

A STUDY ON CONSUMER AWARENESS OF GREEN MARKETING IN CHENNAI CITY

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ABSTRACT

In today's environmentally conscious world the word "Green" has become a buzz word. Environmental issue is a main concern nowadays as almost every country's government and society has started to be more aware about these issues. This paper will be discussing the customer's awareness and knowledge towards green marketing and green products. The customer's attitude towards buying green products also studied. For the purpose of study convenient sampling survey will be carrying out among 100 respondents in Chennai city with the help of questionnaire.

KEYWORDS: *green marketing, green products, customers, environment*

I. INTRODUCTION

The terms global warming, carbon credits, ozone depletion, environmental hazards, environment impact assessment have all become common and shows an indication of environmentally conscious society. Society becomes more concerned about natural environment when ill effects have leads to degradation of nature. As a result business houses have begun to modify their behavior as an attempt to address these kind of concerns of the society. Conventional marketing involves selling products and services that satisfy consumer needs at affordable prices but green marketing has the additional challenge of defining 'what is green' and developing and selling products that the consumer will like.

II. OBJECTIVES

The objective is to study the awareness of consumers towards green marketing, to find out awareness and knowledge towards green products, to study the customer's attitude towards buying green products and to

analyze relationship between education and income with awareness of green products.

III. RESEARCH METHODOLOGY

The study was carried out to get knowledge of the customer's awareness towards green marketing and green products. The data was collected using primary data and secondary data. Primary Data is collected through a well-structured questionnaire from 100 respondents of Chennai city using convenient sampling method. Data is presented in tables Secondary data was collected from published articles such as journals, books, and internet websites.

IV. ANALYSIS AND INTERPRETATION

Cross tabulation of the variable of green marketing was done with the variables- educational qualifications, occupation and income. Similarly cross tabulation was also done for willingness to buy expensive eco-friendly products, and preference for eco-friendly. The results and interpretation is as follows:

1. Table No. 1 Educational Qualification and Awareness About Green Marketing

EDUCATIONAL QUALIFICATION	AWARENESS ABOUT GREEN MARKETING						TOTAL
	NO RESPONSE		NO		YES		
	No.	%	No.	%	No.	%	
NO RESPONSE	0	0	1	50	1	50	2
UP TO 12TH	0	0	2	66.7	1	33.3	3
GRADUATE	0	0	19	36.5	33	63.5	52
POST GRADUATE	0	0	5	35.7	9	64.3	14
UG PROFESSIONAL	0	1	6	38.9	11	61.1	18
PG PROFESSIONAL	0	0	6	54.5	5	35.7	11
TOTAL	1		39		60		100

It is clear from the above table that more consumers are aware about green marketing. This trend is visible across all categories of educational level. From the different categories of educational strata graduates and post graduates show an awareness level of 63.5% and 64.3% respectively. While among the professionals the awareness for graduates and post graduates is 61.1% and 45.5% respectively. Over all 60% of the respondents were aware of the concept of green marketing.

V.FINDINGS

Overall 60% of the people are aware of the concept of 'Green Marketing'. No significant relationship is visible between income, educational qualification and occupation with respect to awareness about Green marketing. It seems that people who belong to the service category are more aware and willing to buy eco-friendly products.

VI.SUGGESTIONS

Proper promotion on green marketing has to be made with all the levels of age, qualification and monthly income group. Special offers to be offered by the green products producers or service providers to attract all the customers. Proper steps to be taken .

VII. CONCLUSION

Major environmental problems and depletion of natural resources forced human civilization to focus on environmentally responsible consumption. Thus green marketing awareness on consumers, and Consumers are increasingly realizing the importance of protecting the environment through product choice while companies are increasingly considering the impact of their activities to the environment.

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