

A STUDY ON CONSUMER AWARENESS OF GREEN MARKETING IN TIRUCHIRAPALLAI CITY

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ABSTRACT

The word green marketing refers to the planning, growth and advancement of products or services that bring the demands of consumers for elite, affair, rewards and services without a adverse effect on the atmosphere with appearance to the use of raw material, the consumption of energy, etc. The aim of this exploration is to argue discernment about the amenity of green marketing. This article comments the advertence of dewy marketing in the beliefs of consumers with regard to Tiruchirappalli City. Simple arbitrary cross section system betided used in clustering the primary data. The discoveries picture that 74of the consumers are freewill to pay additional for the green products.

Key words: Awareness, Green Marketing, Consumers, Environment, Products, Planet.

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INTRODUCTION

In direct English, dewy marketing refers to putting up products or services by accenting their environmental benefits. Some forecast it eco-marketing or environmental marketing and consumers A Study on Consumer advertence of Green Marketing in Mumbai honor alike brands by words like "organic," "eco-friendly," "recyclable," or "bearable." Green marketing refers to the fashion of boosting products or services supported their environmental benefits (Jaya & Gopinath, 2020). The products or services could also be environmentally friendly in it or produced in an environmentally friendly way. The word green marketing came along into elevation within the late 1980's and precocious 1990 's. These eco-friendly business exercises include Sustainable Reduced or zero carbon copy vestiges, Reduced or zero pollution, Recycled constituents accoutrements, Eco-friendly packaging Reduced or zero plastic vestiges (Karthick *et al.*, 2020a). Moment the earth faces added environmental issues than ever ahead, accordingly it's imperative for companies to form and vend them as terrain friendly. Green marketing is generally rehearsed by companies that are committed to sustainable development and commercial social responsibility (Gopinath, 2019c). Further associations are making an trouble to apply sustainable business practices as they fete that they can make their products more appealing to consumers and also reduce charges in packaging, transportation, energy and water operation, and more. Either, businesses are decreasingly discovering that demonstrating a high position of social responsibility can increase brand fidelity among socially deliberate consumers (Usharani & Gopinath, 2020b).

REVIEW OF LITERATURE

Bhanu Pratap Singh and Dr. Ruchi Kashyap Mehra (2019), the study reveals that the consumer awareness towards green marketing and buying behaviour of green products and green marketing impact on society. The author reveals that the people of the Indore city consumers are aware of green marketing.

Deepa Ingavale and Auradha Gaikwad (2015), had observed that there is no significance relation between income, educational qualification and occupation with respect to awareness about the Green Marketing.

Nik Ramli Nik Abdul Rashid (2011), the study reveals that the Malaysian consumers will react positively towards eco-label. Polanski, Michael Jay the study reveals that green marketing covers more than a firms marketing claim. The firms are responsible for the environmental degradation but it the consumers who demand those products. So, it is not only the responsibility of the firms but also of the consumers.

STATEMENT OF THE PROBLEM:

Green Marketing is the need of the hour. The Planet has been surrounded with waste made by man. The planet should be a better place to live in for the next generations. The only way to protect the planet is by spreading the awareness about the green marketing.

OBJECTIVES OF THE STUDY

The overall objectives of the study are to find out the awareness of the Green Marketing in Trichy region. The following are the specific objectives of the study.

- To induce an insight about the consumers awareness of Green Marketing
- To know the consumers 'willingness to pay more for Green Products.
- To analyze the relationship between educational qualification and consumer awareness.

HYPOTHESIS

H1o: There is no relationship between consumer awareness and consumer willingness to buy green products

H20: There is no relationship between educational qualification and consumer's awareness

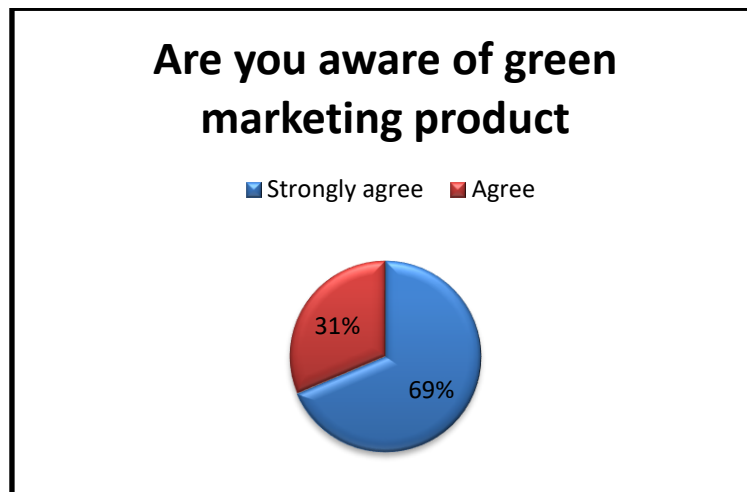
RESEARCH METHODOLOGY

Both primary and secondary data are used in this investigation. On the basis of a simple arbitrary slice, primary data were gathered from 100 respondents using a well-structured questionnaire. The secondary data came from websites, books, journals, and published theses. The collected data was dissected using a chance system.

DATA ANALYSIS AND INTERPRETATION

Table: 1 Are you aware of green marketing product?

YES	NO
65	35



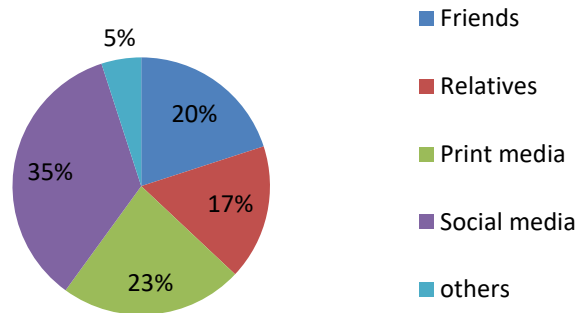
Inference

This figure shows that out of the 100 consumers more than 65% of consumers are aware of green marketing products. And 35% of the consumers are unaware about the green marketing products. This reveal that majority of the consumers are aware about the green marketing products.

Table: 2 how did you come to know about the green product?

Friends	Relatives	Print media	Social media	others
20	17	23	35	5

how did you come to know about the green product



Inference

Regarding 35% of the consumers are known about the green product through social media. 17% where introduced to green products through their relatives. This shows that social media enlighten the today's generation.

Table: 3 Do you agree that green product will help in enhancing the environment

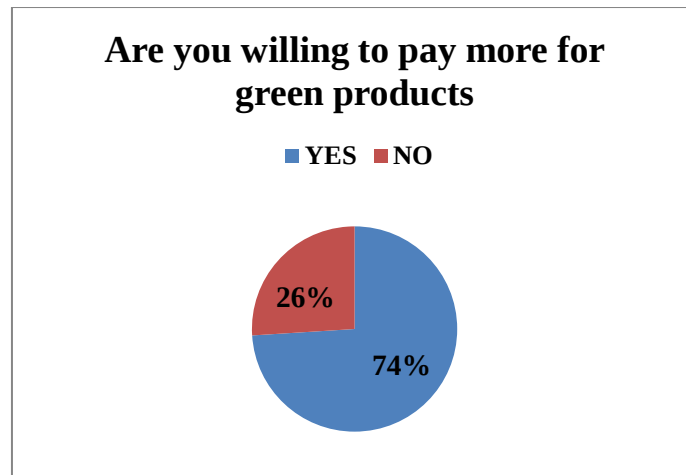
Strongly agree	Agree	Neutral	Disagree	Strongly disagree
35	16	14	20	15

Inference

The above figure shows that 35% of the respondents strongly agree that the green products will enhance the environment. 16% of the consumers agree that using green products will definitely bring a change in the environment. 14% of the respondents are in a neutral state of mind. If proper measure is under taken they will definitely believe a change can be brought in the environment.

Table: 4 are you willing to pay more for green products?

YES	NO
65	35



Inference

About 74% consumers are willing to pay more on green products. This shows that the consumers really care for the planet. 26% of the consumers are cost conscious and does not want to pay more.

Awareness	Willing To Pay		
	No	Yes	Grand Total
No	5	4	9
Yes	13	78	91
Grand Total	18	82	100

Inference

A chi-square test of independence was performed to examine the relationship between consumer awareness and willingness to buy green products. The chi-square statistic is 9.4507. The p-value is .002111. The result is significant at $p < .05$. The results of the test indicate that there is significant relationship between consumer awareness and willingness to buy green products of the respondent as indicated by chi square.

Awareness	Qualification					
	10 th	12 th	PG	UG	Others	Grand Total
No	1	1	1	1	7	11
Yes	2	19	3	63	2	89
Grand Total	2	21	3	65	9	100

Inference

A chi-square test of independence was performed to examine the relationship between educational qualification and consumer awareness of the respondent. The results of the test indicate that there is a significant relationship between educational qualification and consumer awareness of the respondent of the respondent as indicated by chi square, the chi-square statistic is 49.8815. The p-value is < 0.00001 . The result is significant at $p < .05$.

FINDINGS

- Overall, 65% of the people are aware about the green marketing products.
- 35% of the consumers are known about the green product through social media. This shows the influence of social media in today's generation.
- 35% of the respondents are strongly agreed that the green products will enhance the environment.
- About 74% consumers are willing to pay more on green products.
- Out of the respondents 88% have already recommended the products.
- About 62% are satisfied with the green marketing products.

SUGGESTIONS

- As the consumers are willing to pay more the Corporate must introduce green marketing extensively (Usharani & Gopinath, 2020a)
- Other promotional channels should be used effectively to spread awareness.
- Companies can give price benefits to distributors to display their eco-friendly products (Gopinath, 2019b).
- Government must provide tax benefits for introducing eco- friendly products to the manufacturers (Gopinath, 2019a).

CONCLUSION

Thus, in order to save the Planet. We should be socially responsible for helping the planet to be pollution free (Karthick *et al.*, 2020b). Green Marketing is need of the hour. Today's generation is willing to pay extra caring for the environment. Social media has played a vital role in spreading awareness to the consumers and also consumers have spread about the green products available in the market.

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