Green Marketing: A Study To Identify And Aware Of Green / Bio / Ego Products Used By The Intensity Customer In Tirunelveli District

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Abstract
This study going to know the awareness of Environmentally Friendly Products, and also to preference of buy and drop the Environmentally Friendly Products, and also to find the possible Ways to create awareness of Environmentally Friendly Products among people. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of the workshop resulted in one of the first books on green marketing entitled "Ecological Marketing". Other similar terms used are Environmental Marketing and Ecological Marketing. A survey was carried out on 82 samples through consumer of GREEN / BIO / EGO Products in Tirunelveli District. The collected data have been processed and analyzed. In this study using the analysis of Percentage Analysis, Factor analysis, Weighted Average and Garret Ranking. This study helps to increase the awareness of the Environmentally Friendly Products among the people and also advantages. This was very much helpful for the EFP companies and also to change the trend of the culture. This study helps easy to reach the awareness of the EFP to the people. In future Environmentally Friendly Products are the much needed things to save the earth.

Keywords: Environmentally Friendly Products, Green Marketing.

INTRODUCTION OF GREEN MARKETING
Green Marketing is the modern and recent trend market. This enabled for the environment safe in human and animal and planets. The term Green Marketing came into late 1980s and early 1990s.
The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of the workshop resulted in one of the first books on green marketing entitled "Ecological Marketing". Other similar terms used are Environmental Marketing and Ecological Marketing. (Mohajan, 8. April 2011)

ENVIRONMENTALLY FRIENDLY PRODUCTS

Environmentally Friendly Products are not affecting the environment and also re-compose the wastage to re-usage. So this could be save the earth from the wastage and also save the people Health.

Meaning

Green marketing refers to the process of producing and selling (package) products and also services based on their environmental benefits.

Definition

According to the American Marketing Association, “green marketing as efforts by business or organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.

This study going to know the awareness of Environmentally Friendly Products, and also to preference of buy and drop the Environmentally Friendly Products, and also to find the possible Ways to create awareness of Environmentally Friendly Products among people.

RESEARCH METHODOLOGY

A survey was carried out on 82 samples through consumer of GREEN / BIO / EGO Products in Tirunelveli District. The collected data have been processed and analyzed. In this study using the analysis of Percentage Analysis, Factor analysis, Weighted Average and Garret Ranking.

REVIEW OF LITERATURE

In 1987 Alba and Hutchinson, states that knowledge is a relevant and significant construct that affects how consumers gather and organize information in the article of “Dimensions of consumer expertise”.

Sandahl and Robertson (1989) found that the environmentally conscious consumer is less educated and has a lower income than the average American. This brought them to conclude that income and education are not good predictors of environmental concern or purchase behavior, in the article of “Social determinants of environmental concern specification and test of the model”.

http://www.webology.org
**Age**
- Below 25: 14%
- Between 26 - 35: 35%
- Between 36 - 45: 29%
- Between 46 - 55: 13%
- Above 56: 9%

**Gender**
- Male: 39%
- Female: 61%

**Marital status**
- Married: 39%
- Unmarried: 61%

**Educational qualification**
- Secondary: 35%
- Higher secondary: 29%
- Post graduate & above: 9%
- Below secondary: 14%
- Under graduate: 13%

**Occupation**
- Govt service: 14%
- Private service: 35%
- Business / trade: 29%
- Housewife: 13%
- Student: 9%

**Income per month**
- Below `5,000: 9%
- Between `5,001 to `10,000: 29%
- Between `10,001 to `15,000: 33%
- Between `15,001 to `20,000: 24%
- Above `20,000: 5%
Expenses per month for GREEN / BIO / EGO

- Below 2,500: 24%
- Between 2,501 - 5,000: 39%
- Between 5,001 - 10,000: 37%

Years of awareness about GREEN / BIO / EGO

- Below 1 year: 9%
- Between 1 to 2 ½ years: 39%
- Between 2 ½ to 4 years: 29%
- Above 4 years: 23%

Source of awareness

- Through shopkeeper: 5%
- Through advertisement: 9%
- Through friends: 29%
- Through internet: 33%
- Relatives: 24%

Aware of Green symbol

- Yes: 39%
- No: 61%

Quantity you prefer to buy

- Medium: 15%
- Bulk: 12%
- Small: 38%
- Depend on need: 35%

Recommend this product to others

- Yes definitely: 12%
- Yes: 39%
- I might: 38%
- No wouldn’t: 35%
- I don’t know: 15%
Total Variance Explained

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Percentage of Variance</td>
<td>Cumulative Percentage</td>
</tr>
<tr>
<td>2</td>
<td>1.252</td>
<td>17.888</td>
<td>48.326</td>
</tr>
<tr>
<td>3</td>
<td>1.154</td>
<td>16.492</td>
<td>64.817</td>
</tr>
<tr>
<td>4</td>
<td>.959</td>
<td>13.702</td>
<td>78.520</td>
</tr>
<tr>
<td>5</td>
<td>.781</td>
<td>11.162</td>
<td>89.682</td>
</tr>
</tbody>
</table>

Put the waste box 38%
just through outside from home 62%

Better way to reduce the plastics

- Stop manufacturing 52%
- Reduce the usage 48%

Wastage of after used the product

- Put the waste box 38%
- just through outside from home 62%

Efforts to create awareness about GREEN / BIO / EGO

- Government 18%
- Private companies 35%
- Trust 27%
- Public 9%
- Others 11%

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- Government 18%
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Private companie s 35%
The three factors, the first factor which accounts for 26.676 percent of variance is the prima
criteria considered to study the Environmental behavior of Consumers. The second and third
factors account for 19.217 and 18.924 respectively. The cumulative variance of all the three factors
is 64.817 percent. The following table gives the factor matrix where principal component analysis
is extracted for three factors.

Rotated Component Matrix

<table>
<thead>
<tr>
<th>Factors</th>
<th>Environmental Behaviour of Consumers</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usage behaviour of Customer</td>
<td>Use of biodegradable soaps or detergents</td>
<td>Component</td>
</tr>
<tr>
<td></td>
<td>Avoid buying aerosol products</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Read labels to see if contents are environmentally</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>safe</td>
<td>3</td>
</tr>
<tr>
<td>Purchasing Behaviour of Customer</td>
<td>Buy products made or packaged in recycled materials</td>
<td>Component</td>
</tr>
<tr>
<td></td>
<td>Buy products in packages that can be refilled</td>
<td>1</td>
</tr>
<tr>
<td>Re- Usage behaviour of customer</td>
<td>Avoid buying products from companies who are</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>environmentally responsible</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Recycle bottles, cans or glass</td>
<td></td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

From the table reveals that the factor loadings (co-efficient) indicate how much weight is
assigned to each factor. Factors with large co-efficient for a variable are closely related to that
variables. Thus the 7 variables in the data are reduced into three factors. The factors of Usage
behaviour of Consumers, Purchasing Behaviour of Consumers and Re- Usage behaviour of
consumers.
### WEIGHTED AVERAGE

<table>
<thead>
<tr>
<th>S.No</th>
<th>Factors</th>
<th>Not at all</th>
<th>Sometimes</th>
<th>Often</th>
<th>Always</th>
<th>Total</th>
<th>Weighted Score</th>
<th>Weighted Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Use of biodegradable soaps or detergents</td>
<td>36</td>
<td>69</td>
<td>68</td>
<td>16</td>
<td>189</td>
<td>2.30</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Avoid buying aerosol products</td>
<td>36</td>
<td>63</td>
<td>66</td>
<td>19</td>
<td>184</td>
<td>2.24</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>Read labels to see if contents are environmentally safe</td>
<td>48</td>
<td>87</td>
<td>62</td>
<td>10</td>
<td>207</td>
<td>2.52</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Buy products made or packaged in recycled materials</td>
<td>48</td>
<td>84</td>
<td>66</td>
<td>9</td>
<td>207</td>
<td>2.52</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Buy products in packages that can be refilled</td>
<td>56</td>
<td>78</td>
<td>56</td>
<td>14</td>
<td>204</td>
<td>2.49</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Avoid buying products from companies who are environmentally responsible</td>
<td>76</td>
<td>69</td>
<td>54</td>
<td>13</td>
<td>212</td>
<td>2.59</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>Recycle bottles, cans or glass</td>
<td>56</td>
<td>87</td>
<td>56</td>
<td>11</td>
<td>210</td>
<td>2.56</td>
<td>2</td>
</tr>
</tbody>
</table>

### CONCLUSION

This study helps to increase the awareness of the Environmentally Friendly Products among the people and also advantages. This was very much helpful for the EFP companies and also to change the trend of the culture. This study helps easy to reach the awareness of the EFP to the people. In future Environmentally Friendly Products are the much needed things to save the earth.
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