

A
PROJECT REPORT ON
“STUDY ON CONSUMER ATTITUDE TOWARDS
GREEN MARKETING AND ECO-FRIENDLY
PRODUCTS”



Palamuru University

This Project Report Submitted in partial fulfillment of the
requirement for the award of
the Degree of BACHELOR OF COMMERCE

2020-2023

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This report submitted in the partial fulfillment of the requirement of the award of “Bachelor of Commerce” degree from Palamuru University.


PRINCIPAL

PRINCIPAL
Dr. B.R.R. Government Degree College
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Certificate

This is to certify that this project work entitled

STUDY ON CONSUMER ATTITUDE TOWARDS GREEN MARKETING AND ECO-FRIENDLY PRODUCTS”

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Mahabubnagar partial fulfillment of the requirement for the award of
the degree of Bachelor of Commerce, Palamuru University. This
project has not been submitted to any other University or institution
for award of any Degree UG B.Com/Certificate.



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“STUDY ON CONSUMER ATTITUDE TOWARDS GREEN MARKETING AND ECO-FRIENDLY PRODUCTS”

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EXTERNAL EXAMINER


INTERNAL EXAMINER

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We express our deep sense of gratitude to my supervisor E.VENKAT REDDY, Lecturer in Commerce, for providing valuable guidance in the preparation of this project report and encouraging us from time to time.

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DECLARATION

We hereby declare that the project report on **“STUDY ON CONSUMER ATTITUDE TOWARDS GREEN MARKETING AND ECO-FRIENDLY PRODUCTS”** has been submitted under the guidance of Dr. VENKAT REDDY, Lecturer in Commerce, **Dr. BRR GOVT. DEGREE COLLEGE, JADCHERLA.**

We further declare that it is an original work done as a part of my academic course and has not been submitted elsewhere. The observations and conclusions written in this report are based on the data collected by us while preparing this report.

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CHAPTER-I

INTRODUCTION

INTRODUCTION

Green marketing is also termed as environmental marketing or ecological marketing According to American Marketing Association, marketing of products that are presumed to be environmentally safe is called as Green Marketing. Thus wide range of activities are covered under green marketing, which includes modifying the product, making changes in the production process and packaging, as well as modifying advertising or removing any activity that impacts the environment in negative way Today. The Earth faces more environmental issues than ever before, hence it is imperative for companies to make and market them as environment friendly Green marketing is emerging as a popular promotional strategy owing to increased consumer awareness and concerns.

Green marketing has rose attention due to the environmental deterioration and it becomes a global problem. Nowadays, the American Marketing Association (AMA) divides the definition of green marketing in three aspects as "the marketing of products that are presumed to be environmentally safe" (retailing definition) as the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality" (social marketing definition) and finally as "the efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns" (environments definition)

The green movement has been expanding rapidly in the world. With regards to this consumers are taking responsibility and doing the right thing Consumer awareness and motivation continue to drive change in the marketplace, notably through the introduction of more eco-friendly products Compared to consumers in the developed countries, the Indian consumer has much less awareness of global warming issues. Successful marketing has always been about recognizing trends and positioning products, services and brand a manner that supports buyer intentions. Today, "Green" marketing has moved from a trend to a way of doing

business and businesses that sell should recognize (a) the value of going green and (b) incorporating this message into the marketing program and communicating the green concept to their consumers. Green is slowly and steadily becoming the symbolic color of eco-consciousness in India. The growing consumer awareness about the origin of products and the concern over impending global environmental crisis there are increasing the opportunities to marketers to convince consumers. Firms have increasingly introduced GPS (Green Product Innovations) into their Product developments over recent decades. So, if the market for environmentally sustainable products is to become main stream, it is important to look at what factors influence the consumer selection process.

STATEMENT OF THE PROBLEM

In this research I would like to learn the consumer attitude towards green marketing and eco friendly products. With increasing environmental consciousness, companies need to understand not only green consumers' behavior but also the factors that influence green purchases and those factors that act as barriers to green purchases. This will not only help the marketers in Segmenting the market appropriately and developing strategies to meet green consumers needs but also the policy makers in enforcing sustainability in marketing of goods and services

SIGNIFICANCE OF THE STUDY

The significance is to know about the attitude of the consumers towards the green products/eco friendly products and the factors which influence the purchase of eco-friendly products in a broad way, in order to demonstrate what factors used by companies from the marketing-mix elements (the product, the price, the place and the promotion) have an influence on green purchase behaviors and if some are more important than others. Furthermore others factors which do not depend of the companies but more of the consumer point of view will be examined.

OBJECTIVES OF THE STUDY

1. Identify consumer attitude towards green products
2. To understand the importance given to green aspects of products while making purchasing decision
3. To study general environment concerns of consumers

RESEARCH DESIGN

A research is a valid when a conclusion is accurate or true and research design is the conceptual blueprint with in research is conducted. A scholar for his research is conducted. A scholar for his research, prepare an action plan it constitute the outline of collection, measurement and analysis of data.

Nature of study

The nature of study states as descriptive.

Nature of data

The study is based on both secondary and primary data.

Source of data

The primary data were collected by distributing questionnaire and secondary data was collected from internet and magazines.

Sample design

A sample design is the framework, or roadmap .that server as the basis for the selection of a survey sample and affects many other important aspects of a survey as well .One must define a sampling frame that respects the population of interest from which a sample is to be drawn.

Nature of population

The staff of Kuttikad St.Sebastian higher secondary school was considered as population of study.

Sample unit

Sample unit of the study is the teaching staff of Kuttikad St.Sebastian higher secondary school

Methods of sampling

In this method, method of sample is used is convenience sample method .The data from the survey is collected using questionnaire.

Size of sample

Here 30 teachers are used as sample for the study.

Tools for analysis

- Percentage analysis
- Table and Diagrams
- Likert Scale

Chapterisation

Chapter 1- Introduction

Chapter 2-Review of literature

Chapter 3- Theoretical Framework

Chapter 4- Data analysis and interpretation

Chapter 5- Finding, suggestion and conclusion

CHAPTER-II
REVIEW OF LITERATURE

REVIEW OF LITERATURE

(Akehurst et al., 2012) Although the concept of marketing of green products (popularly known as green marketing) began to be discussed in the 1960s, it was only in the late 1980s and early 1990s that the concept started to be formalized and generalized.

(Akehurst et al., 2012)In the workshop held by American Marketing Association in 1974, green marketing was defined as the study of positive and negative aspects of pollution and depletion of energy sources

(Polonsky, 1994) As per another definition, green marketing consists of all planned activities to generate and facilitate exchanges in order to satisfy human needs and desires with the least possible impact on the environment.

Peattie and Charter (2003) defined green marketing as the holistic management process responsible for identifying, anticipating and satisfying customer needs in a profitable and sustainable manner. This definition emphasizes the holistic approach towards green marketing. It means green marketing involves green strategies from new product development to modifications in the marketing mix and from packaging to advertising.

Peattie (2001) stated that green marketing has evolved through three stages. First stage emerged since 1980s when green marketing was newly initiated in the industry. The second stage occurred in 1990s when marketers experienced backlash for green marketing. Marketers apprehended that consumers' concern for environment and green products did not translate into purchasing behavior. The third stage began since the year 2000. During this phase, green marketing got a new momentum with the implementation of more advanced technology, stricter regulations by governments and enhancement of global environmental awareness level. Based on these three stages, the research preferences of the researchers changed from time to time. From the 1970s the researchers began to develop marketing with an environmental perspective.

(Chamorro et al., 2009) A majority of those early works centered on the study of the relations between environmental concern and behavior (mainly consumers' participation in recycling systems) and on the characterization of the green consumer.

(Chamorro et al., 2009) Research on green marketing had mirrored the various waves of social concern about the environment. Up till the early nineties, the research on green marketing remained largely descriptive and lacked academic perspective and rigour.

(Jain & Kaur, 2004) During this period, research had a 'managerial perspective' focusing primarily on issues of 'green' consumer behaviour, advertising and market segmentation. From the mid-1990s onwards, a new research agenda emerged which focused on broader and more conceptual issues regarding the physical sustainability of marketing.

(Peattie, 1999) In this new period, researchers focused on a range of issues wider than those considered previously (Chamorro et al, 2009). Since nineties, the researchers have started academically analyzing consumers' green attitudes and behavior, thus providing managerial insights to green marketers to market their green ideas and products more effectively.

Chamorro et al (2009) reviewed the main characteristics of research papers on green marketing during the period 1993-2003. The study concluded that a total of around 26 percent of the research papers under analysis were theoretical in content, while around 74 percent were empirical studies; the most commonly used data collection technique was the survey; a majority of the empirical studies were based on national level or lower; the empirical studies made use of very diverse statistical techniques with regression analysis and structural equation models were most widely used followed by descriptive analyses; the topics of interest of most of the researchers were 'green consumer' and 'green communication'.

CHAPTER-III
THEORETICAL
FRAMEWORK

THEORETICAL FRAMEWORK

Consumer behavior theories and buying behavior in advertising were the theoretical frameworks used in this investigation. Through the results of this research, I will explain an aspect of buyer behavior.

Consumer Behavior Theories

Consumer behavior theories cover two areas: consumer perception and collective consciousness. The consumer perception theory suggests that consumers understand how perception of a product or service influences their behavior. Researchers studying consumer perception explored branding, buyer's remorse, positioning, repositioning or depositioning, sensory perception and value, and quality.

Perception relates to the consumer's ability to make some sense of reality from external sensory stimuli. Branding involves imposing and identifying feature on products or services so that they would be easy to identify by the public.

Positioning occurs when marketers try to build up their brand. Positioning involves actively creating images that are both appealing to and recognizable by certain target groups. Repositioning relates to altering the image to appeal to a larger market of consumers to help influence a larger target market, whereas depositioning relates to the practice of trying to devalue a substitute. Value relates to the customer's perception that a product's benefits outweigh its cost. These benefits can be either qualitative or quantitative. Quality relates to value, while taking into account measuring goods and services against the competition. Buyer's remorse relates to a feeling of regret that occurs after one has made a purchase and, then, realizes that one has missed a better opportunity to buy a product or service.

Buying Behavior Theories

Some theories related to buying behavior include the generic theory of buying behavior, cultural theory of buying behavior, and the environmental theory of

buying behavior. These three theories are explaining how consumers tend to buy products and services. Consumers would go through a series of steps before making a purchase and customer decisions depend on a number of different factors such as cultural influences, personality, and environmental elements.

The generic theory of buying behavior highlights the basic procedures followed by consumers when making a purchase. The customer would recognize a need to make a purchase and start researching potential products and pricing. An example would be a customer about to buy a television set: He or she would evaluate features, benefits, and pricing, and finally make a decision to purchase. Additionally, the way the customer feels about the brand would also tell how likely the customer is to purchase from the same company again.

Proponents of the cultural theory of buying behavior highlight the cultural influences shown to affect the buyers' behavior. An individual's cultural beliefs and values develop over time and within the context of a community. These values and beliefs lead to certain purchases. Researchers have explored cultural variables and their effects on online shopping and brand loyalty.

Supporters of the environmental theory of buying behavior suggested that purchasers would buy different items based on different situations and variations in customer knowledge. For example, a buyer in the United States would buy winter clothes in November or December and not during the summer.

Operational Definitions

This section clarifies terms in this study. Some are topic specific, whereas others might convey a variety of different meanings in relation to other subject matter.

E-Waste: A popular, informal name for electronic products nearing the end of their useful life. Computers, televisions, VCRs, stereos, copiers, and fax machines are common electronic products.

Green: The term *green* encompasses a variety of environmental concerns. Some of the current concerns relate to the depletion of natural and scarce resources. Examples include bad and excessive production and consumption activities, waste accumulation, and emissions because of production processes, the use of hazardous materials, fast replacement, consumption patterns and usage, and usage and disposal habits. There are also unhealthy products and side effects arising from unhealthy environments, the use of improper materials, improper choices, and uses due to uninformed consumer decisions, unsafe or unpleasing work environments due to inadequate safety management, and lack of appropriate aesthetics.

Green sustainability products: Such products meet the following criteria:

- (a) sustainability by meeting the needs of society in ways that can continue indefinitely into the future without damaging or depleting natural resources,
- and (b) sustainability meeting present needs without compromising the ability of future generations to meet future needs.

Green washing: Green washing occurs when a company or organization spends more time and money claiming to be green through advertising and marketing than through implementing business practices that minimize environmental impact. Some consider it an example of whitewashing, but with a green brush.

Innovation: Innovation involves developing alternatives to existing technologies, whether fossil fuel or chemical-intensive agriculture, which have demonstrated to damage health and the environment.

Source reduction: The attempt to reduce waste and pollution by changing patterns of production and consumption.

Sustainable products: Such products reduce the impact on the environment by virtue of being responsibly sourced products (e.g., those that are either renewable or sustainably harvested). A sustainably harvested source material does not harm the surrounding area, pollute the air, or permanently reduce the supply.

Viability: Viability involves creating a center of economic activity around technologies and products that benefit the environment, speeding their implementation, and creating new careers that truly protect the planet.

Assumptions

This study contains two foundational assumptions. The primary assumption was that participants would be honest in their responses to the survey. Honest responses were essential to the integrity of the study, and I made every effort to elicit honest answers.

For example, I would assure participants that their responses were confidential and would remain anonymous. Additionally, the survey questions were short to keep participants interested and focused on providing the most pertinent responses. The survey was also pilot tested to ensure that questions were straightforward and easy to understand and that respondents were likely to answer honestly and appropriately.

A second assumption was that consumers were aware of recycling efforts and able to answer questions about the likelihood of their practicing recycling. There was an assumption that participants would know the location of their nearby recycling centers.

CHAPTER-IV
DATA ANALYSIS AND
INTERPRETATION

ANALYSIS AND INTERPRETATION

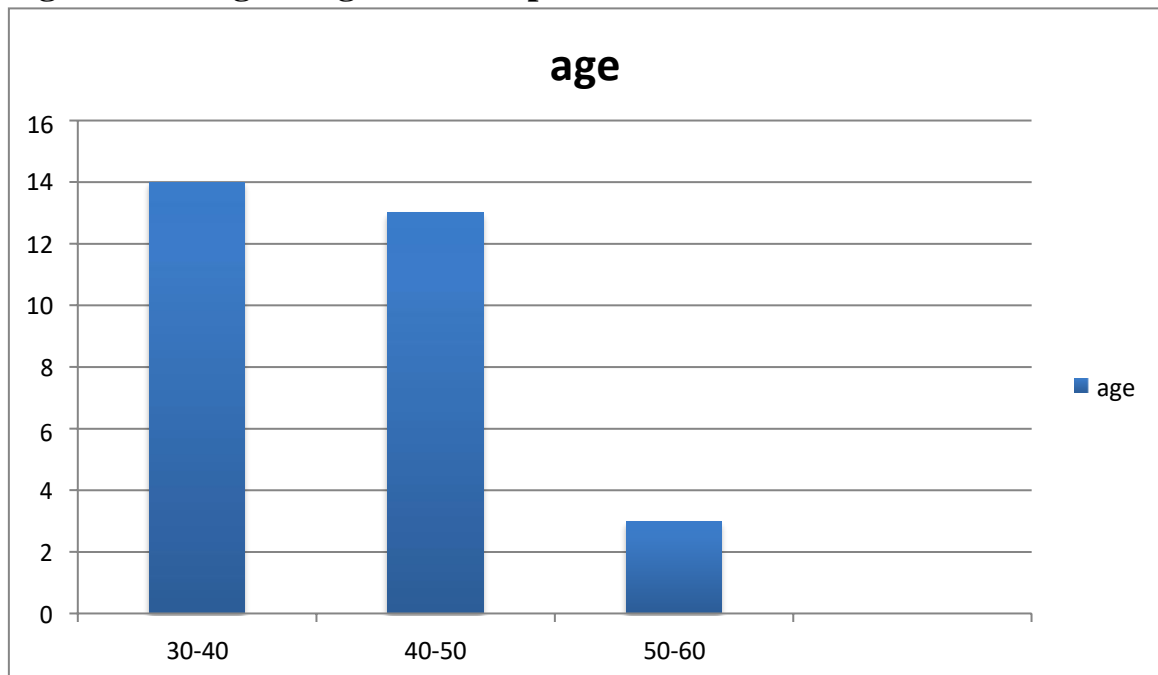
Table 4.1 showing the age of the respondents

Age	Number of respondents	Percentage
30-40	14	46.67
40-50	13	43.33
50-60	3	10
Total	30	100

(Source: Survey data)

The above table shows the age of the respondents, 46.67% among them are between 30-40 years old, 43.33% are between 40-50 years old and 10% are between 50-60 years old.

Fig.4.1 showing the age of the respondents



(Source: Survey data)

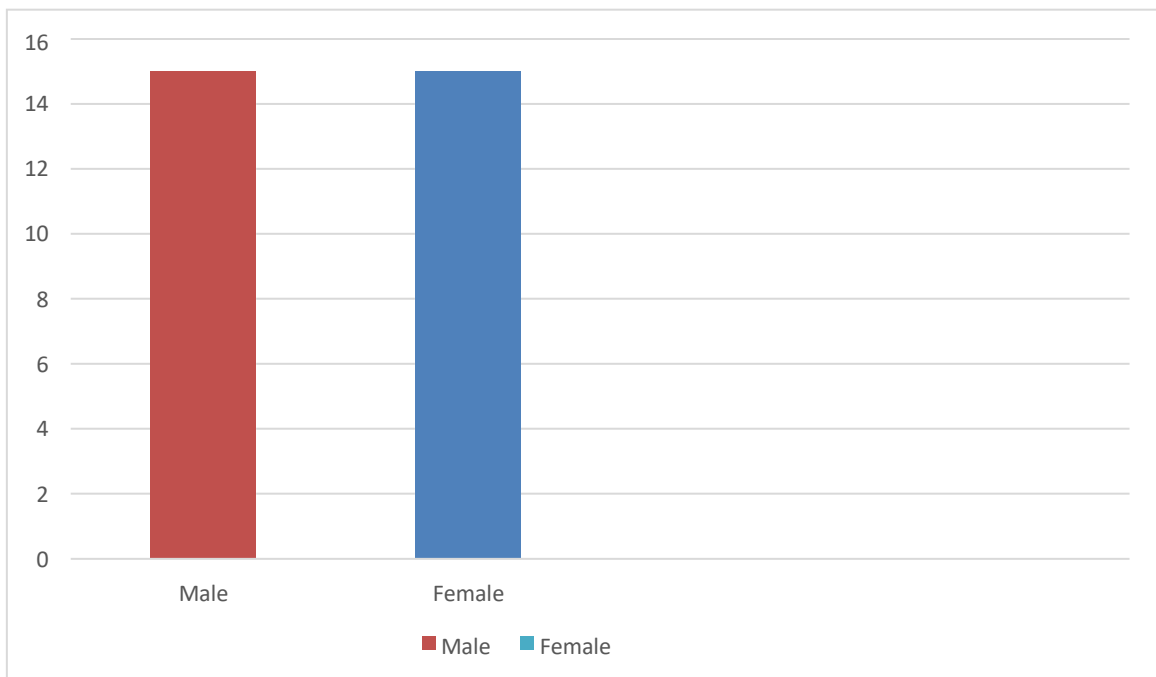
Table4.2 showing the gender classification

Gender	Number of respondents	Percentage
Male	15	50
Female	15	50
Total	30	100

(Source: Survey data)

The above table shows that among the respondents around 50% of them are male and 50 % are female.

Fig 4.2 showing the gender classification



(Source: Survey data)

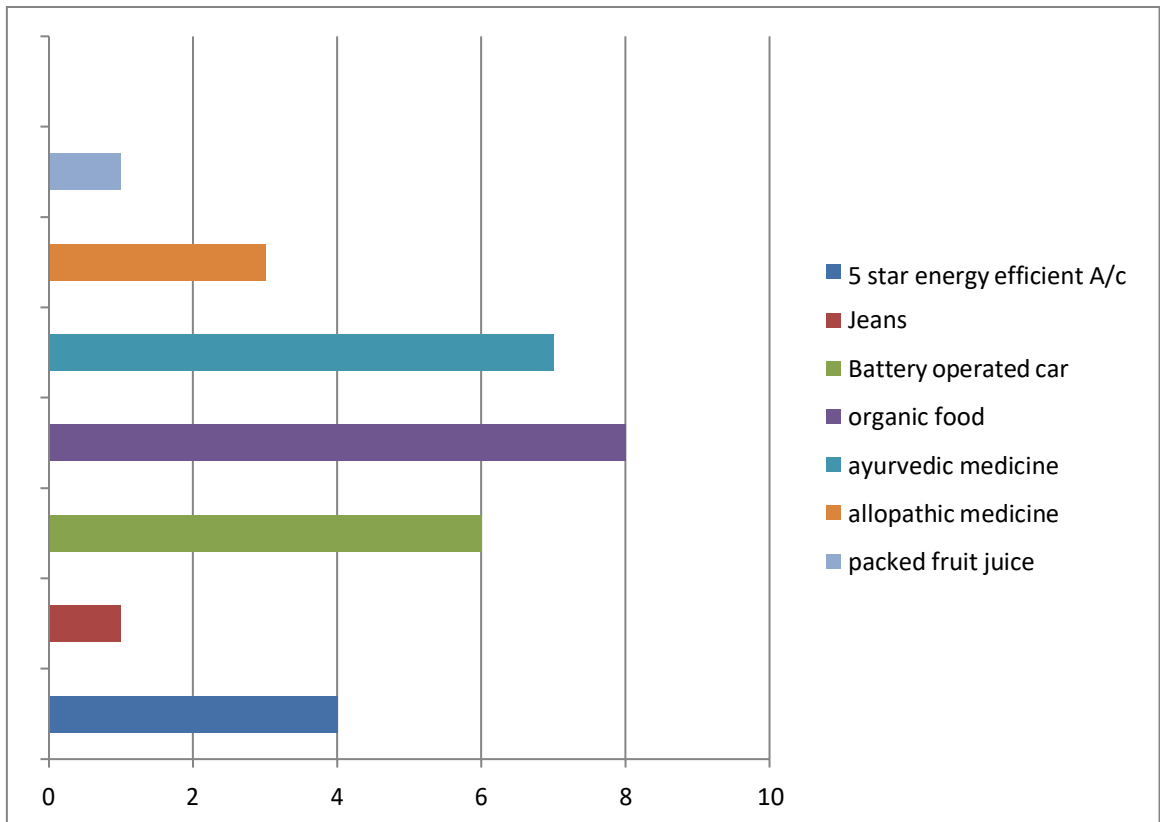
Table 4.3 showing the green products chosen the respondents

Products	5 star energy efficient A/C	Jean s	Battery occupied car	Organic food	Ayurvedic medicine	Allopathic medicine	Packed fruit juice	total
No. of responses	4	1	6	8	7	3	1	30
percentage	13.33	3.33	20	26.67	23.33	10	3.33	100

(Source: Survey data)

The table above shows that 26.67% respondents have chosen organic food as green product, 23.33% respondents have chosen Ayurvedic medicine, 20% respondents have chosen battery occupied car, 13.33% of respondents have chosen 5 star energy efficient A/c, 10% respondents have chosen allopathic medicine, 3.33% of respondents have chosen jeans and 3.33% of respondents have chosen packed fruit juice.

Figure 4.3 showing the green products chosen the respondents



(Source: Survey data)

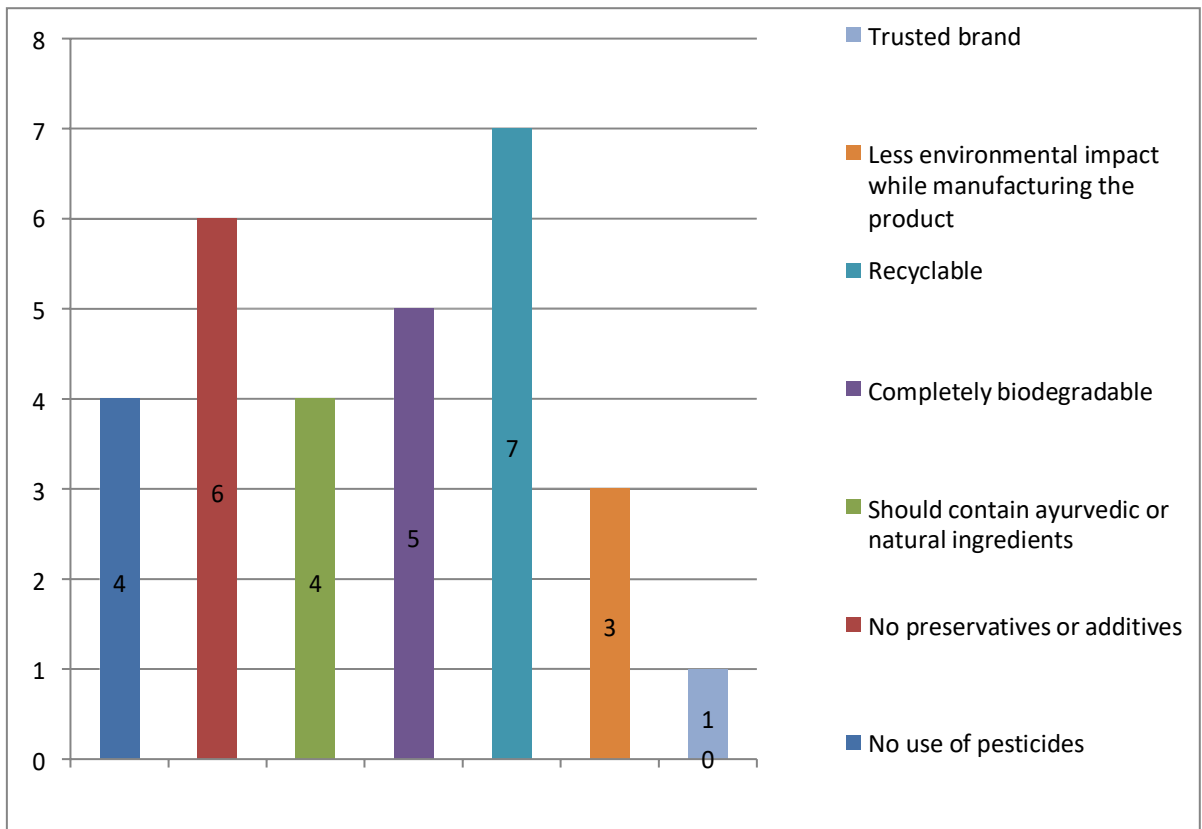
Table 4.4 showing the features of green products that is chosen by the respondents

Features	No use of pesticides	No preservatives or additives	Should contain ayurvedic or natural ingredients	Completely biodegradable	Recyclable	Less environmental impact while manufacturing the product	Trusted brand	total
No. of responses	4	6	4	5	7	3	1	30
percentage	13.33	20	13.33	16.67	23.33	10	3.33	100

(Source: Survey data)

The above table shows that 23.33% of the respondents have chosen the feature that the product must be recyclable, 20% of the respondents have chosen the feature No preservatives or additives used in the product, 23.33% of respondents have chosen the feature completely biodegradable, 13.33% of respondents have chosen the feature ayurvedic and natural ingredients in the product, 13.33% of respondents have chosen the feature no use of pesticides, 10% of respondents have chosen the feature Less environmental impact while manufacturing the product, 3.33% of the respondents have chosen the feature trusted brand.

Figure 4.4 showing the features of green products that is chosen by the respondents



(Source: Survey data)

Table 4.5 showing how many times the respondents have bought eco-friendly products in past 6 months.

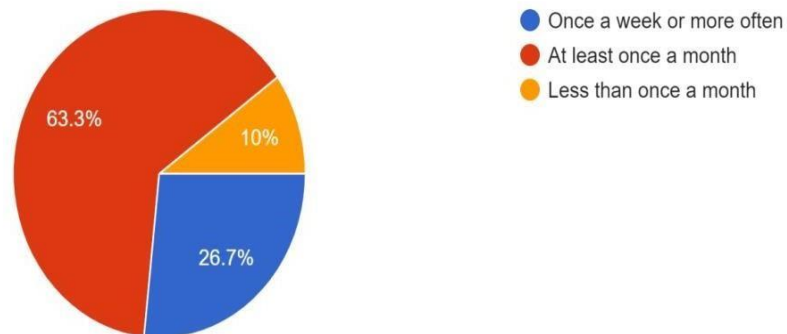
No of purchases	No. of responses	Percentage
At least once a month	19	63.33
Once a week or more often	8	26.67
Less than once a month	3	10
Total	30	100

(Source: Survey data)

The above table shows that 63.33% respondents have purchased green products at least once a month, 26.67% of them purchased once a week or more often and 10% of them purchased less than once in a month.

Figure 4.5 showing how many times the respondents have bought eco-friendly products in past 6 months

30 responses



(Source: Survey data)

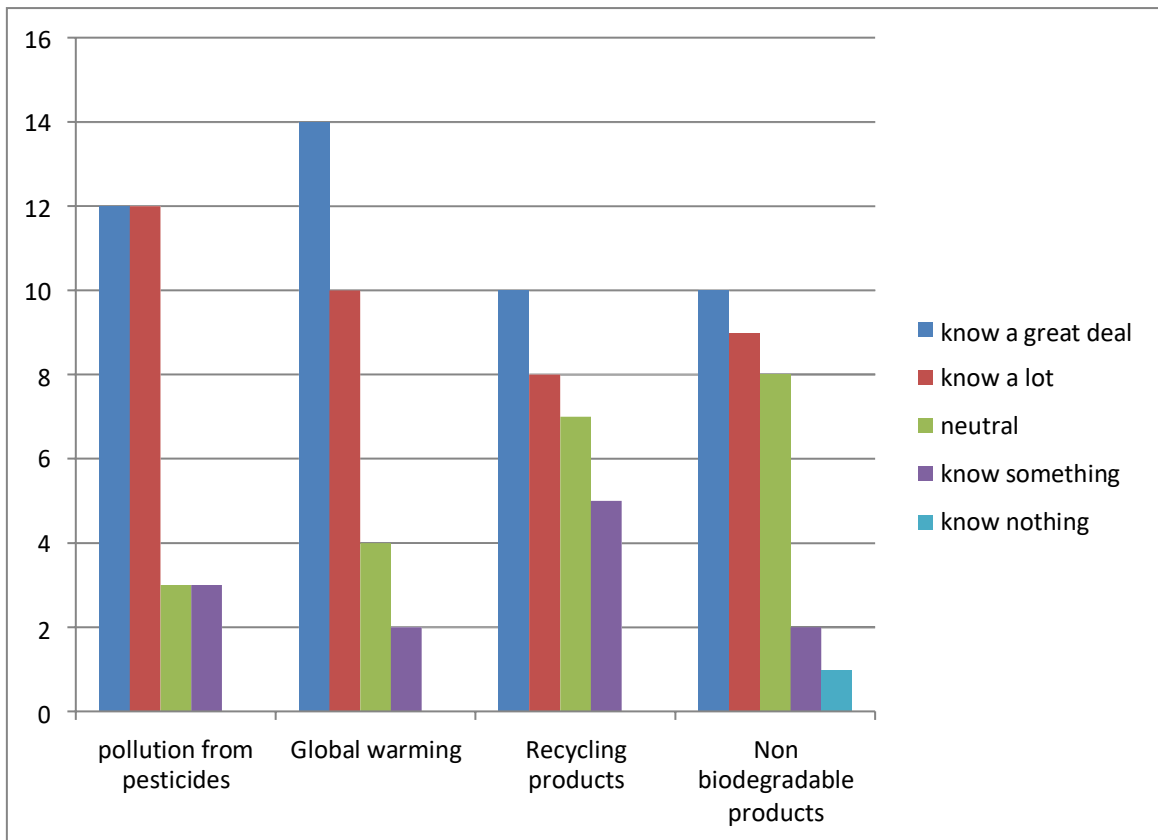
Table 4.6 shows how much knowledge respondents have about the environment

particulars	Know a great deal	Know a lot	neutral	Know something	Know nothing	Total no. of responses
Pollution from pesticides	12	12	3	3	0	30
Global warming	14	10	4	2	0	30
Recycling products	10	8	7	5	0	30
Non biodegradable products	10	9	8	2	1	30
Percentage of response	38.34	32.5	18.33	10	0.83	100%

(Source: Survey data)

The above shows that more than 38.34% of the respondents know a great deal about the environment they are aware about the harmfulness caused by the pesticide and also know about cause and effect of global warming and know the benefits of recycling and defects of non biodegradable products , 32.5% of the respondents know a lot , 18.33% of the respondents are in neutral tone, 10% of the respondents know something about the environment and 0.83% of the respondents know nothing about the environment.

Figure 4.6 shows how much knowledge respondents have about the environment



(Source: Survey data)

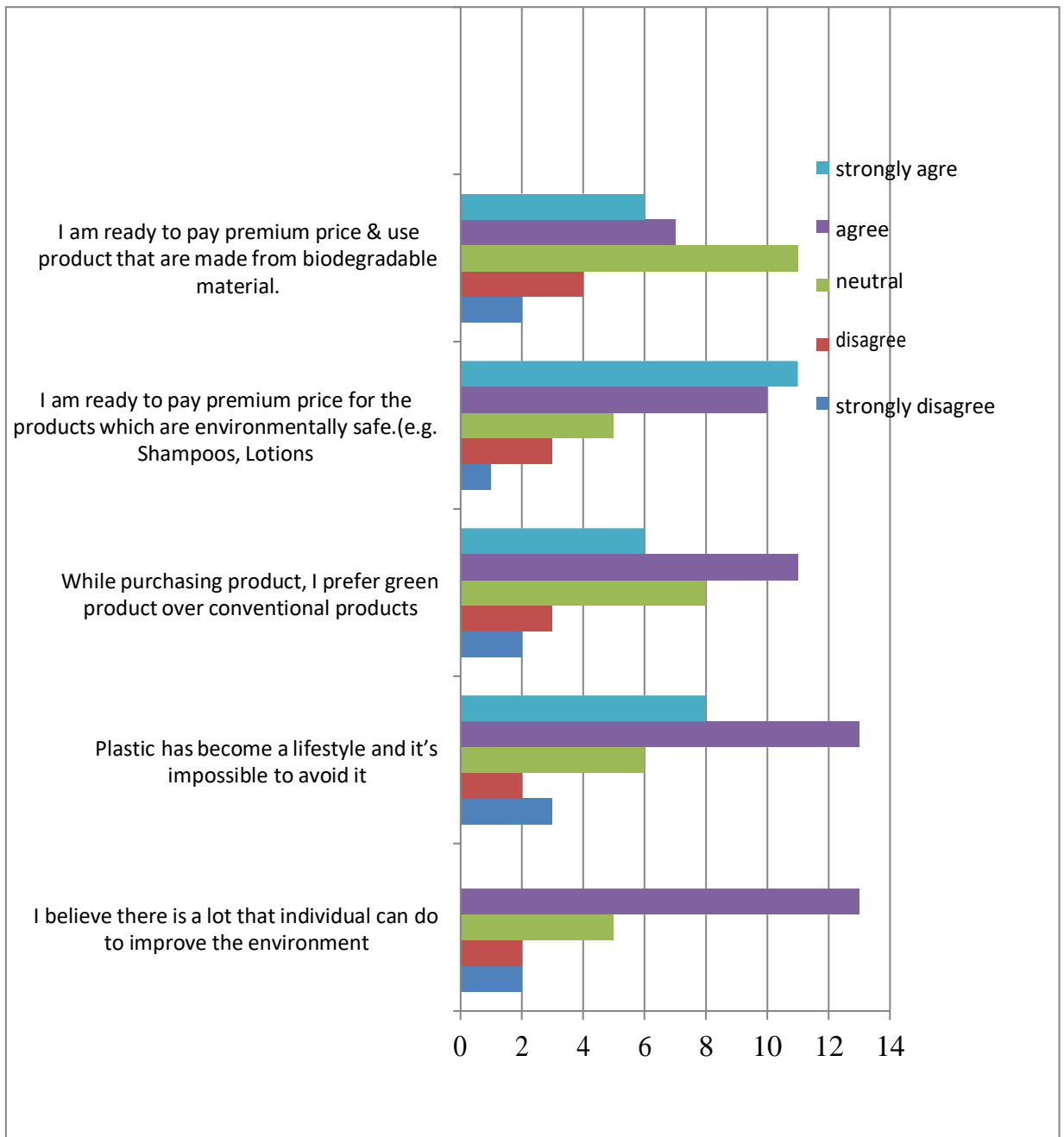
Table 4.7 shows the measure of attitude of the respondents towards the environment and green products

particulars	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Total no. of responses
I believe there is a lot that individual can do to improve the environment	2	2	5	13	8	30
Plastic has become a lifestyle and it's impossible to avoid it .	3	6	8	12	1	30
While purchasing product, I prefer green product over conventional products.	1	2	6	13	8	30
I am ready to pay premium price for the products which are environmentally safe.(e.g. Shampoos, Lotions)	2	3	8	11	6	30
I am ready to use product that consumes less energy(e.g. Electronic appliances)	1	3	5	10	11	30
I am ready to pay premium price & use product that are made from biodegradable material.	2	4	11	7	6	30
Percentage of responses	6.1	11.1	23.9	36.67	22.23	100%

(Source: Survey data)

The above table shows that 36.67% of the respondents agree that they have the attitude to take care the environment and give priority to green products and 22.23% of the respondents strongly agree that they adapt green products, 23.9% of the respondents are having neutral attitude and 11.1% of the respondents disagree to prefer green products and 6.1% of the respondents strongly disagree to use green products.

Figure 4.7 shows the measure of attitude of the respondents towards the environment and green products



(Source: Survey data)

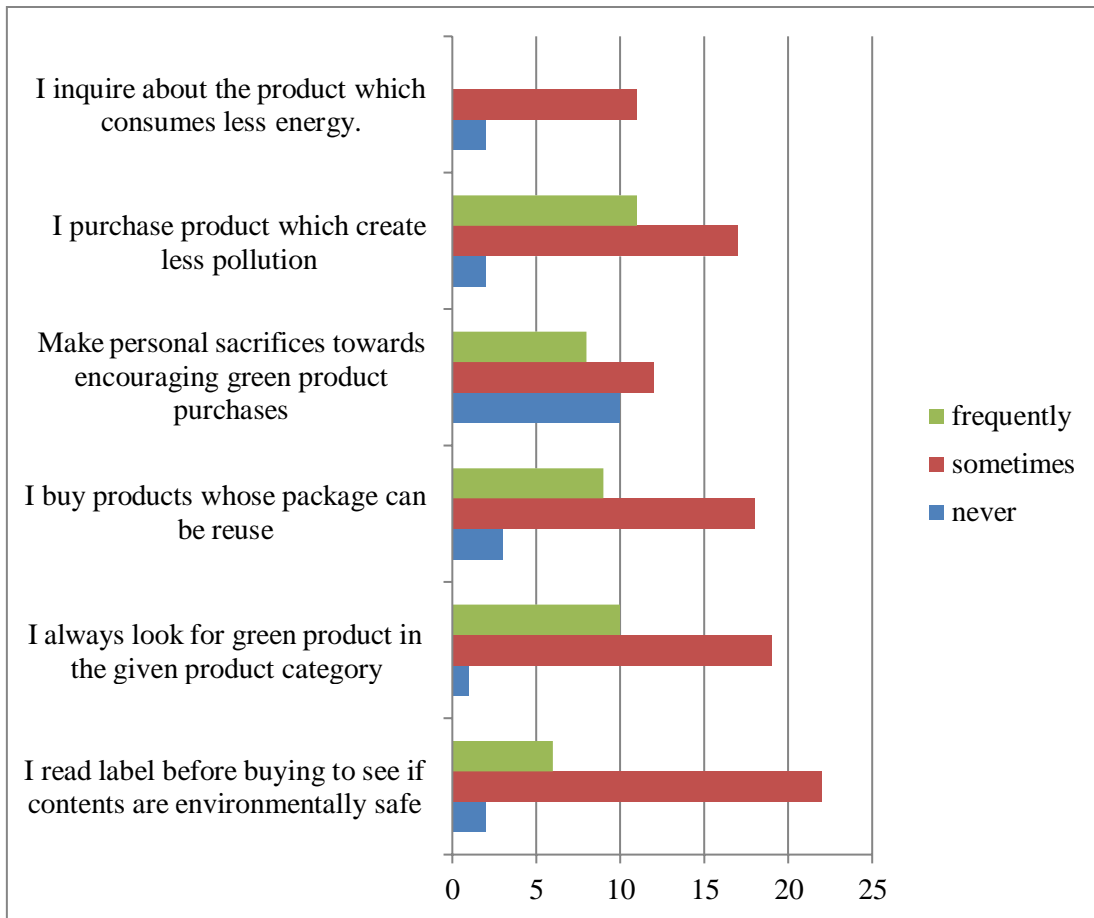
Table 4.8 shows the purchase behavior of the respondents

What do you do in any of the following:	Never	Sometime	Frequently	Total no of responses
I read label before buying to see if contents are environmentally safe	2	22	6	30
I always look for green product in the given product category.	1	19	10	30
I buy products whose package can be reuse.	3	18	9	30
Make personal sacrifices towards encouraging green product purchases.	10	12	8	30
I purchase product which create less pollution.	2	17	11	30
I inquire about the product which consumes less energy.	2	11	17	30
Percentage of response	11.1	55	33.9	100%

(Source: Survey data)

The above table shows that 55% of the respondents having a purchasing behavior that they buy green products sometimes, 33.9% of the respondents frequently buy green products and 11.1% of the respondents never buy green products.

Figure 4.8 shows the purchase behavior of the respondents



(Source: Survey data)

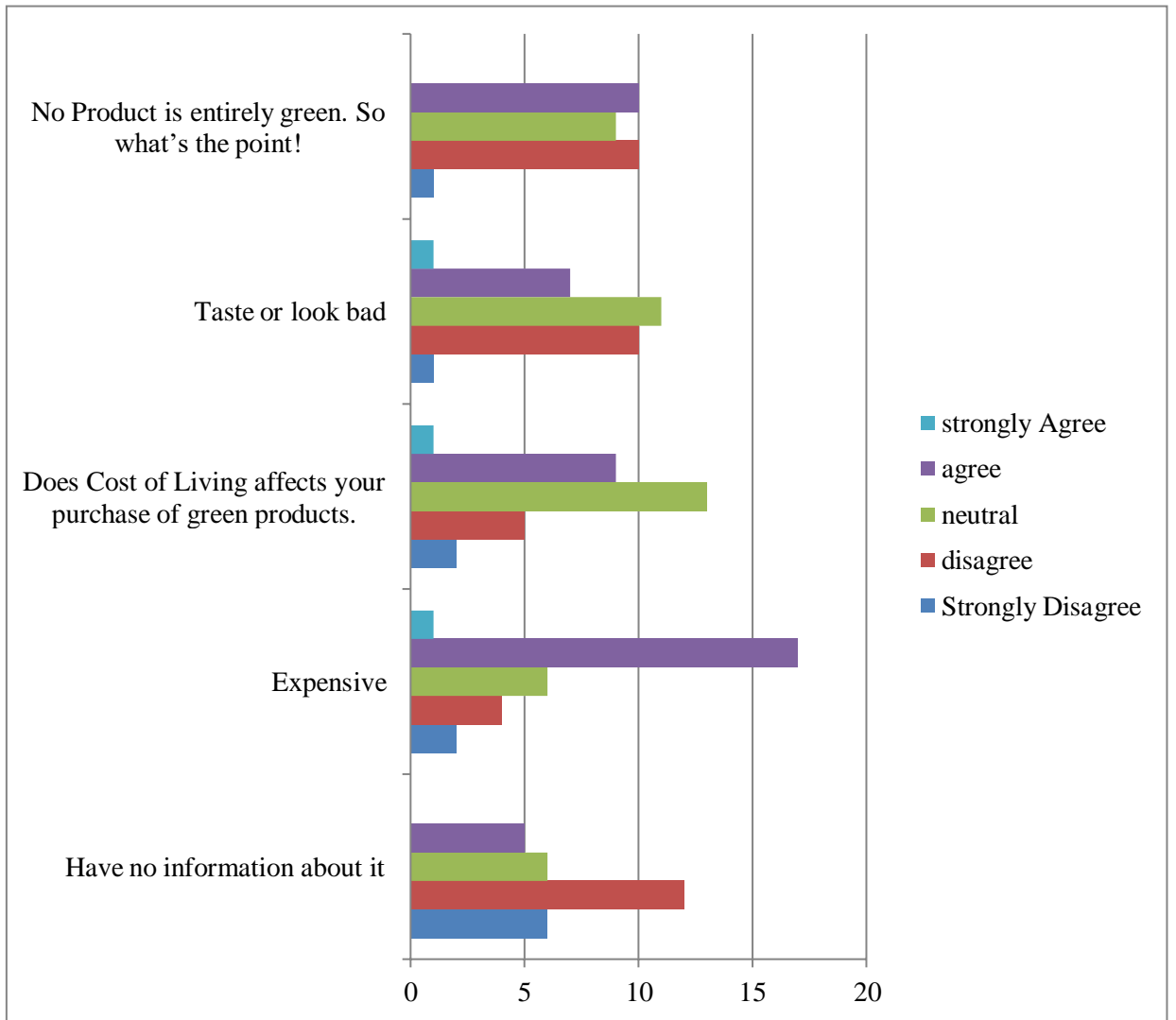
Table 4.9 shows the barriers to green life style

To my Mind Green Lifestyle is:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total no. of responses
Have no information about it	6	12	6	5	1	30
Expensive	2	4	6	17	1	30
Does Cost of Living affects your purchase of green products.	2	5	13	9	1	30
Taste or look bad	1	10	11	7	1	30
No Product is entirely green. So what's the point!	1	10	9	10	0	30
Percentage of the responses	8	27.33	30	32	2.67	100%

(Source: Survey data)

The above table shows that 8% of the respondents strongly disagree that they are aware of the barriers towards green life style and 27.33% of the respondents disagree, 30% of the respondents are in a neutral tone they doesn't mind if they know or may not know about the barriers to green life style, 32% of the respondents agree that they are aware of the barriers and 2.67% strongly agree that they are well aware of the barriers towards the green life style.

Figure 4.9 shows the barriers to green life style



(Source: Survey data)

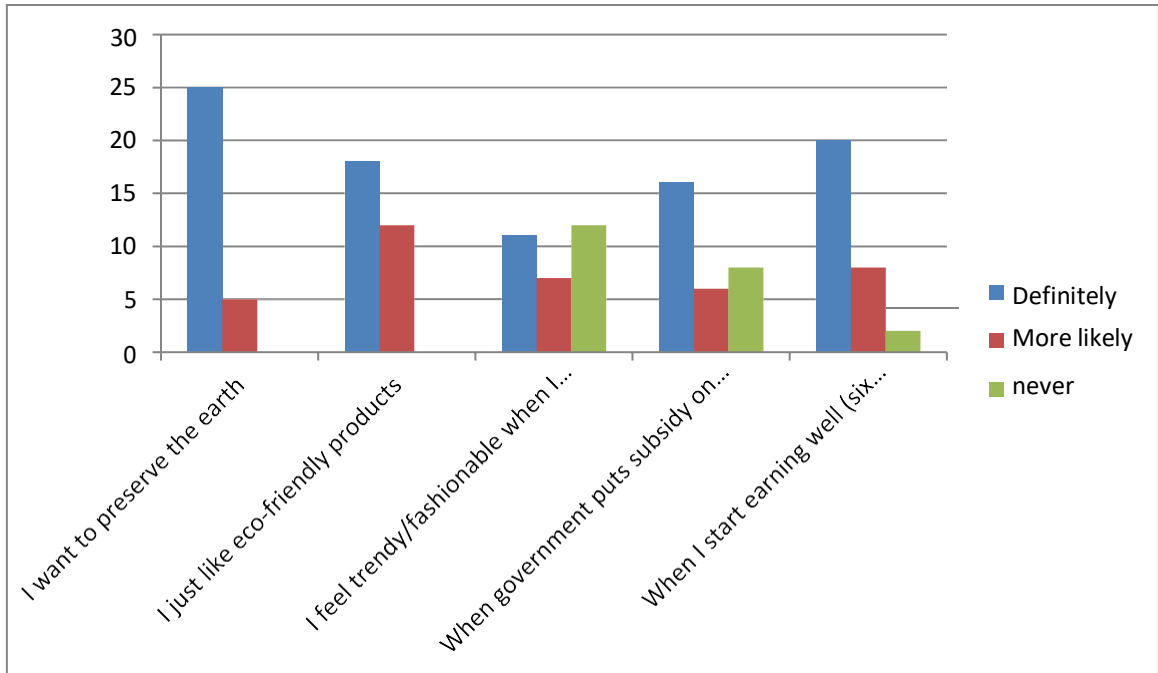
Table 4.10 showing the intention of the consumer to use green products

situations	Definitely	More likely	Never	Total no of responses
I want to preserve the earth	25	5	0	30
I just like eco-friendly products	18	12	0	30
I feel trendy/fashionable when I purchase eco-friendly products	11	7	12	30
When government puts subsidy on green products thus bringing them within my budget	16	6	8	30
When I start earning well (six figure salary)	20	8	2	30
Percentage of the response	60	25.33	14.67	100%

(Source: Survey data)

The above table shows that more than 60% of the respondents have definite intention to adapt towards green products and 25.33% of the respondents are more likely to have intention to use green products and 14.67% of the respondents not have any intention to use green products.

Table 4.10 showing the intention of the consumer to use green products



(Source: Survey data)

CHAPTER-V
FINDINGS, SUGGESTION &
CONCLUSION

FINDINGS

- 1.** Most of the respondents recorded in the first table are from the age group of 30-40 and least was from 50-60. From this we can understand that the people in the age group of 30-40 have the habit of purchasing goods.
- 2.** In this survey conducted 50% of the respondents are male and 50% are female.
- 3.** The survey conducted showed that most of them prefer organic food , ayurvedic medicine which is free from preservatives ,additives and pesticides
- 4.** We can understand that most people are willing to buy recyclable and biodegradable products.
- 5.** Most of the people buy the products at least once in a month only a few people have regular purchasing behavior.
- 6.** Most of the people aware of the environment and know how to take care they are ready to use recyclable and biodegradable products
- 7.** Many of the people have positive attitude towards the use of green products and they believe that they are safe for the environment and it conserves energy and is worth buying it.
- 8.** We can understand the purchasing behavior of the people that many of them search for green product and products that are harmless to the environment they are not bothered about the cost incurred on purchasing green products thus we can understand that green products have more demand over conventional products.
- 9.** In this survey we can understand that many of them are well aware of the green products in market and the appearance of the product doesn't make any bother among them .some of them bother that the product is not eco friendly even it is mention as a green product on its label. The green products are expensive when compared to conventional products.

10. Many of the people have high intention to adapt towards green products to save the earth and it is becoming a trend that people prefer green products over conventional products and government is providing subsidies to the green products that influence the behavior of consumers.

Suggestions

- the producers need to ensure easy accessibility of products in the market it must available when needed
- The producers must understand the need of the customers and ensure what type of product is needed by the customer and produce accordingly
- The government can introduce certain policies to increase the use of green products.

Conclusion

Though the consumers are willing to purchase green products .The availability of the product is less in the market therefore the companies must identify customers' environmental needs and develop products to address this issue, produce more environmentally responsible packages. (Recycle, biodegradable, reuse), and ensure that products meet or exceed the quality expectations of customers. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. If we think customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. We must find an opportunity to enhance our product's performance and strengthen our customer's loyalty and command a higher price.

For marketing of the green products to be effective we have to maintain three things; be genuine, educate our customers and give them opportunity to practice. Marketers need to understand the implications of green marketing. If we think

customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. We must find an opportunity to enhance the product's performance and strengthen our customer's loyalty.

So, if today's successful marketing is about appealing to personal values and delivering consumer empowerment, and then surely the time is right to inject sustainable development into the marketing mix to help address some of the gritty issues currently facing our planet. Green marketing methods produce highly effective results. They apply all of the steps you need to cut costs, raise response rates and increase growth in the most important marketing metric we are all held accountable for—the bottom line.

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APPENDIX

QUESTIONNAIRE

Green Marketing: A study of Consumer Buying Behavior with regards to Eco-friendly products.

Green Marketing is defined as marketing of products that are presumed to be environmentally safe (Eco-friendly products) and it consists of all the activities designed to generate and facilitate any exchanges intended to satisfy human needs and wants, such that the satisfaction of these needs and wants occurs with minimum detrimental impact on the natural environment.

Eco-friendly products (Green Product) are those products which are environmentally safe. (E.g. CFL & LED Bulbs, Solar panels, Electric cars, Energy star rating T.V. A.C, Refrigerator, etc.)

Green consumers are the consumers who are environmentally conscious and guide their actions towards the protection of the environment.

Name:

Age:

Sex:

1. Choose products which you feel are green from the list:

Soap		Organic Food	
5 star energy efficient AC		Ayurvedic Medicine	
Jeans		Allopathic Medicine	
Battery operated car		Packed Fruit Juice	

2. Choose a feature which you will look most in a green product

- a. No use of pesticides
- b. No preservatives or additives
- c. Should contain ayurvedic or natural ingredients

- d. Less environmental impact while manufacturing the product
- e. Completely biodegradable
- f. Mostly biodegradable
- g. Recyclable
- h. Trusted brand

3. How many times have you bought eco-friendly products in past 6 months?

At least once a month	
Once a week or more often	
Less than once a month	

4. Knowledge About environment

I have Knowledge about	Know a great deal	Know a lot	Neutral	Know Something	Know Nothing
Pollution from Pesticides					
Global Warming					
Recycling Products					
Non-Biodegradable Packaging					

5. Attitude Measure

Tick the appropriate Column	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I believe there is a lot that individual can do to improve the environment					
Plastic has become a lifestyle					

and it's impossible to avoid it .					
While purchasing product, I prefer green product over conventional products.					
I am ready to pay premium price for the products which are environmentally safe.(e.g. Shampoos, Lotions)					
I am ready to use product that consumes less energy(e.g. Electronic appliances)					
I am ready to pay premium price & use product that are made from biodegradable material.					

6. Purchase Behavior

What do you do in any of the following:	Never	Sometime	Frequently
I read label before buying to see if contents are environmentally safe			
Price of green product affects my purchase behavior.			
I always look for green product in the given product category.			
I buy products whose package can be reuse.			
I carry own bag to supermarkets			

Make personal sacrifices towards encouraging green product purchases.			
I purchase product which create less pollution.			
I inquire about the product which consumes less energy.			

7. Barriers to Green Lifestyle

To my Mind Green Lifestyle is:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Have no information about it					
Expensive					
Does Cost of Living affects your purchase of green products.					
Taste or look bad					
No Product is entirely green. So what's the point!					

8. Consumer intention

In which of the following situations are you likely to adapt more towards green products

Intention	Definitely	More likely	Never
I want to preserve the earth			
I just like eco-friendly products			
I feel trendy/fashionable when I purchase eco-friendly products			
When government puts subsidy on green products thus bringing them within my budget			
When I start earning well (six figure salary)			