1.1 INTRODUCTION

In the last decade, consumers have become more enlightened an environmental issues. Green marketing refers to selling products or rendering services based on environmental benefit. Green marketing is growing rapidly and consumers are willing to pay a lot for green product. There have been little analysis of the impact of this new market on the consumers and the environment so far.

Green marketing affects all areas of our economy, it does not just lead to environmental protection but it also creates new market and job opportunities. Companies that are environmental stewards stand a chance of gaining many satisfied and loyal customers.

Environmental issues have gained importance in business as well as in public life throughout the world. It is not like that a few leaders of different countries or few big renowned business houses are concerned about the day deterioration of oxygen level in our atmosphere but every common citizen of our country and the world is concerned about this common threat of global warming.

So in this scenario of global concern, corporate house has taken green marketing a part of their strategy to promote products by employing environmental claims either about their attributes or about the system, policies and processes of the firms that manufacture or sell them.

Clearly green marketing is part and parcel of overall corporate strategy along with manipulating the traditional marketing mix (product, price, promotion and place), it requires an understanding of public policy process. So we can say green marketing covers a broad range of activities.

Green marketing growing rapidly and consumers are willing to pay a lot for green product. Green marketing affects all area of our economy. Green revolution, going green, environmental protection, sustainable life style, sustainable development, protecting our planet and many more have become a natural phenomenon in our everyday life. Green marketing is a tool used by many organizations in various industries to follow this trend.

1.2 STATEMENT OF THE PROBLEM

Green marketing is the marketing of products that are presumed to be environmentally safe. Green marketing is growing rapidly and consumers are willing to pay a lot for green product. Green marketing affects all areas of our economy, it does not just lead to environmental protection but it also create new market and job opportunities. The project is aimed at analyzing the impact of green marketing on customer satisfaction and environmental safety and sustainable development.

1.3 SIGNIFICANCE OF THE STUDY

The current rapid growth in the economy and the patterns of consumer's consumption and behaviour worldwide are the main cause of environmental deterioration. As the environment continues to worsen, it has become a persistent public concern in the developed countries and has recently awakes developing countries to the green movement. This study has two objectives. The first objectives is to examine the level of awareness regarding green marketing among consumers and the second objectives is to analyses the buying behaviour of consumers related to green marketing. However environment protection did to contribute significantly to consumer's attitude on green products.

1.4 SCOPE OF THE STUDY

The scope of the study concentrates on the consumer's and attitude towards green products. This study also aims at measuring the factors which influence consumers green purchase behaviour. The study measures the awareness about the term green marketing among the people. The present study to the consumers in Kannur District only.

1.5 OBJECTIVES OF THE STUDY

- To understand the level of awareness regarding green Marketing and sustainable development
- To analyze the factors which influence the green marketing.

- To examine the success of green marketing as a tool for sustainable development
- To analyse consumer satisfaction level regarding green product for sustainable development

1.6 RESEARCH METHODOLOGY

The study is designed as a descriptive one. The necessary data has collected from both primary and secondary data sources.

1.6.1   SOURCES OF DATA

In the preparation of the project report, the data is collected from different sources. The sources of data are as follows.

- **PRIMARY DATA**

Primary sources are original sources from which the researcher directly collects data that have not been previously collected. Primary data are first hand information collected through various methods such as observation, interviewing, mailing etc**.**

- **Questionnaire:** Structured questionnaire was selected as the tool for data collection which include a set of various type of questions concerning different aspects of the study.
  - **Personal Interview:** This method is also used to collect data.
  - **SECONDARY DATA**

The secondary data may be used in three ways by a researcher. Firstly, some specific information from secondary source may be used for the references purpose. Secondly, secondary data may be used as benchmarks against which the findings of a research may be tested. Finally, secondary data may be used as the sole source of information for a research project.

1.6.2 POPULATION

The population is selected for the study in the Kannur district.

1.6.3 SAMPLE SIZE

The study covers 50 respondents of Kannur district. For the purpose of collecting data sampling technique has been used. Kannur district was selected for the collection of primary data.

TOOLS FOR DATA COLLECTION

Questionnaire

A questionnaire is a research instrument consisting of a serious of questions for the purpose of gathering information from respondents. In other words, a data collection technique where in the respondents are asked to give answers to the series of questions, written or verbal, about a pertinent topics is called as a questionnaire.

TOOLS FOR ANALYSIS OF DATA

In this study questionnaire used to collect data from public. The questionnaire contains multiple choice questions, rating scale questions, ranking scale questions, etc. The following are the different tools used for analysing the data.

A. Percentage method

The tool which is used for the data analysis is percentage. Percentage is a number or ratio expressed as a fraction of 100. Percentage is used to express how large or small one quantity is relative to another quantity. The formula used to calculate percentage is;

Percentage = Amount/total*100

1.7 LIMITATIONS OF THE STUDY

- Time constrain was the major limitation of the study.
- Sample size used for the study is very small.
- Some of the respondents are less cooperative, So the information given by the respondents may not be accurate.
- Unawareness about the term green marketing among the respondents.