

**International Journal of
Engineering Research and Science & Technology**



ISSN : 2319-5991

www.ijerst.com

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This article can be downloaded from <http://www.ijerst.com/currentissue.php>

MARKETING OF GREEN PRODUCT IN THANJAVUR DISTRICT – A STUDY

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Abstract

Environmentally friendly products and services are being produced, sold, and disposed of in a way that is less hazardous to the environment, with increasing awareness of global warming, non-biodegradable solid waste, and pollution. Green marketing refers to this holistic marketing approach. Marketers and consumers alike are becoming more aware of the need to convert to environmentally friendly products and services, and this trend will only continue. Green marketing strategies are currently widely used by a wide range of large corporations throughout the world. Environmentalists have conducted a number of studies showing that individuals are becoming increasingly concerned about the environment and changing their habits. Customers, whether individual and corporate, are more concerned about the environmental impact of their purchases. The vast majority of people believe that environmentally friendly items are safe to use.. Thus, green marketing arose, which promotes products and services that are environmentally and socially responsible. Green marketing is the process of creating and promoting products and services in order to meet the needs of customers who want high-quality, high-performing, and convenient items at a reasonable price without causing harm to the environment.

Developing Countries View of Green Growth

Introduction

There is a wide range of political viewpoints on green growth, from enthusiastic to wary. International green growth policy frameworks worry that some nations would be left behind by policies that favor green growth, which is reflected in such perspectives as a lack of clarity and experience. Environmentally friendly economic growth is widely supported in the developing countries, but only if it reduces poverty and improves social welfare and creates jobs.

Determining an ideal green growth policy framework without a process of engagement, learning and consensus building will be extremely difficult for developing countries'

submissions to the United Nations Conference on Sustainable Development (UNCSD, 2012).

Review of Literature

When conducting research, the first step is to conduct a literature review. It was a compilation of findings from previous studies that were directly or indirectly relevant to the subject matter. Researchers can learn from this evaluation about what is currently known and what still needs to be investigated in the area of study being examined. There are helpful suggestions for further research on a certain issue, and it helps the researcher avoid duplicating their efforts.

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According to Philip Kotler, et al (2006), the topic of green marketing has been discussed extensively in Marketing Management, and the proliferation of environmentally friendly products has also been mentioned. Green marketing campaigns, on the other hand, have not been very successful from a branding viewpoint, according to the author. Marketers could be doomed by the concept of "green marketing myopia," according to Ottman et al (2006). There must be a balance between environmental improvement and client happiness when it comes to green marketing. It is possible to have "green marketing myopia" if you misjudge either or both of these factors. Many green products have failed because of green marketing myopia – marketers' focus on their product's "greenness" over the broader expectations of consumers or other market players – according to previous study (such as regulators or activists). Consumer value positioning, calibration of consumer knowledge, and the reliability of product claims are all crucial aspects to avoid green marketing myopia. When it comes to creating a more environmentally friendly business strategy, "product dematerialization," or

selling services instead of commodities, is an absolute must. Future product dematerialization and more environmentally friendly services will be successful if they can effectively communicate and give value to consumers.

Objectives

- To analyze the awareness of the consumers about green marketing in the study area
 - To suggest suitable measures for the sustainable development for the growth of green marketing
- Research Methodology**
The study has conducted in Thanjavur on various demographic characteristics of population with a sample size of 188 consumers. The stratified random sampling technique was used and data was collected using a questionnaire.
- Awareness about Green Marketing**
Consumer awareness plays an important role in purchasing behaviour towards green products. To know the awareness level of green products among the respondents, they were asked to select their level of awareness. Their responses are presented in table.

S.No.	Awareness Level	No. of Respondents	Percentage
1	Very great extent	13	06.91
2	Great extent	18	09.58
3	Moderate extent	105	55.86
4	Slight extent	48	25.53
5	Not at all	04	02.12
Total		188	100.00

Source: Primary Data

Figure out that out of the 188 respondents, 55.86 per cent have moderate awareness about green marketing, followed by 25%, 9.58 per cent, 6.91 percentage and 2.12 percentage of the respondents' awareness level about green marketing is slightly, moderate, great extent, and not at all levels of awareness about the green marketing. As can be seen from the table, consumers in the

research area are at least somewhat aware of green marketing.

Findings

The major findings of the study are summarized in the succeeding pages

According to the research, most consumers (57 per cent) are only moderately aware of green marketing, while nearly one-fifth of them (17 per cent) are very aware of it.

Demographic characteristics are thought to play a role in a person's perceptions of green marketing.

Organic food is the most popular green product in the research area, with 51% of respondents saying they prefer it above other green products.

According to the survey's participants, consumers' purchasing habits are good, but their perceptions of green marketing are poor as a result of a lack of education in the field, and they have high intentions toward green items.

Suggestions

For green marketing to succeed, ads must not only inform, but also inspire customers to buy environmentally friendly items.

Product quality, pricing, and accessibility all need to be addressed in order to promote green product usage.

When it comes to encouraging environmentally responsible behavior among consumers, governments, manufacturers, and retailers all need to do their part.

In order to maintain a cleaner and greener environment, green marketers must educate consumers about the necessity and benefits of using green products.

Conclusion

All businesses and other non-profits should begin a campaign to raise awareness about environmental issues and to educate the public about green products. Government help is required to get green marketing off the ground. In some cases, the federal government may provide financial aid and subsidies to help businesses get started in green marketing. Even though green items are more expensive, consumers should make an effort to buy them. Green marketing has a lot of ramifications that marketers need to be aware of. In light of the growing threat of global warming, it is imperative that green marketing becomes the standard rather than an exception or a fad.

Reference

Pearson Prentice Hall, New Delhi, India. Kotler, P. and Keller, K.L. (2006) Marketing Management.

For more information, see "Avoiding Green Marketing Myopia" by John Ottman, Elizabeth

Stafford and Carla Hartman in Environmental Research Letters 48(5): 22-26 (2006).

greenmarketing.net/stratergic.html

Sustainable industries can be found at [epa.qld.gov.au/sustainable industries](http://epa.qld.gov.au/sustainableindustries).

Greenmix can be found at: [http://www.wmin.ac.uk/marketing research/marketing](http://www.wmin.ac.uk/marketingresearch/marketing)

The Green Marketing Wiki at Wikipedia.org