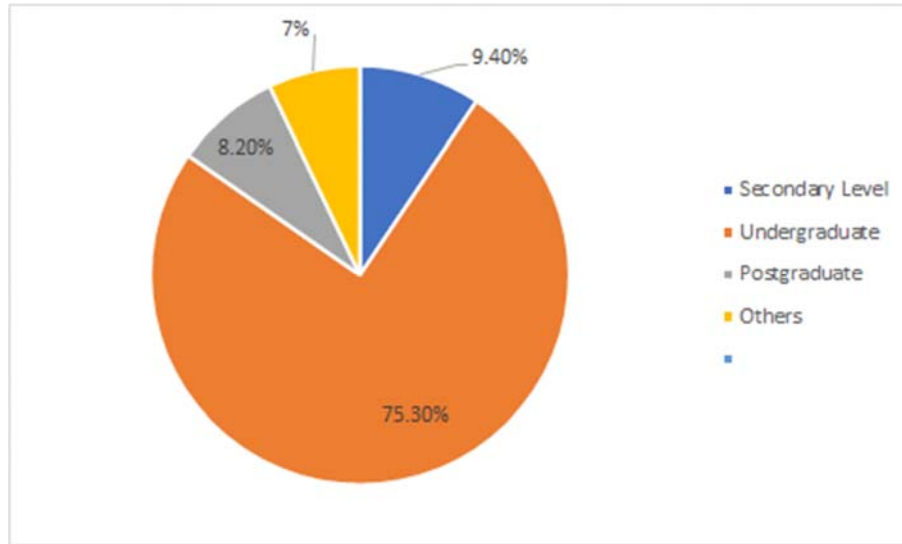
3.3 Showing the Education Qualification of respondents

Table 3.3
Education qualification of Respondents

Particulars	Frequency	Percentage
Secondary Level	8	9.4%
Undergraduate	69	75.3%
Postgraduate	7	8.2%
Others	6	7.1%
Total	90	100%

Source: Primary Data

Interpretation: The Table 3.1 shows the education qualification of respondents. As per the table 9.4% of them are secondary level students, 75.3% are undergraduate students, 8.2% are postgraduates and the rest 7.1% are pursuing other courses.



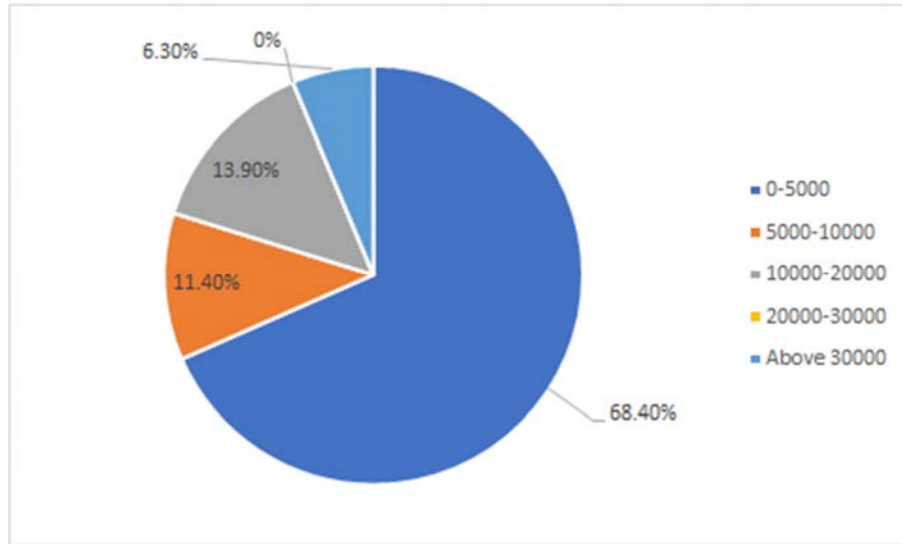
3.4 Showing the Monthly Income(in thousands) of respondents

Table 3.4
Monthly Income of Respondents

Income	No of Respondents	Percentage
0-5000	54	68.4%
5000-10000	10	11.4%
10000-20000	22	13.9%
20000-30000	0	0%
Above 30000	5	6.3%
Total	90	100%

Source: Primary Data

Interpretation: The Table 3.4 shows the monthly income of respondents. As per the table 68.4% earn below 5000, 11.4% earn between 5000-10000, 13.9% earn between 10000-20000 and 6.3% earn above 30000.



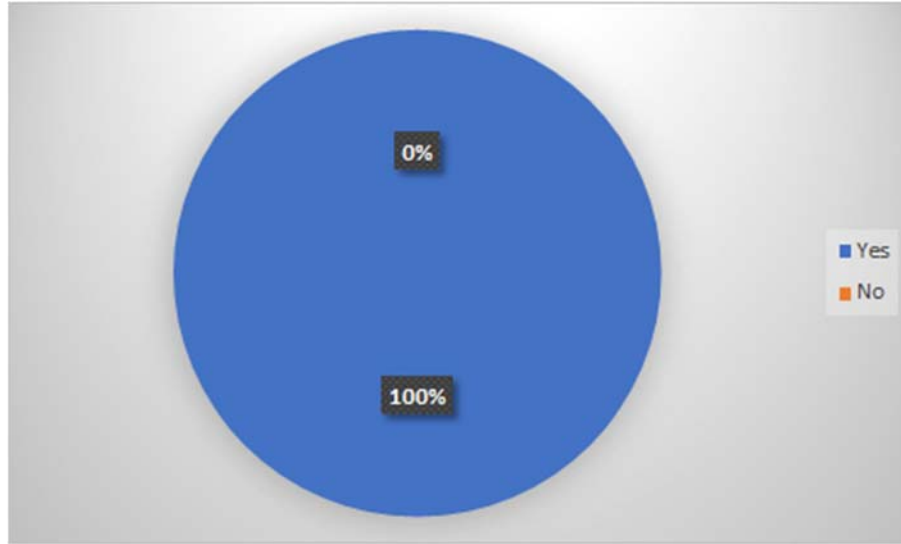
3.5 Data showing users awareness about ‘Green Products’

Table 3.5
Awareness about Green Products

Particulars	No of Respondents	Percentage
Yes	90	100%
No	0	0%
Total	90	100%

Source: Primary Data

Interpretation: The Table 3.5 shows the awareness of users about Green Products. As per the table 100% of the respondents are aware about Green products.



3.6 Data showing the sources of awareness about green products

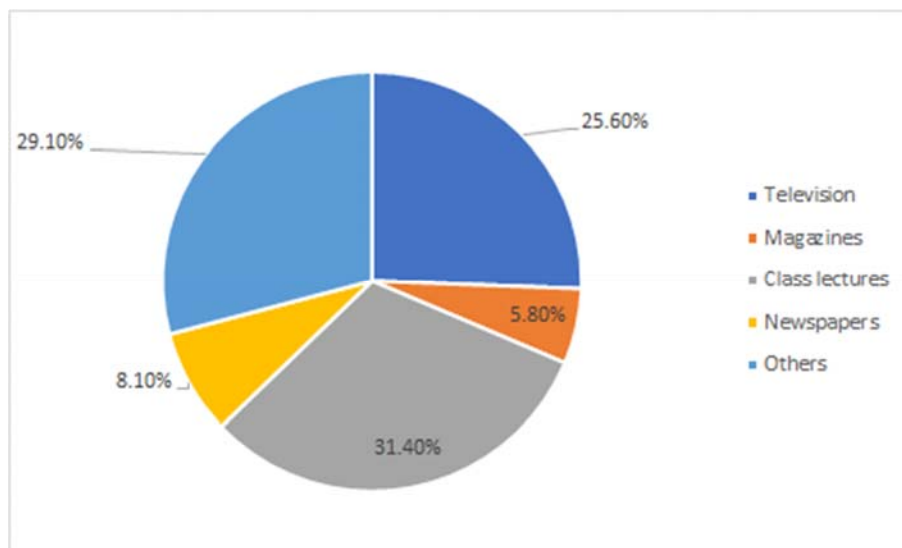
Table 3.6
Sources of awareness about Green Products

Income	No of Respondents	Percentage
Television	22	25.6%
Magazines	5	5.8%
Class lectures	31	31.4%
Newspapers	7	8.1%
Others	25	29.1%

Total	90	100%
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Source: Primary Data

Interpretation: The Table 3.6 shows the sources of awareness about green products. As per the table 25.6% of the users knew through television, 5.8% through magazines, 31.4% through class lectures, 8.1% through newspapers and the rest 29.1% through other sources



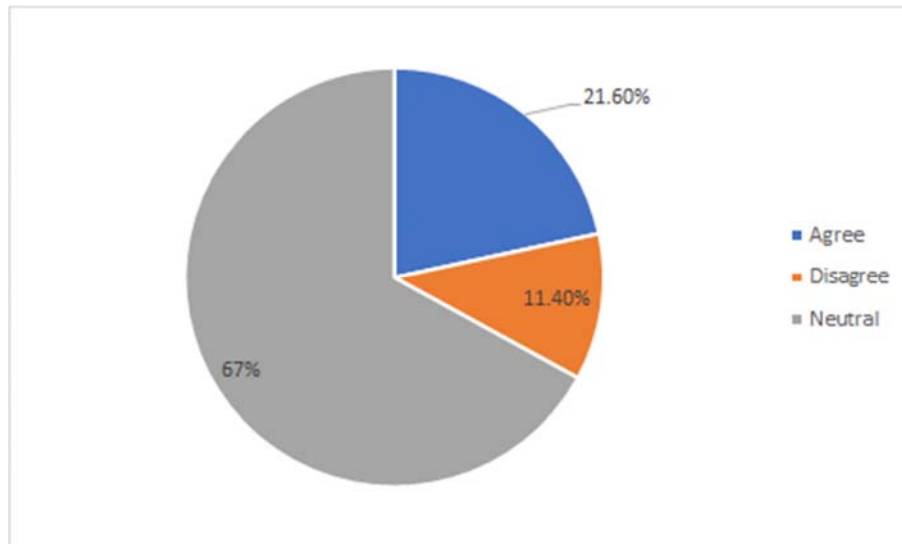
3.7 Data showing users response to paying a higher price for Green products

Table 3.7
Willingness to pay higher price for Green products

Particulars	No of Respondents	Percentage
Agree	19	21.6%
Disagree	12	11.4%
Neutral	59	67%
Total	90	100%

Source: Primary Data

Interpretation: Table 3.7 shows the willingness of users to pay a higher price for consuming Green products. As per the table 21.6% of the users are willing to pay a higher price, 11.4% of them are not willing to pay, while the rest 67% are both willing and not willing in certain cases.



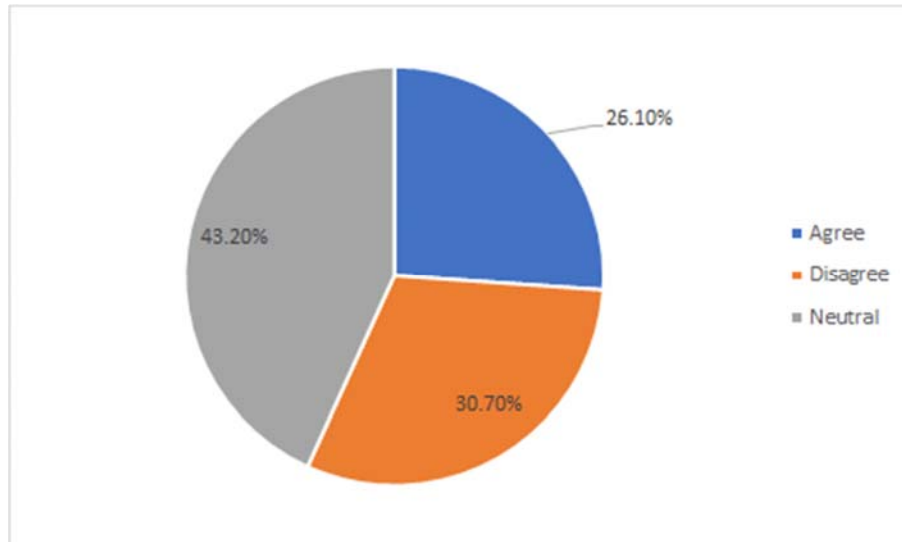
3.8 Data showing thoughts about information given about product while purchasing

Table 3.8
Information given while purchasing a product

Particulars	No of Respondents	Percentage
Agree	23	26.1%
Disagree	29	30.7%
Neutral	38	43.2%
Total	90	100%

Source: Primary Data

Interpretation: Table 3.8 shows the thought of users about the information they are given while purchasing a product. As per the table 26.1% of the users are satisfied with the information delivered, 30.7% of them are not satisfied and the rest 43.2% are on a neutral phase.



3.9 Data showing why users are willing to pay a higher price for green products

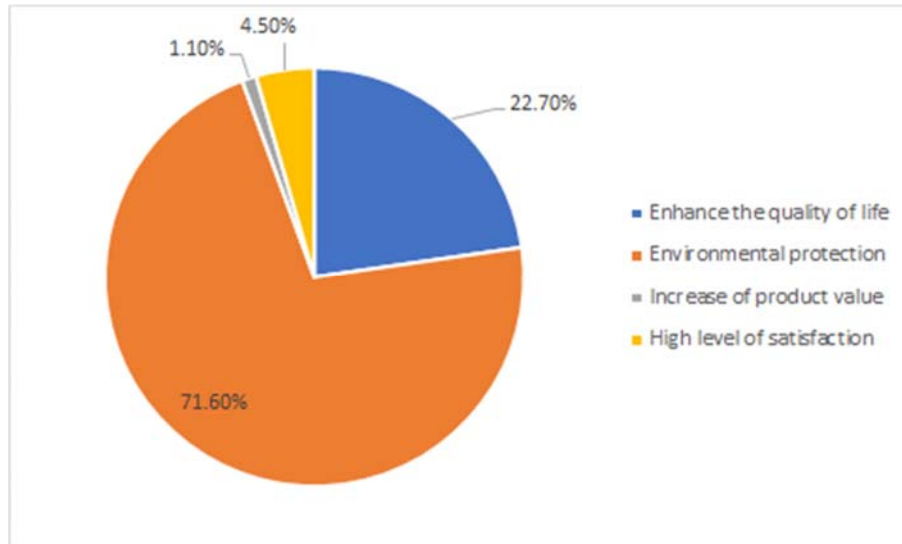
Table 3.9
Reasons for paying higher price for Green Products

Particulars	No of Respondents	Percentage
Enhance the quality of life	20	22.7%
Environmental protection	63	71.6%
Increase of product value	3	1.1%
High level of satisfaction	4	4.5%

Total	90	100%
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Source: Primary Data

Interpretation: Table 3.9 shows the reasons for which the users are willing to pay a higher price for green products. As per the table 22.7% of the users pay a higher price cause it enhances the quality of life, 71.6% believe green products lead to environmental protection, 1.1% pay a higher price cause of the increased product value and 4.5% of the users pay a higher price cause of high level of satisfaction.



3.10 Data showing awareness about advantages of Green marketing products

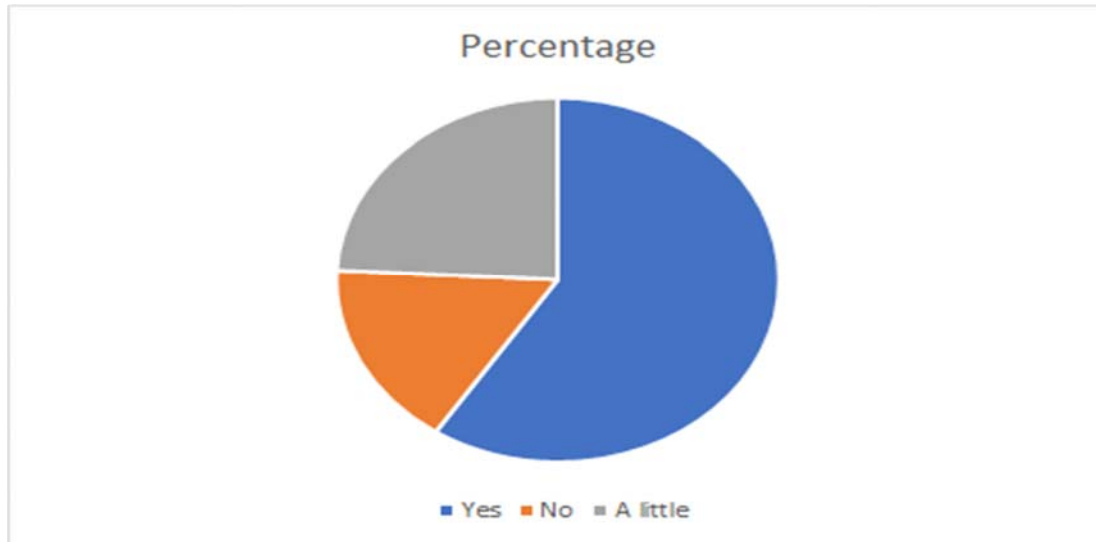
Table 3.10
Awareness about advantages of Green Products

Particulars	No of Respondents	Percentage
Yes	54	59.3%
No	15	16.5%
A little	21	24.2%

Total	90	100%
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Source: Primary Data

Interpretation: Table 3.10 shows the awareness of users about the advantages of Green marketing products. As per the table 59.3% of the users are aware of the advantages, 16.5% of the users are not aware and the rest 24.2% of the users are aware partially about the advantages of green marketing products.



3.11 Data showing elements which affect the buying behaviour of customers

Table 3.11
Elements affecting buying behaviour

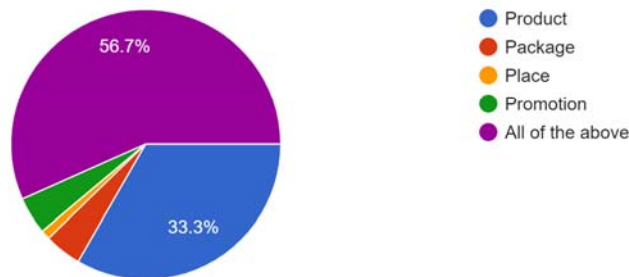
Particulars	No of Respondents	Percentage
Product	30	33.3%
Package	4	4.4%
Place	1	1.1%
Promotion	4	4.4%

All of the above	51	56.6%
Total	90	100%

Source: Primary Data

Interpretation: Table 3.11 shows the elements which affect the buying behaviour of the customers the most. As per the table 33.3% of the customers are affected by the product, 4.4% of them by packaging, 1.1% by the place, another 4.4% by promotion and the rest 56.6% of the users are affected by all the elements mentioned above.

Which marketing element strongly influences your buying behavior of green products?
90 responses



3.12 Data showing opinion about Green marketing and regular marketing

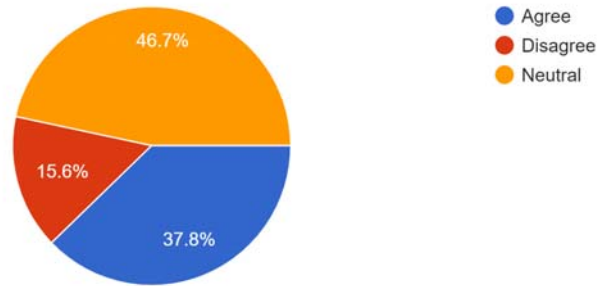
Table 3.12
Is Green Marketing more effective than regular marketing

Particulars	No of Respondents	Percentage
Agree	34	37.8%
Disagree	14	15.6%
Neutral	42	46.7%
Total	90	100%

Source: Primary Data

Interpretation: Table 3.12 shows the response of the users to the question “Is green marketing more effective than regular marketing?”. As per the table 37.8% voted for an Yes, 15.6% said a No and the rest 46.7% is neither an agreement nor a disagreement.

In your opinion is green marketing more effective then regular marketing?
90 responses



3.13 Data showing opinion about governments role in making other marketing companies to go green

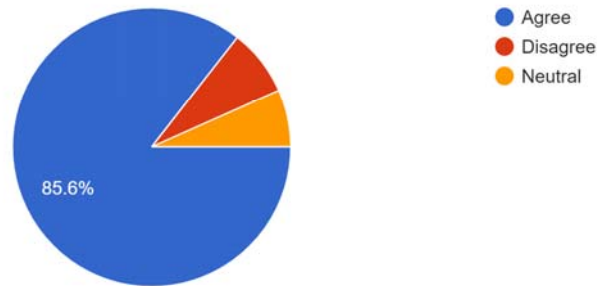
Table 3.13
Opinion about government's role in making other marketing companies go green

Particulars	No of Respondents	Percentage
Agree	77	85.6%
Disagree	7	7.8%
Neutral	6	6.7%
Total	90	100%

Source: Primary Data

Interpretation: Table 3.13 shows the opinion of users in the government's role in making other marketing companies go green. As per the table the majority 85.6% think the government should take initiative, 7.8% believe the government need not take any initiative and the rest 6.7% is neither an agreement nor a disagreement.

Do you think government should take initiative in marketing companies to go green?
90 responses



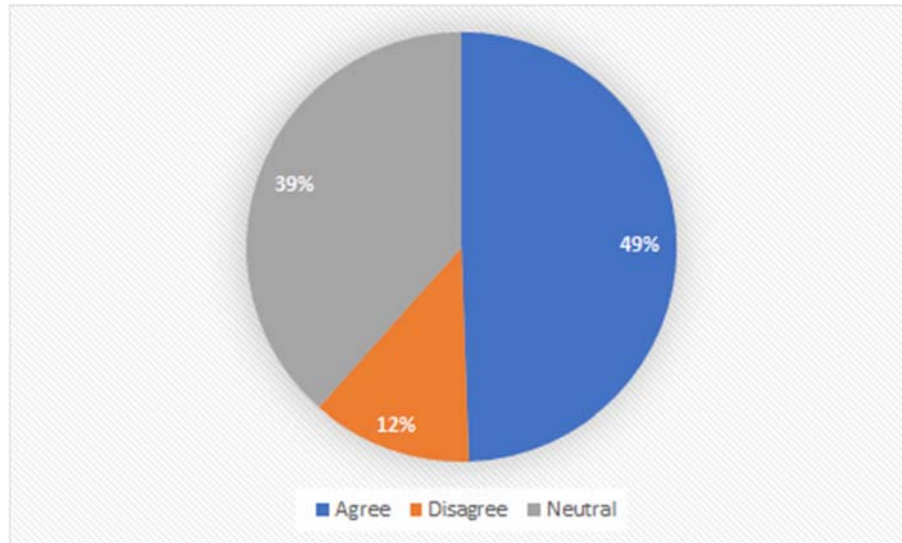
3.14 Do you think it is difficult for all the companies to implement green marketing?

Table 3.14
Can all companies implement Green marketing

Particulars	No of Respondents	Percentage
Agree	45	49.5%
Disagree	11	12.1%
Neutral	34	38.5%
Total	90	100%

Source: Primary Data

Interpretation: Table 3.14 shows if the users think it is difficult for all companies to implement green marketing. As per the table 49.5% of the users think it can be implemented, 12.1% think it cannot be and 38.5% of the users are neither agreement or disagreement.



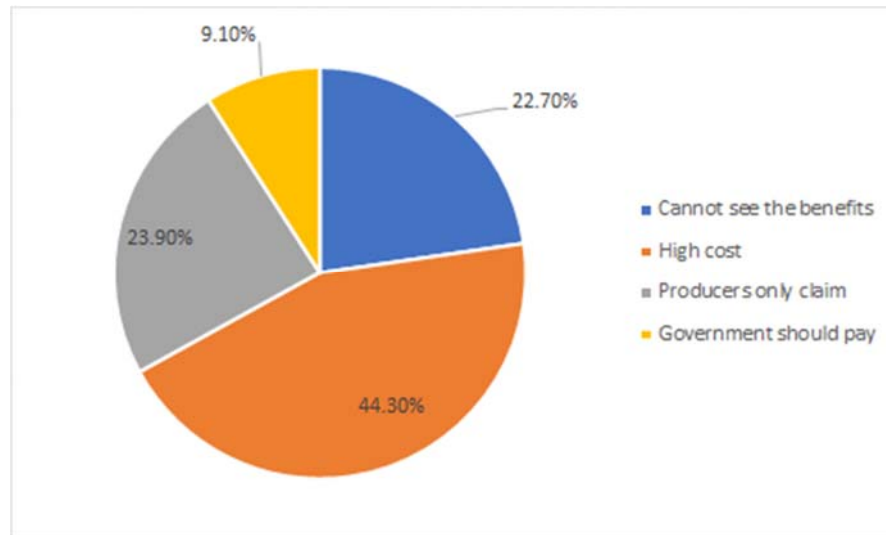
3.15 Data showing the main reason for which users are not willing to pay higher price

Table 3.15
Reasons for not paying a higher price

Particulars	No of Respondents	Percentage
Cannot see the benefits	20	22.7%
High cost	39	44.3%
Producers only claim	23	23.9%
Government should pay	8	9.1%
Total	90	100%

Source: Primary Data

Interpretation: Table 3.15 shows the main reason for which customers are not willing to pay a higher price. As per the table 22.7% of the users do not see the benefits of green products, 44.3% cannot afford the product, 23.9% do not believe in the product and the rest 9.1% believe that the governments should pay for them.



3.16 Data showing reasons for green marketing to be in headlines

Table 3.16
Reasons for green marketing to be on headlines today

Particulars	No of Respondents	Percentage
Consumers are being aware	51	56.7%
Company increasing its competitive edge	19	21.1%
Companies attempt to address societies new	20	22.2%

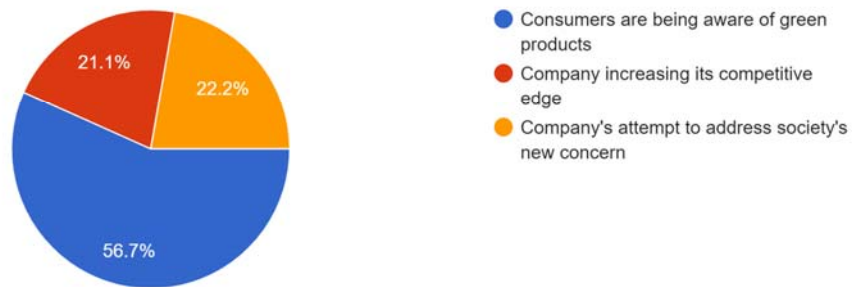
concern		
Total	90	100%

Source: Primary Data

Interpretation: Table 3.16 shows the reasons by which GReen marketing are on headlines nowadays. As per the table 56.7% believe consumers are being aware of Green products, 21.1% believe company is increasing its competition and 22.2% believe that it is companies new way to meet societies new concern.

Why do you think green marketing is in headlines nowadays?

90 responses



Chapter 4

FINDINGS , CONCLUSIONS

FINDINGS

- Majority of the respondents are from the male category.
- Almost 90% of them belong to the age group of 15-24.
- Most of them are undergraduates.
- More than half of the respondents have monthly income of below 5000.
- The study found that 100% of the respondents are aware of green products.
- As per the analysis the source of awareness is mostly through class lectures.
- The willingness of 67% of the users to pay a higher price for purchasing green products is neutral.
- A few percent of the respondents are impartial about the information that has been given while purchasing green products.

- The study shows that 22.6% of the users pay a higher price cause it enhances the quality of their life, 71.6% believe that green products lead to environmental

protection, 1.1% pay a higher price cause of the increased product value and 4.5% of the users pay a higher price cause of high level of satisfaction.

- According to the study, 59.3% of the users are aware about the advantages of green marketing products.
- The factors that affect the buying behavior of most of the respondents is that they consider all the elements of a green product that is the product, packaging, place, promotion.
- Less than 16% disagree that green marketing is more effective than regular marketing, 37.8% agree with it, and 46.7% are neutral about it.
- Majority of the respondents agree with the opinion about governments' role in making other marketing companies go green.
- 49.5% of the users think green marketing is difficult to be implemented in all the companies, 12.1% think it can be implemented and 38.5% of the users neither agree nor disagree with the fact.
- The study discovers the reason for which customers are not willing to pay a higher price is that 22.7% of the users do not see the benefits of green products, 44.3% cannot afford the product, 23.9% do not believe in the product and the rest 9.1% believe that the governments should pay for them.
- The study shows the reasons by which green marketing is on headlines nowadays is because 56.7% are convinced consumers are being aware of green products, 21.1% believe companies are increasing their competition and 22.2% believe that it is the new way for companies to meet society's new concern.

CONCLUSION

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. If you think customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. You must find an opportunity to enhance your product's performance and strengthen your customer's loyalty and command a higher price. The awareness about the products should be done through advertising so that individual buying behaviour can be changed which can have an impact on the welfare of the environment. It is also important that companies aiming at developing new eco-friendly products should ensure that products

perform competitively. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential

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WEBSITES

www.google.com

www.discovery.com

www.unep.com

www.wikipedia.com

ANNEXURE

QUESTIONNAIRE

1. Gender
Male
Female

2. Select your age

5-14

15-24

25-34

35-44

45-54

3. Select educational qualification

Secondary Level

Undergraduate

Postgraduate

Others

4. Select monthly income

0-5000

5000-10000

10000-20000

20000-30000

Above 30000

5. Are you aware of green products

Yes

No

6. If green features increases price of your product are you willing to pay more

Agree

Disagree

Neutral

7. How did you become aware of green products.

Television

Magazines

Class lectures

Newspapers

Others

8. Do you think there is enough information about green features when you buy the product

Agree

Disagree

Neutral

9. What is the main reason to pay more for green products

Enhance the quality of life

Environmental protection

Increase of product value

High level of satisfaction

10. Are you aware about the advantages of green marketing products

Yes

No

A little

11. Which marketing elements influence your buying behavior

Product

Package

Place

Promotion

All of the above

12. In your opinion is green marketing more effective than regular marketing

Agree

Disagree

Neutral

13. Do you think government should take initiative in marketing companies to go green

Agree

Disagree

Neutral

14. Do you think it is difficult for companies to implement green marketing

Agree

Disagree

Neutral

15. What is main reason your not willing to pay more for green products

Cannot see the benefits

High cost

Producers only claim

Government should pay

16. Why do you think green marketing is in headlines nowadays.

Consumers are being aware

Company increasing its competitive edge

Companies attempt to address societies new concern