

# **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.

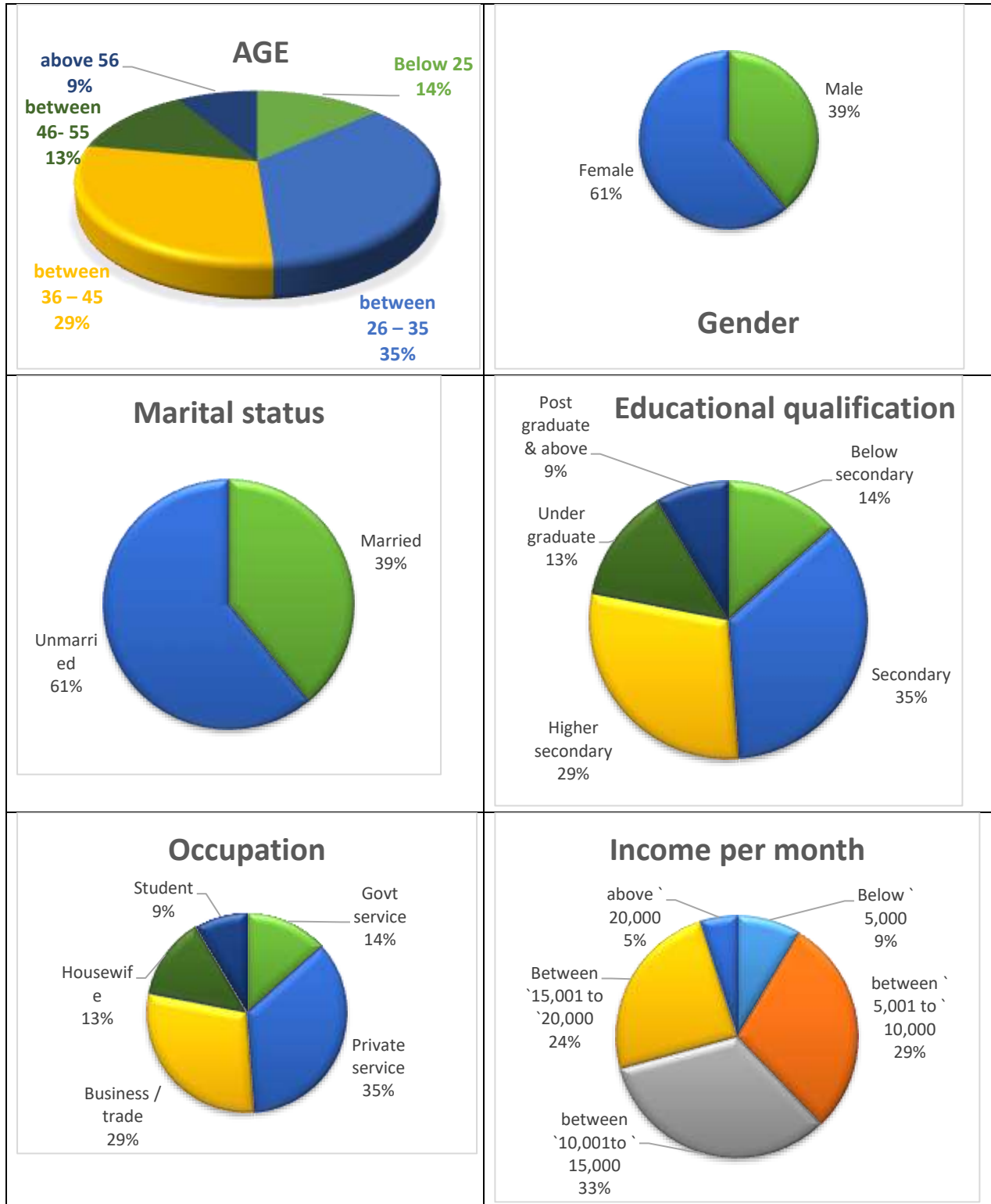
## **RESEARCH METHODOLOGY**

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.

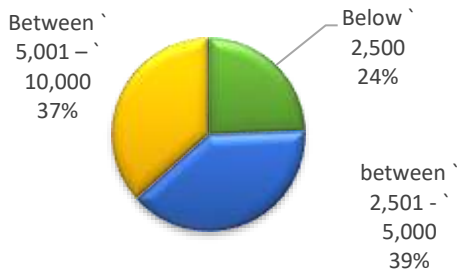
## **REVIEW OF LITERATURE**

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".

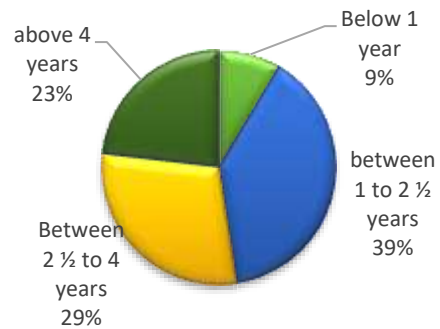
Sandahl and Robertson (1989) found that the environmentally conscious consumer is less educated and has a lower income than the average American. This brought them to conclude that income and education are not good predictors of environmental concern or purchase behavior, in the article of "Social determinants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



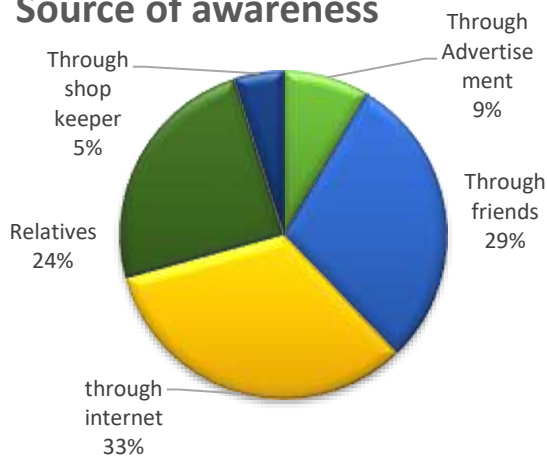
### Expenses per month for GREEN / BIO / EGO



### Years of awarea bout GREEN / BIO / EGO



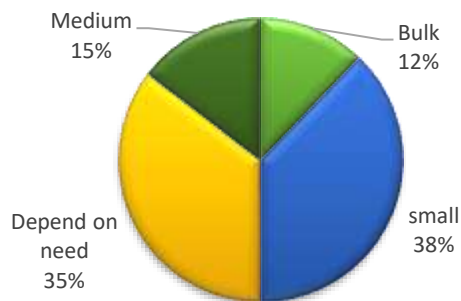
### Source of awareness



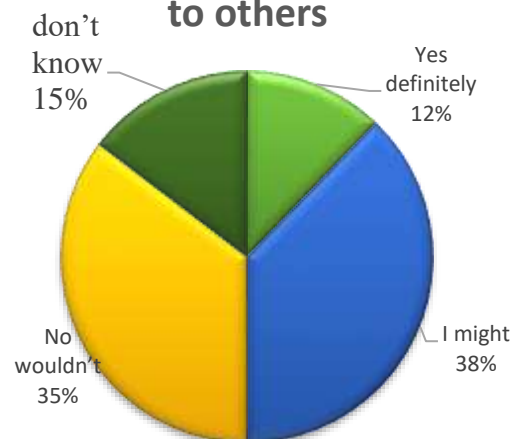
### Aware of Green symbol

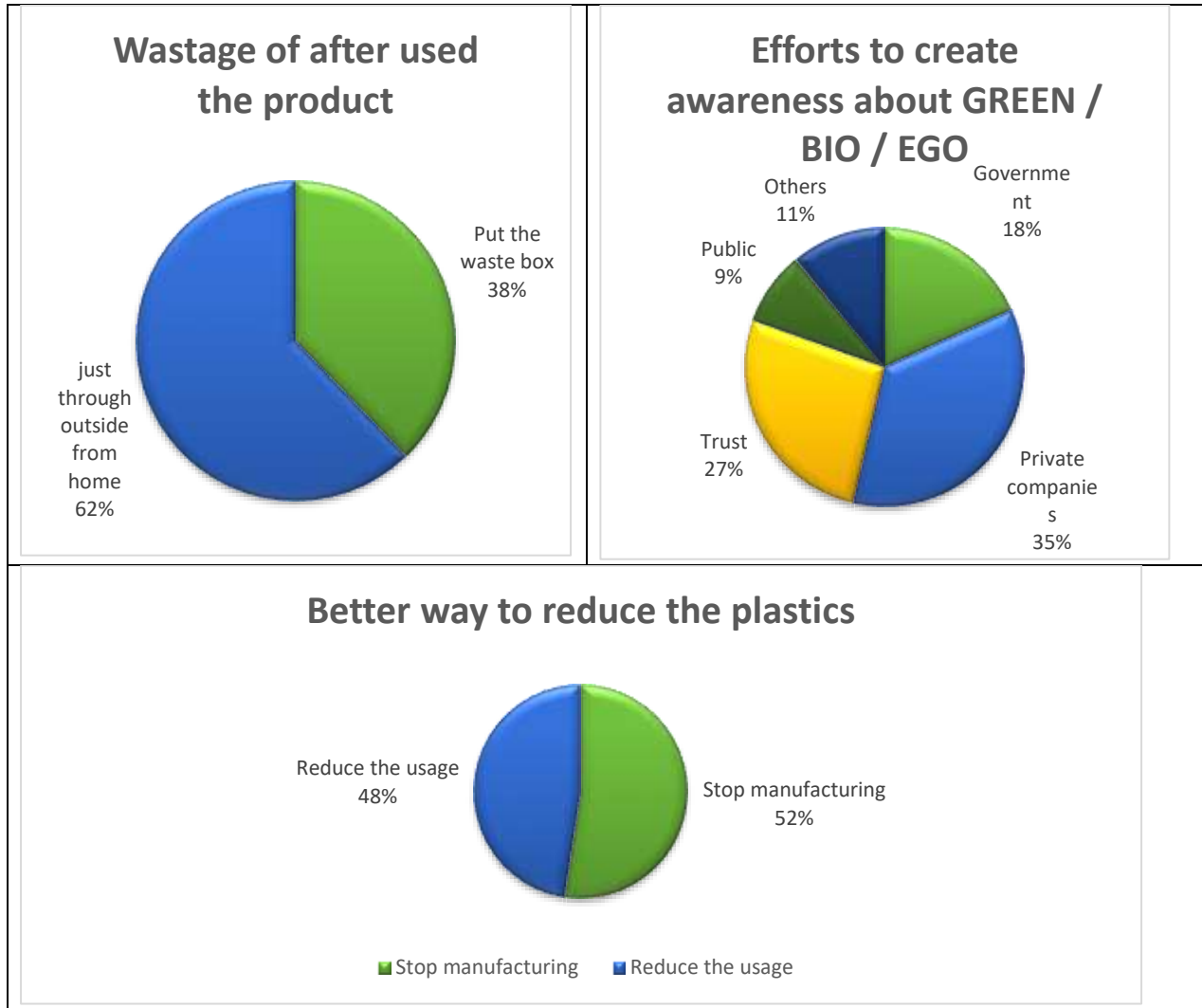


### Quantity you prefer to buy



### Recommend this product to others





### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Percentage of Variance	Cumulative Percentage	Total	Percentage of Variance	Cumulative Percentage	Total	Percentage of Variance	Cumulative Percentage
1	2.131	30.437	30.437	2.131	30.437	30.437	1.867	26.676	26.676
2	1.252	17.888	48.326	1.252	17.888	48.326	1.345	19.217	45.893
3	1.154	16.492	64.817	1.154	16.492	64.817	1.325	18.924	64.817
4	.959	13.702	78.520						
5	.781	11.162	89.682						

6	.426	6.087	95.769						
7	.296	4.231	100.000						
<b>Extraction Method: Principal Component Analysis.</b>									

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 give the factor matrix where principal component analysis is extracted for three factors.

Rotated Component Matrix

Factors	Environmental Behaviour of Consumers	Component		
		1	2	3
Usage behaviour of Customer	Use of biodegradable soaps or detergents	.880		
	Avoid buying aerosol products	.838		
	Read labels to see if contents are environmentally safe	.416		
Purchasing Behaviour of Customer	Buy products made or packaged in recycled materials		.777	
	Buy products in packages that can be refilled		.769	
Re- Usage behaviour of customer	Avoid buying products from companies who are environmentally responsible			.917
	Recycle bottles, cans or glass			-.666
<b>Extraction Method: Principal Component Analysis.</b> <b>Rotation Method: Varimax with Kaiser Normalization.</b> <b>a. Rotation converged in 5 iterations.</b>				

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

S.No	Factors	Not at all	Sometimes	Often	Always	Total	Weighted Score	Weighted Rank
<b>Environmental behavior of consumers</b>							<b>2.46</b>	
1	Use of biodegradable soaps or detergents	36	69	68	16	189	<b>2.30</b>	6
2	Avoid buying aerosol products	36	63	66	19	184	2.24	7
3	Read labels to see if contents are environmentally safe	48	87	62	10	207	2.52	3
4	Buy products made or packaged in recycled materials	48	84	66	9	207	2.52	3
5	Buy products in packages that can be refilled	56	78	56	14	204	2.49	5
6	Avoid buying products from companies who are environmentally responsible	76	69	54	13	212	2.59	1
7	Recycle bottles, cans or glass	56	87	56	11	210	2.56	2

### 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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