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The primary data required for the study which has been collected with the help of well structured questionnaire and the data is collected from the respondents.

Secondary Data

The secondary data are collected from journals, books, reports, unpublished thesis and published materials are used. It is also downloaded from internet.

LIMITATIONS OF THE STUDY

The present study is purely exploratory and a micro level study. The study uses both primary and secondary data. However there are some limitations. They are;

1. The present study is a new study on consumers knowledge and perception of green marketing which lacks previous background materials for reference.
2. The knowledge and perception of the respondents in Kanyakumari district may not be suitable for the people in other districts.

OPERATIONAL DEFINITIONS

➤ Green consumers

The consumers who buy eco-friendly products due to the awareness of eco-consciousness.

➤ Green product

The products which are free from chemicals, pesticide and toxin. It is manufactured out of natural ingredients or natural resources and easily biodegradable. It is a tangible one which can be seen, touched and tasted.

➤ Green services

The services which are offered using electronic based services. Example:- E-ticketing, E-banking etc

➤ Green marketing

The products or services which are produced and marketed in an environment friendly manner.

➤ Eco-friendly

The product or services which do not pollute the environment.

➤ Eco-environment

The environment is free from pollution and such environment are conducive for the living of the human being, flora and fauna.

➤ Environment pollution

The whole universe is affected due to pollution and non-degradable products such as plastics which create havoc to the humans, flora and fauna. As a result the natural environment is degraded.

➤ Bio-degradable products

The products which do not affect the earth and easily degradable in the normal course of time.

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A STUDY ON CONSUMER KNOWLEDGE AND PERCEPTION REGARDING GREEN MARKETING

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ABSTRACT

Green marketing is one of the emerging concepts in the marketing scenario. It has a great scope in marketing as it has direct link with the people. It refers to the process of selling products based on their environmental benefits. Such products may be produced in an environmental friendly way. In the beginning of twentieth century, companies have started realizing the benefit of manufacturing green products, hence the evolution of green marketing practices have been started. The manufacturing concern should produce the product which does not harm the environment and gives environmental benefits to the consumers. The recent trends that will transform commerce in 2017 are global, payments, mobile and social. This commerce revolution is driven by advances in technology, smart phone adoption, and shifting consumer trends. Ultimately green products can be measured in terms of products those are originally grown, products those are recyclable, reusable and biodegradable, products with natural ingredients, non-toxic chemicals, do not harm or pollute the environment, products that have eco-friendly packing i.e. reusable, refillable containers etc. Today Indian consumers are ready to pay premium price for green products. Therefore there is a need for green marketing and a shift in the consumers' behavior and attitude towards more environment friendly lifestyles. This paper aims to study the customers' knowledge and perception regarding the awareness of green marketing.

KEY WORDS: green market, perception, knowledge, green product, environment.

INTRODUCTION

The green marketing has evolved over a period of time. According to Peatie the evolution of green marketing is seen to have taken place in three phases and they are:

1. Ecological green marketing

All marketing activities are concerned to help environment problem and provide solution for the problem.

2. Environmental green marketing

Environmental green marketing focused on clean technology and green products which take care of pollution and waste.

3. Sustainable green marketing

It emphasized on progress towards greater sustainability. Products need to have higher net sustainable value while satisfying the consumers and other stakeholders.

REVIEW OF LITERATURE

Kanka and Tara in 2015 stated that the concept of green marketing is gaining momentum among the consumers and it becomes the need of the hour. Therefore they insist the importance of green product, green price, green place and green production. The responsibility of protecting environment lies in the hands of firm and consumer. Thus the green marketing would ensure sustained long term growth, profitability and save money for both firm and consumers.