

A Study on Green Marketing with Special Reference in Virudhunagar District

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ABSTRACT

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing. Environmentalism has fast emerged as a worldwide phenomenon. Marketing organizations too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. The awareness of the Green marketing is increased among the Indian consumers. Many of the manufacturers are following Green marketing practices in India. So, the Green marketing concept is not the new survival mantra of the business organizations. Green marketing includes the concept of planning, development and promotion of environment – friendly products or services to satisfy the needs of ultimate customers for quality, quantity, optimum price and service, without having a negative effect on the usage or its users. Therefore green marketing refers to a holistic marketing notion in which the production, marketing, consumption and disposal of products and services happen in a way that is less harmful to the environment with mounting awareness about the connection of global warming, non-biodegradable solid waste and harmful impact of pollution. It is a fact that both marketers and consumers are increasingly becoming aware of the need to switch over green products and services. The move from the existing marketing methods to green marketing may appear to be expensive in the short term, but it will absolutely prove to be crucial and beneficial, and cost effective in the long run. Simple random sampling method has been for survey and both primary and secondary data has been collected for this study. This study is concerned with green marketing with special reference in virudhunagar district.

1. INTRODUCTION

Green marketing is rapidly changing the trendy marketing tactics as per the consumer demand in a sustainable way. Green marketing strategy reaps multiple benefits like increased revenue, reduced costs, new product development, risk mitigation, environment protection, global safety and enhanced brand reputation. Green marketing is needed to address environmental issues which influence all human society and natural atmosphere. Green marketing has commanded tremendous attention in the context of global warming and climate change and as a result has forced both the customers on one side and the companies on the other to incorporate the principles of green marketing. Recently, it has drawn the attention of government too in this regard and paved the way for introducing many environment friendly policies. The divergence between limited resources and

unlimited wants of human resource is to be used economically and in an environmental friendly way. Companies should adopt innovative methods sustainable development in the competitive environment to enable the use of green marketing products. Using a green product safeguards the interests of its users, society and the environment. Setting up a responsive policy in this regard will maximize the health of the earth. Green Marketing, other similar terms used are Environmental Marketing and Ecological Marketing, is not all about manufacturing green products and services but encompassing all those marketing activities that are needed to develop and sustain consumer's eco-friendly attitudes and behaviors in a way that helps in creating minimum detrimental impact on the environment.

2. STATEMENT OF THE PROBLEM

The present situation strongly evidences that environmental problems appear to concern all civil societies, firms and institutions globally for the past two decades. There are severe changes in the business world concerning the task towards the environment and the society. Strategies targeting not only make a profit for the day but also for long term prosperity and environment friendly sustainability have on track to become agendas of the companies. Another significant facet which a marketer wishes to deal with is to foresee the transformation which affects the future, and consequently frame the marketing strategies. Marketers today are confronted with environmental issues like global warming, green house emissions, pollution and energy crisis. Therefore, the marketers have to embrace a green move towards framing marketing strategies and are now required to go green. It stresses that suitable concern must be shown while framing the marketing plans, strategies and policies so as to protect the environment and nature from any destruction caused due to its operations both at present and in future.

3. REVIEW OF LITERATURE

Reutlinger, Janina (2012), in their bachelor thesis, "Sustainable Marketing – The Importance of Being a Sustainable Business", highlights the companies' operations and products are very consistent with the contents of sustainable marketing and practice it, although none of the companies calls its activities sustainable marketing. Both the social and environmental dimensions of sustainable marketing are part of the companies' operations. Sustainability is a holistic approach for all of the companies and is not only limited to marketing, although the degree of sustainability being integrated into every day activities varies. For some of the companies it is also part of their core values. Clearly, all companies want to satisfy their customers through their activities. Consumer behaviour, which was least applicable to Peikko and Elematic and the difference between B-to-C and B-to-B was most pronounced. At the same time, sustainable consumer behaviour is least considered by the B-to-C companies and the companies' target markets are not segmented nor chosen according to sustainability criteria. However, Nudie Jeans takes the post-use of their jeans into account. By offering customers to repair their jeans, the company contributes to sustainable consumption. Accordingly, sustainability as such is not the main factor when it comes to positioning. Either single benefits of sustainability are highlighted, such as cost savings or health benefits compared to competitors' products.

Susmitha Mohan and Dr.Philo Francis (2014) in their article, "Green Marketing: An initiative for Green growth" entitled companies have developed and adopted GM strategies as a part of their corporate social responsibility (CSR) strategies in order to meet the economic development. At the

same time, they also consider environmental protection. Thus there is an inter connection between CSR, sustainable development and GM activities and this will lead to green growth and will develop a green economy.

4. OBJECTIVE OF THE STUDY

The present work on green marketing has been carried out with the following objectives:

- To understand the concept of green marketing
- To analyze the green marketing practices of consumers in Virudhunagar District
- To suggest the measures to enhance the practice of green marketing in the study area.

5. SCOPE OF THE STUDY

This study is mainly confined to study on green marketing practices among the consumers, manufacturers and retailers in Virudhunagar District. The application of green marketing strategies and green manufacturing methods are analyzed and evaluated and green retailing practices are also examined. The opinions of the consumers are also discussed with a view to the development of green marketing practices in Virudhunagar District.

6. RESEARCH DESIGN AND METHODOLOGY

The study is descriptive based on both the primary and secondary data. The research problem, the hypotheses and interview schedule all have been formulated and framed accordingly.

SECONDARY DATA

The secondary data were collected from standard text books related to topic, leading journals, published reports and booklets, documents and records of the Government departments and the internet.

PRIMARY DATA

The present study is an empirical one based on survey method. First hand data were collected from the field through interview schedule. A number of discussions were held with knowledgeable persons such as academicians, government officials and NGOs for designing the interview schedule.

PERIOD OF THE STUDY

Secondary data are collected for the period of 6 months. The primary data are collected from the respondents through interview schedules from January 2017 to June 2017.

RELATIONSHIP BETWEEN GENDER AND EXPECTATION OF CUSTOMERS ON GREEN EFFORTS OF RETAILERS AND MANUFACTURES

		Mean	Std	Sum of Squares	df	Mean Square	F	Sig.
Production	Between Groups			.141	1	.141	.674	.413
	Male	1.2736	.44792					
	Female	1.3409	.47949					
	Within Groups			30.952	148	.209		
Use eco friendly	Between Groups			.653	1	.653	3.095	.081
	Male	1.2642	.44297					
	Female	1.4091	.49735					
	Within Groups			31.240	148	.211		
Suggest green products	Between Groups			.274	1	.274	1.254	.265
	Male	1.2925	.45705					
	Female	1.3864	.49254					
	Within Groups			32.366	148	.219		
Take steps to reduce price	Between Groups			.103	1	.103	.472	.493
	Male	1.3302	.47252					
	Female	1.2727	.45051					
	Within Groups			32.171	148	.217		
Update green technologies	Between Groups			.023	1	.023	.097	.756
	Male	1.3679	.48453					
	Female	1.3409	.47949					
	Within Groups			34.537	148	.233		
Avoid charging	Between Groups			2.423	1	2.423	12.892	.000
	Male	1.1981	.40047					
	Female	1.4773	.50526					
	Within Groups			27.817	148	.188		

The above table 1 shows that relation between gender and expectation of customers on green efforts of retailers and manufactures. The higher mean score 1.3409 and the F value .674 indicate that female respondents are satisfied with production of more eco friendly products with varieties and the calculated P value 0.413 is higher than significant 0.05 level. Hence it is found that there is no significant relationship between gender and production of more eco friendly products with varieties. In the case of use eco friendly package the highest mean value 1.4091 and F value 3.095 reveal that female respondents use eco friendly package more than male respondents and the calculated value 0.081 is higher than 0.05 significant level. Hence there is no significant relationship between gender and eco friendly package. According to suggest green products the highest mean score 1.3864 and the F value 1.254 demonstrate that female respondents are satisfied with suggestions of green products and the calculated P value 0.265 is higher than 0.05 significant level. Hence there is no significant relationship between gender and suggestions of green products.

In the case of taking steps to reduce price the highest mean value 1.3302 and the F value 0.472 reveal that male respondents are more satisfied with taking steps to reduce price and the calculated P value 0.493 is higher at 0.05 significant level. Hence there is no significant relationship between gender and taking steps to reduce price. The highest mean value 1.3679 and the F value 0.097 indicate that male respondents expect to update green technologies and the calculated P value 0.756 is higher at 0.05 significant level. Hence there is no significant relationship between gender and updating green technologies. In the case of avoid charging extra the highest mean value 1.4773 and the F value 12.892 indicate that female respondents are satisfied about avoiding charging extra charge and the calculated P value .000 is lower than 0.05 significant level. Hence there is significant relationship between gender and avoid charging extra charges respectively.

RELATIONSHIP BETWEEN AGE AND EXPECTATION OF CUSTOMERS ON GREEN EFFORTS OF RETAILERS AND MANUFACTURES

		Mean	Std	Sum of Squares	df	Mean Square	F	Sig.
Production	Between Groups			1.046	3	.349	1.695	.171
	upto 25 years	1.1818	.39167					
	26-35 years	1.2754	.44997					
	36-45 years	1.4667	.51640					
	45 and above	1.3636	.48850					
	Within Groups			30.047	146	.206		
Use eco friendly	Between Groups			.278	3	.093	.427	.734
	upto 25 years	1.3636	.48850					
	26-35 years	1.3188	.46944					
	36-45 years	1.2667	.45774					
	45 and above	1.2424	.43519					
	Within Groups			31.616	146	.217		
Suggest green products	Between Groups			.787	3	.262	1.202	.311
	upto 25 years	1.3030	.46669					
	26-35 years	1.3913	.49162					
	36-45 years	1.2667	.45774					
	45 and above	1.2121	.41515					
	Within Groups			31.853	146	.218		
Take steps to reduce price	Between Groups			1.523	3	.508	2.410	.069
	upto 25 years	1.4545	.50565					
	26-35 years	1.2319	.42513					
	36-45 years	1.2000	.41404					
	45 and above	1.3939	.49620					
	Within Groups			30.750	146	.211		
Update green technologies	Between Groups			1.461	3	.487	2.148	.097
	upto 25 years	1.2727	.45227					
	26-35 years	1.4638	.50234					
	36-45 years	1.3333	.48795					
	45 and above	1.2424	.43519					
	Within Groups			33.099	146	.227		

Avoid charging extra for package	Between Groups			.266	3	.089	.432	.731
	upto 25 years	1.2727	.45227					
	26-35 years	1.2754	.44997					
	36-45 years	1.4000	.50709					
	45 and above	1.2424	.43519					
	Within Groups			29.974	146	.205		

The above table 2 indicates that relationship between age and expectation of customers on green efforts of retailers and manufactures. In the case of production the highest mean value 1.4667 and the F value 1.695 reveal that 36-45 years age group respondents with production of more eco friendly products with varieties and the calculated P value 0.171 is higher at 0.05 significant level. Hence there is no significant relationship between age and production of more eco friendly products with varieties. The highest mean value 1.3636 and the F value 0.427 demonstrate that upto 25 years age group respondents use eco friendly package more and the calculate P value 0.734 is higher at 0.05 significant level. Hence there is no significant relationship between age and eco friendly package of respondents. In the case of suggesting green products the highest mean value 1.3913 and the F value 1.202 reveal that 26-35 years age group respondents are satisfied with suggestions of green products and the calculated P value 0.311 is higher than the table value. Hence there is no significant relationship between age and suggestions of green products. The highest mean value 1.4545 and the F value 2.410 demonstrate that upto 25 years respondents are satisfied more about taking steps to reduce price and the calculated P value 0.069 is higher than the table value. Hence there is no significant relationship between age and taking steps to reduce price. The highest mean value 1.4638 and the F value 2.148 reveal that 26-35 years age group respondents are satisfied more with update green technologies and the calculated P value 0.097 is higher than table value. Hence there is no significant relationship between age and update green technologies. The highest mean value 1.4000 and the F value 0.432 indicate that 36-45 years age group respondents expect avoid charging extra for package and the calculated value 0.731 is higher than table value. Hence there is no significant relationship between age and avoiding extra charge for package respectively.

7. SUGGESTIONS

It is suggested that consumers make a promise by themselves to strictly avoid the use of plastic bags for shopping and better to bring recyclable and reusable bags for shopping. Consumers must deny receiving plastic bags from the retailers or any other marketers. It is suggested that consumers are asked to buy eco labeled green products for their use like star labeled electronic home appliances, green icon labeled products such as papers, garments and other products. Manufacturers should adopt new technology or process or modify obsolete one so as to reduce environmental impact. Manufacturers should use more environmental – friendly raw materials at the production stage itself and Manufacturers sought to explore chances of recycling of the used products so that it can be used to offer similar or other benefits with minimum wastages. “Effort taken for making green environment” is the main which influences the attitude of manufacturers towards the green marketing practices in the study area. So manufacturers are suggested to plant more number of trees in the open places and road sides of their factories and offices, using of LED bulbs, green star labeled air conditioners and other energy saving electronic appliances. Further they are suggested to construct green building for expansion of their offices and factories, using of fuel saving vehicles for transport, giving training for staff and worker about green practices and

using of more online source for exchanging business matters, it is reduces paper usage. These practices may support to make their environment as clean.

8. CONCLUSION

From this study the researcher has found that all the three considerable stakeholders such as Consumers, Retailers and manufacturers have awareness on green marketing practices in satisfactory level. However the level of awareness is not up to the mark. Moreover the stakeholders face the difficulties in implementing the green marketing practices at their position. At the same time no one can neglect the importance of green marketing practices. If they are neglected they have to pay a premium benefit in future. If the given suggestions are implemented, the Virudhunagar District gets good position.

9. REFERENCE

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