

# Green Marketing Practices With Reference To The Users Of Mayiladuthurai District

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*Abstract: At present times, world is facing numerous problems with regard to environmental change. The environment has been affected significantly for meeting various requirements of people. Marketers have been showing their concern towards environment by adopting green technology for giving out the Eco-friendly products to consumers. All the stakeholders are showing their concern towards environment by taking various green initiatives. Even in Consumer durable industry, the marketers have adopted Green marketing practices for making some differences to environment. Consumer durable industry is considered as one of the most dynamic and fastest growing industries in Indian market, creating significant mark on human life and also considered to be one of the largest in the world. It initiates growing demand for consumer durable goods in Indian market due to prime features like increasing disposable income and development of product technology.*

*Keywords: Green Marketing, eco-friendly products, satisfaction, perception, etc.*

## I. INTRODUCTION

Green marketing came into prominence in the late 1980's and early 1990's. When it was taken up for discussion, it was considered as marketing strategy focusing on development and marketing of products designed to minimize negative effects on the physical environment. It includes the study of all efforts to consume, produce, distribute, promote, package and reclaim products in a manner that is sensitive or responsible to ecological concerns. Today, Green Marketing has been adhered as one of the business practices by considering the consumers concern towards promoting, preserving and conserving the natural environment.

## II. STATEMENT OF THE PROBLEM

Awareness about environmental issues is growing day by day. Product choice and buying behaviour of products are changing every day. With regard to product attributes, environmental consideration is the key factor influencing

buying decision among consumers. The purchase decision is based on direct involvement in consumption of the products, whereas knowledge and attitude are at the other end in the consumption of products. Hence, the study focuses on examining the level of acceptability and reach of green products among consumers in the market in Mayiladuthurai District.

## OBJECTIVES OF THE STUDY

- ✓ To understand the green marketing practices towards the users of Eco-friendly products.
- ✓ To identify the factors that influence the consumer to make them to purchase green products.
- ✓ To encourage the people to buy green products in the study area.

### III. RESEARCH DESIGN

#### SOURCES OF DATA

This study is both descriptive and analytical in nature. It covers both primary and secondary data. The primary data required for the study were collected from the respondents selected for the study. The primary data were collected through well-structured questionnaire. The secondary data were collected by the researcher from various sources like magazines, journals, textbooks and websites.

#### SAMPLING METHOD

The researcher has decided to follow the convenient sampling technique for the present research work. There are 110 sample respondents are selected for the study using convenient sampling technique. The sample size is decided after considering the financial position of the researcher and time factor.

### IV. LIMITATIONS OF THE STUDY

The study has following limitations.

- ✓ The study has limited only to the users of Eco-friendly products
- ✓ The study is restricted to Mayiladuthurai district.
- ✓ Respondents were sometimes reluctant to fill the Questionnaire.

### V. RESULTS AND DISCUSSIONS

It was observed from the study, out of 110 respondents, It was found that 61% of the respondents were male and the remaining 39% were female. It was concluded in this study the majority of the respondents were male. 20% of the respondents were in the category of 20 – 30% of the respondents were in the category of 41 – 50 and the remaining 19% were belongs to above 50. It was found from the table 5.2 the maximum of number of consumers belongs to the category of 31-40. 13% of the consumers earned below Rs. 5000, 19% of the earned Rs. 5001 – 10000, 48% of the consumer earned Rs.10001 – 15000, 20% of the consumers earned above Rs. 15000. It was clear from table 5.3 the majority of the consumers were in the income category of Rs. 10001 – 15000 (48%). 31% of the respondents were studied UG, 49% of the respondents were studies PG, and the remaining 7% were studies others like catering, ITI. It was observed from the table 5.4 the maximum numbers of respondents 49% were studied PG in the study area.

It was identified from the study; All the consumers were preferred to buy organic food. 34% of the respondents were purchased daily, 60% were purchased weekly, 5% were purchased monthly, 1 % was purchased whenever needed. It was clear from the study the maximum of 60% of the investors were purchased weekly. 71% were purchased from organic

stores, 14% were purchased from manufacturer, 2% were purchased from other place such as online shopping, available stores. It was clear from the study the majority of the respondents were purchased from organic stores. 55% of the respondents were purchased for good health, 15% were purchased for taste, 26% were purchased for quality, 4% were purchased for price. 23% of consumers were purchased groceries, 40% of the consumer were purchased fruits and vegetables, 15% of the consumer purchased beverages 6% were purchased sugar and the remaining 6% were from the other products likes snacks, chocolate. 32% were felt the price of organic product was expensive, 53% were felt moderate. 15% were felt low. 19% were attracted by price, 5% were attracted by packing, 63% were attracted by quality, 8% were availability and the remaining 5% were attracted by the entire above-mentioned feature.

Out of 110 respondents, the uses of organic food, 20% were felt extremely important, 61% were felt very important, 9% were felt moderately, 8% were slightly important, 2% were felt not at all important. Overall satisfaction of consuming organic products. 26% were felt highly satisfied, 66% were felt satisfied, 8% were felt somewhat satisfied it was revealed that the majority of 66% of respondents were satisfied.

### VI. SUGGESTIONS

- ✓ There is a need to open to organic products marketing shops every extension areas in Mayiladuthurai.
- ✓ The creation of awareness of organic product is necessary among consumers.
- ✓ Sustained improvement in products features would lead to increase in consumption of organic food products.
- ✓ The increase frequency of viewing the advertisement of organic food products and better taste would influence the purchase organic food products. The influence of advertisement of organic products with an increase in education particularly among consumers.
- ✓ Allocation of Separates shares for organic food products in departmental stores.
- ✓ Positioning organic food products by their specific attributes.
- ✓ Positioning organic food products by influencing consumer beliefs about the benefits they derive on consuming.

### VII. CONCLUSION

Consumer behaviour plays a major role in organic food products segment. The marketers of organic foods need to be innovative and dynamic in order to complete with the changing purchase behaviour in the organic food products market among urban residents. The importance of organic food products was ignored for quite a long period. As a result of environmental sustainability, importance is shifted towards organic food products rather than conventional farming. The

study brought out the fact that the people were well aware of images and availability, but not loyal entirely to organic food products. So the marketers must create promotions which are both realistic and moral and the product availability in terms of volume and variety are required to become successful in marketing organic food products.

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