

1.1 INTRODUCTION

Green marketing refers to the process of selling products and services with having consideration on their environmental benefit. Such a product or service may be environmentally friendly and produced and packaged in an environmentally friendly way. Obvious assumption of green marketing is that potential consumers will view a product and service “greenness” as a benefit and base their buying decision accordingly. Green marketing term was discussed in a seminar on “ecological marketing” organized by American Marketing Association.

Green marketing consists of marketing products and services based on environmental factors are awareness. Companies involved in green marketing make decisions relating to the entire process of the company’s product, such as method of processing, packaging and distribution. Green marketing companies seeks to go above and beyond traditional marketing by promoting environmental core values in the hope that consumers will associate these values with their company or brand. Engaging in these sustainable activities can lead to creating a new product line that caters to a new target market. Also known as sustainable marketing, environmental marketing, or ecological marketing.

The negative impact of human activities over environment is a matter of concern today. Governments all over the world making efforts to minimize human impact on environment. Today our society is more concerned with the natural environment. Understanding the society’s new concerns businesses have begun to modify their behavior and have integrated environmental issues into organizational activities. Going by alternative names such sustainable marketing, environmental marketing, green advertising, eco marketing, organic marketing, all of which point to similar concepts though perhaps in a more specific fashion, green marketing is essentially a way to brand your marketing message in order to capture more of the market by appealing to people’s desire to choose products and service that are better for the environment.

There are many environmental issues impacted by the production of goods and rendering of services, and therefore there are also many ways a company can market their eco- friendly offerings. Green marketing can appeal to a wide variety of these issues an item can save water, reduce greenhouse gas emissions, cut toxic pollution, clean indoor air, and/or be easily recyclable. When put side by side with the competition, the more environmental marketing claims your product or service can

make, the more likely it is the consumer will select it, provided the price point isn't too much higher than the alternative.

Marketing products and services based on environmental factors or awareness. Companies involved in green marketing make decisions relating to the entire process of the company's products, such as methods of processing, packaging and distribution. Green marketing refers to the process of selling product and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way.

1.2 SIGNIFICANCE OF THE STUDY

The study aims to assess the consumer perception about green product with special reference to Kannur District. As far as Indian retail market is concerned with various products compete with each other to gain more market share. But certain factors exhibit the buyer decision in the case of green product. In order to understand these factors, the study is undertaken. This study is helpful to the retailers and customers in Kannur District.

1.3 STATEMENT OF THE PROBLEM

Green marketing is one of the major areas of interest for marketers as it may provide competitive advantage. It is an important competitive strategy used by most of the companies. While designing the products or services, the marketer not only considers the needs, taste and preference of the consumers but also identify the other factors influencing their purchase decision like environmental knowledge, environmental concerns and credibility of environmental advertising etc. Customers are more interested to create an environmentally sustainable world. Green marketing will be successful only if the marketer understands the consumer behaviour properly. In this context it is essential to study the consumer behaviour towards green products and find out the factors influencing the consumer behaviour.

1.4 OBJECTIVES OF THE STUDY

- To identify the impact of green marketing on consumers.
- To identify the popularity and effectiveness of green marketing.
- To identify the consumer perception about green marketing.

- To study the factors that influences the consumers“ buying decision towards green products.
- To offer various suitable suggestion to increase the usage of green products.

1.5 SCOPE OF THE STUDY

Eco-friendly products are important in the present era. In order to protect the environment various companies produce the eco-friendly products that lead to green marketing. This study will analyze the consumer perception and buying behavior of green marketing. The scope of the study will focus on the 50 respondents of both male and female in Kannur District.

1.6 LIMITATIONS OF THE STUDY

- A complete study includes the respondents from only a particular area.
- The period of the study is very short. In order to get accurate result, the entire population should be studied, but the researcher took a sample of 100 respondents due to lack of time.
- The reliability of the data depends on the information given by the respondents.
- The analysis is purely based on the research topic, so that other areas may get neglected.

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