



AN EMPIRICAL INVESTIGATION ON GREEN MARKETING AND GREEN PRODUCTS WITH SPECIAL REFERENCE TO DHULE 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. The paper aims to understanding the benefits of green products and its marketing in the present scenario. The motivation behind this study was the uncomfortable life situation of people day by day. The products like unhealthy foods, cosmetics, other needy things would lead to harmful health problems including life style diseases. Emerging trends in the industrialisation do not notice such things. Commonly industry does not keep the business ethics as whole. The relevance of green marketing comes in to the existence of such areas where the products are deal without any caution about the use of customers. This study focus on the present customers perception towards new trends known as green marketing and products. The main areas in this paper covered by the uses, importance and the preference of customers in connection with green products and it's services.

Introduction

Environmental issues have gained importance in business as well as in public life throughout the world. It is not like that a few leaders of different countries or few big renowned

business houses are concerned about the day to day deterioration of oxygen level in our atmosphere but every common citizen of our country and the world is concerned about this common threat of global warming. Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

Green Marketing is based on an assumption that the customers will view a product or service as environment friendly and then implement their buying choices accordingly. Now in the modern era product of recyclable, non-toxic and environment friendly goods are more preferable in green marketing. It is the marketing of products that are presumed to be environmentally safe. Green marketing must satisfy two objectives: improved environmental quality and customer satisfaction. The marketing discipline has long argued that innovation must consider an intimate understanding of the customer, and a close look at green marketing practices over time reveals that green products must be positioned on a consumer value sought by targeted consumers. Today, the diversity and availability of green products indicate that consumers are not indifferent to the value offered by environmental benefits. Consumers are buying green but not necessarily for environmental reasons. The market growth of organic foods and energy-efficient appliances is because consumers desire their perceived safety and money savings, respectively.

Objectives of the Study

The study is primarily to understand the customer perception on green marketing and products, its awareness for environment benefit.

1. To evaluate the benefit of environment.
2. To analyses on customer responses on green marketing.
3. To know the relevance of the concept green marketing in the field of green products.
4. To identify the role of green marketing executives in the city
5. To review the process of green marketing.

Research Methodology

This research is based on primary and secondary data. The scope of the present study is to analyse the customer responses on Green Marketing. The primary data has been collected from 300 customers from different demographic segments. The secondary data has been collected from internet and books.

Table 1- Demographic Profile of Customers

Demographic Factor	Frequency	Percentage
Gender		
Male	202	67.33
Female	98	32.67
Total	300	100
Age		
18 to 30 years	91	30.33
30 to 45 years	132	44.00
Above 45 years	77	25.67
Total	300	100
Educational Qualification		
S.S.C.	32	10.67
H.S.C.	58	19.33
Graduate	163	54.33
Post Graduate	47	15.67
Total	300	100
Income		
High	95	31.67
Middle	131	43.67
Low	74	24.66
Total	300	100

(Source: Data Collection)

Data Analysis

Table 2 - Why did you use Green Marketing?

Particulars	Strongly	Disagree	Neutral	Agree	Strongly	Mean
	Disagree				Agree	
Reliable	48	112	32	72	36	4.180
Easy to operator	41	109	48	68	34	4.225
Facility of purchase return	42	136	42	58	22	3.910
Saving of time	32	98	41	88	41	4.540
Government Policy	29	78	32	112	49	4.870
Availability of refund	37	82	47	77	57	4.675

(Source: Data Collection and Analysis)

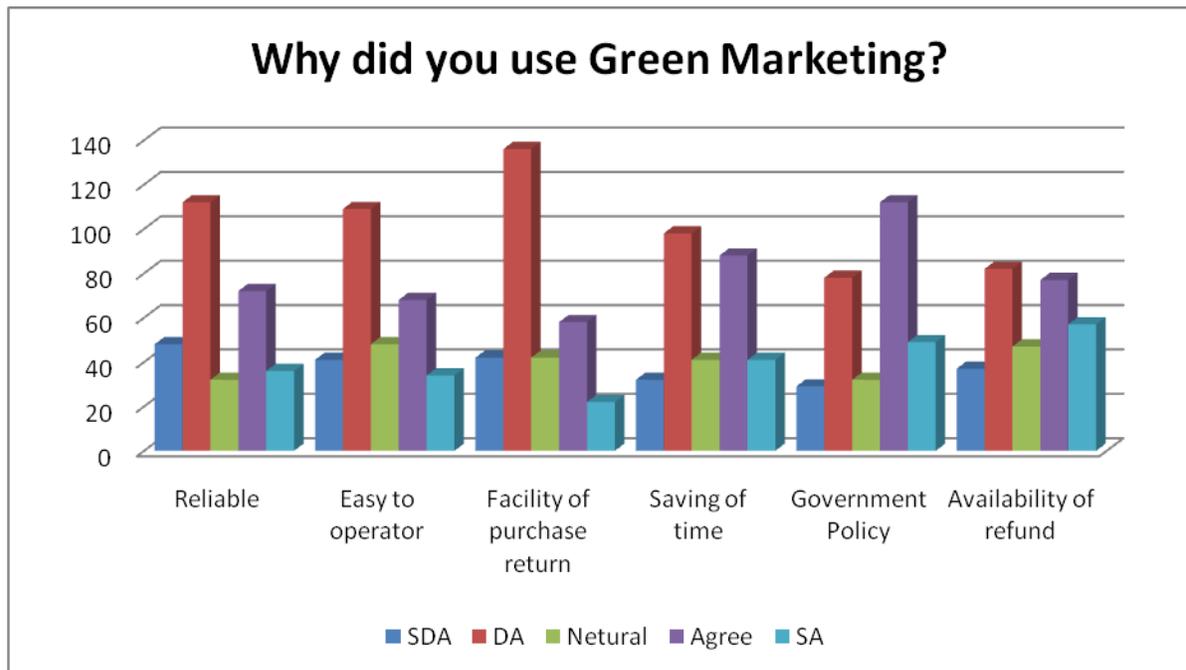


Table 2 shows the customers opinion about using Green Marketing products. The Government policy and Availability of refund as well as saving of time are the reasons for customers to use green marketing.

Table 3 - What are the reasons for purchasing green products?

Particulars	Strongly	Disagree	Neutral	Agree	Strongly	Mean
	Disagree				Agree	
Availability of Fresh Foods	23	42	11	178	46	5.410
Reusage/ Recycle	18	22	8	208	44	5.690
Healthy and economical	22	29	9	198	42	5.545
Eco-friendly	21	32	15	188	44	5.510
Low Wastage	19	25	10	196	50	5.665
Availability of Nearby Market	46	64	22	131	37	4.745

(Source: Data Collection and Analysis)

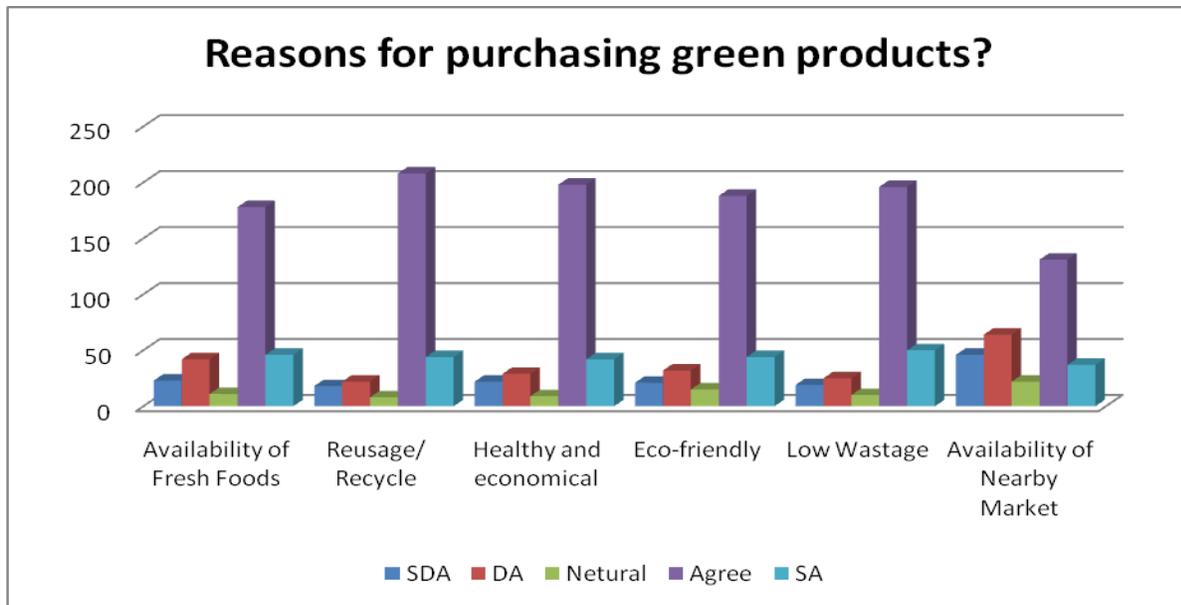


Table 3 shows the reasons for purchasing green products by the customers. The customers responses about the question was specific and agreed among them. There are many reasons for purchasing green products discussed in table 3 above, whereas reasons are quite positive answered by the customers.

Findings and Conclusion

The study was conducted among the consumers who are aware about Green products and Green Marketing. The first rule of green marketing is focusing on customer benefits i.e. the

primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria.

Nowadays customers are mostly like green products and materials. There were many reasons to the green marketing in the world it seems to reduce the wastage and stagnation. It is found that the people who are being with green products are healthy than others. It is found that green marketing chain globalise the present market with green products. The customers views that new green product shops are one of the main result of green marketing.

Government can implement new policy in connection with green marketing of product and services. There is a need of green shops in all cities. The new entrepreneurs should take the advantages of green product business. Organisations should provide the needs of green products and marketing towards their regular customers.

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