

**A STUDY ON CUSTOMER'S PERCEPTION TOWARDS GREEN
MARKETING AT THERMOX POLYMERS LTD, CHENNAI**

**Submitted in partial fulfillment of the requirements for the award of
Bachelor of commerce**

by

KEERTHIKA.T

41740017



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

CATEGORY-1 UNIVERSITY BY UGC

Accredited with Grade "A++" by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

APRIL - 2024



SATHYABAMA

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Ms. KEERTHIKA.T (41740017)** who carried out the Project entitled "**A STUDY ON CUSTOMER PERCEPTION AT THERMOX POLYMERS LTD**", under our supervision for a period of 3 months from January 2024 to March 2024.

Dr.VELUMONI .D

Internal Guide

Dr.PALANI .A

HOD

Dr. BHUVANESWARI G.

Dean

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner



THERMOX POLYMERS LTD

DATE: 22.01.2024

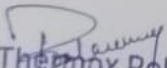
TO
THE PRINCIPAL
SATHYABAMA INSTITUTE OF SCIENCE & TECHNOLOGY
JEPPIAAR NAGAR, RAJIV GANDI SALAI
CHENNAI-600 119.

Sir/Madam,

We would like to confirm that we are permitting **MS. KEERTHIKA (B.COM 3rd YEAR)** student from SATHYABAMA INSTITUTE OF SCIENCE & TECHNOLOGY JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI-600 119 to undergo his project internship training for the position of **Marketing Department** in our Organization from 22nd JAN 2024 to 31st MAR 2024.

Thanking you,

For THERMOX POLYMERS LTD


Thermox Polymers Ltd.
Chennai-600 122

Authorized Signatory

Thermox Polymers Ltd, No.34.Rajaji Street.Shanthi Colony, KOVUR, Chennai-600 122.

Sales@thermoxpolymer.com /www.thermoxpolymers.com

DECLARATION

I am **T.KEERTHIKA (41740017)** hereby declare that the Project **entitled “A STUDY ON CUSTOMER’S PERCEPTION TOWARDS GREEN MARKETING AT THERMOX POLYMERS LTD”** done by me under the guidance of **Dr.VELUMONI D** (Internal) and **Mr.BALASUBRAMANI** (External) fulfillment of the requirements award of Bachelor of Commerce.

DATE: 02.05.2024

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

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T.KEERTHIKA

ABSTRACT

Green marketing help to utilize the limited resources, while satisfying customers wants, both of individuals and industry, as well as achieving the selling organization's objectives. Though by knowing the increasing of the importance, benefits and opportunities of green marketing, this study is made to analyze the benefits and opportunities of the green marketing. The firm need to personalize the benefits of environment friendly actions, normally, through letting the customers take part in environment friendly actions.

The primary objective is to conduct an empirical study on Green marketing. The secondary objectives are to study the awareness of customers for eco-friendly products, study the challenges in Green Marketing, study the benefit and opportunities of Green Marketing strategy and study the Green Marketing strategies of a few marketing concerns.

Green marketing is not just setting products based on their environmental benefits, but it is a wider concept. Green marketing involves developing products and packages that are environment friendly or less harmful to the environment. It includes many areas ranging from conservation to control of pollution. Companies should make every possible effort to undertake research and development in order to come up with eco-friendly products in the interest of the customers well-being in particular and that of societies in general.

As resources are limited and human wants are unlimited, it is necessary for marketers to use resources efficiently, so that organizational objectives are achieved without waste of resources. So green marketing is inevitable. There is growing interest among people around the world regarding protection of natural environment. People are getting more concerned for environment and changing their behaviour for the protection of environment. As a result of this, the term "Green Marketing" has emerged. Hence, marketers are feeling their responsibility towards environment and giving importance to green marketing.

Not only marketers but customers are also concerned about the environment, and customers are also changing their behaviour pattern. Now, individual as well as industrial customers are becoming more concerned about environment-friendly products.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

According to the American Marketing Association, **Green Marketing** is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including

- Product modification
- Changes to the production process
- Packaging changes as well as Modifying advertising.

As per Mr. J. Polonsky, Green Marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment."

Green Marketing involves developing and promoting products and services that satisfy customer's want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment.

Goals of Green Marketing:

- Eliminate the concept of waste
- Reinvent the concept of product
- Make prices reflect actual and environmental costs
- Make environmentalism profitable
- Bringing out product modifications
- Changing in production processes
- Packaging changes

1.2 INDUSTRY PROFILE

The Indian polymer industry made a promising beginning in 1957 with the production of polystyrene. Thereafter, significant progress has been made, and the industry has grown and diversified rapidly. The industry spans the country and hosts more than 2,000 exporters. It employs about 4 million people and comprises more than 30,000 processing units, 85–90% of which are small and medium-sized enterprises.

- In FY21, plastic and linoleum export from India stood at US\$ 7.55 billion.
- During April 2019–January 2020, plastic export stood at US\$ 7.045 billion with the highest contribution from plastic raw material at US\$ 2.91 billion, plastic sheets, films and plates at US\$ 1.22 billion and packaging materials at US\$ 722.47 million.
- India exported plastics worth US\$ 838 million in August 2020, and the export during April–August 2020 was US\$ 3.91 billion.
- The total plastic and linoleum export during April–August 2020 was US\$ 3.15 billion and for the month of August 2020, it was US\$ 648.07 million.
- The Indian plastics industry produces and export a wide range of raw materials, plastic- moulded extruded goods, polyester films, moulded/ soft luggage items, writing instruments, plastic woven sacks and bags, polyvinyl chloride (PVC), leather cloth and sheeting, packaging, consumer goods, sanitary fittings, electrical accessories, laboratory/ medical surgical ware, tarpaulins, laminates, fishnets, travel ware, and others.
- The Indian plastics industry offer excellent potential in terms of capacity, infrastructure, and skilled manpower. It is supported by many polymer producers, plastic process machinery and mould manufacturers in the country.
- Among the industry's major strengths is the availability of raw materials in the country. Thus, plastic processors do not have to depend on import. These raw materials, including polypropylene, high-density polyethylene, low-density polyethylene, and PVC, are manufactured domestically.

1.2.1 Recent Developments

The Department of Chemicals and Petrochemicals has approved 10 Plastic Parks in the country, out of which 6 parks have been given final approval in the below states:

- Assam (1 nos.)
- Madhya Pradesh (2 nos.)
- Odisha (1 nos.)
- Tamil Nadu (1 nos.)
- Jharkhand (1 nos.)

The Detailed Project Reports are under evaluation for two Plastic Park in Uttarakhand and Chhattisgarh respectively and proposal for setting up of two new Plastic Parks are under process. These Plastic Parks will help to achieve environmentally sustainable growth and increase employment.

1.2.2 Plastics Export Promotion Council

The Plastics Export Promotion Council (PLEXCONCIL) is the apex Government body responsible for the promotion of plastic export. PLEXCONCIL members comprise large-/medium-/small-scale manufacturers and exporters.

The council supports exporters by participating in international trade fairs, exploring new markets, organising buyer- seller meets both in India and overseas, and engaging in various other promotion and need- based activities.

1.2.3 Market Share by Applications & Geography

On the basis of application, packaging industry had the largest market share of 54.1% in 2019. Increasing share of organized retail and adaptation of technology oriented initiatives is driving the growth packaging industry. This growth has opened the doors for sustainable polymers market by using the green chemistry initiatives.

Geographically, tier-1 cities account for larger sustainable environment initiatives opening up space for adapting sustainable polymers. Tier-1 cities has 44.3% market share in the use of sustainable polymers made products. Tier-2 cities being rich in availability of resources such as raw material and labor attracts setting up of sustainable polymer manufacturing plants. Tier-2 cities have 59.7% market share in the manufacturing of sustainable polymers.

1.2.4 India Sustainable Polymers - Market Trends, Drivers and Challenges

Biopolymers are in trend making polymers entirely from tapioca and vegetable starches. These innovations have also made edible plastic cutlery made from rice, wheat and sorghum as the primary ingredient. This has reduced the use of plastic cutlery and henceforth decreasing pollution from its disposal and contributing to ecological balance.

Sustainable polymers market is witnessing growth driven by the application of green chemistry to produce green and natural polymers and the new methods for producing various polymers. Green chemistry designs products and processes them in a manner that minimizes the use of harmful substances and thus opens areas for development of sustainable polymers such as green chemistry that can eliminate the use of Bisphenol A, an important raw material, for the production of polycarbonates. Cows in India are the holy animal but due to non-degradation of synthetic polymers around 30 kg of plastics have been found in guts of cows in the country.

Further, the major challenge for the sustainable polymers market is the physical properties such as toughness, color, melting temperature and elasticity. These physical properties are far better in existing traditional polymers with an advantage of being cost effective.

1.2.5 Covered In This Global Sustainable Polymers Market Report

The report covers the present ground scenario and the future growth prospects of the India sustainable polymers market for 2017-2030 along with the import and export data of sustainable polymers. We calculated the market size and revenue share on the basis of revenue generated from major players and sales of sustainable polymers across the region.

Sustainable polymers market outlook 2017-2030, has been prepared based on an in-depth market analysis from industry experts. The report covers the competitive landscape and current position of major players in the sustainable polymers market. The report also includes Porter's five force model, SWOT analysis, company profiling, business strategies of market players and their business models. India sustainable polymers market report also recognizes value chain analysis to understand the cost differentiation to provide competitive advantage to the existing and new entry players.

1.3 COMPANY PROFILE

Established in 2005 in the automotive industrial hub of Chennai, Thermox Polymers Ltd today is a world class manufacturer of Moulded and Extruded Rubber & Plastic parts for Automotive OEM around the globe. All the TPL plants are certified and meet the most stringent quality norms set by its diverse range of customers. Apart from supplying to automotive majors in India.

TPL has a unique capability to process rubber parts in all grades like NR, NBR, SBR, EPDM, Silicon, Viton, Neoprene, Chloroprene, HNBR, Fluoro, Isoprene, Hypolene, etc., and plastic parts in grades like PP (Polypropylene), PVC (Polyvinylchloride), TPE (Thermoplastic rubber), PA 66, PA66 + Glass Fibre, POM (Polyoxymethylene), Santoprene, Desmopan, etc. It therefore offers a 'one stop shop' engineering solutions to all the customers through its expertise in designing, development, tooling, moulding, extrusion, assembly, painting, testing and delivery capabilities across the globe. Backed by its technical capabilities and highly enthusiastic workforce, TPL today has become a supplier of choice for the Indian Automotive industry.

1.3.1 Mission/Vision Statement

To be an innovative, profitable and a preferred Automotive organization by creating the right environment for our most valuable asset-the human capital while continuously striving to reduce our carbon footprint and proactively engage our self in CSR activities.

1.3.2 Corporate Social Responsibility

As a truly global organization, it strives to maintain a strong ethical background. All its plants are smoke free, zero pollution hubs, thereby contributing to a greener environment. The company actively undertakes social welfare programs to support its employees as well as the community like tree plantation week, Blood donation camps programs etc. The company has set a target of devoting 500 to CSR activities.

1.3.3 Our Strengths

Possess rich experience in Rubber Auto parts manufacturing offer complete solutions in Rubber & Plastic Processing Technologies i.e. Injection, Compression, Transfer Moulding and Extrusion processes 6 state-of-the-art manufacturing units at geographically diverse locations Single window contact point for all our customers available 24x7 for customer support A well experienced product development team with deep understanding of the most intricate products Centralized Rubber Compounding facilities for unparalleled economies and consistency. Complete In house Testing facilities and a well equipped tool room with latest technology machines and software.

1.3.4 INFRASTRUCTURE

➤ Rubber & Plastic Extrusion

The in-house co-extrusion lines for extruding EPDM profiles are equipped with Glass beads and microwave hot air curing system with or without metal inserts and flocking. The company has recently introduced PVC Co-Extrusion line with facilities for Slicing, Cutting, Printing, Taping, Notching, Punching, Drilling etc. It has achieved competence in the manufacturing of single & twin layer fuel tubes with the capability to produce the most complicated shapes in all sizes



Figure.1.1 Rubber & Plastic Extrusion

➤ **Plastic Moulding & Assembly**

TPL is equipped with latest Horizontal Plastic Injection Moulded machines ranging from 90T to 400 Tonnes. This is supported by various other Post Moulding operations like Ultrasonic Plastic Welding Machines and ABS and Sheet Metal 3K system Paint Shop etc. In a quest to further augment its product offering, TPL keeps upgrading itself to bigger tonal machines.



Figure. 1.2 Plastic moulding & Assembly

➤ **Finishing**

Understanding the complexity of precise finishing of the rubber parts, TPL has deployed the state of the art finishing equipment- Cryogenic Deflashing machines for seamless finishing processes.



Figure.1.3 Finishing

➤ **Rubber Moulding**



Figure.1.4 Rubber Moulding

➤ **Injection Moulding**

The group has deployed advanced Microprocessor controlled Desma Rubber Injection Moulding machines of upto 250 Tonnes. Depending upon the nature of the product, machines are run on fully automated processes right from compound feeding to product removal from the moulds.

➤ **Compounding**



Figure.1.5 Compounding

Thermox Polymers has an automatic centralized rubber compounding setup facilitated to achieve maximum productivity, precision quality and consistency of the rubber compound. This has been integrated with a high-tech automated intermix system with facilities for automatic chemical weighing, auto oil dispersion, batch off unit, sieving and cutting. This ensures consistency in the compound properties, optimal productivity and gives a mixing capacity of more than 1000 tons of rubber compound per month.

1.3.5 GREEN MARKETING MIX

Green Marketing mix consists of following:

- Product Mix
- Price Mix
- Place Mix &
- Promotion Mix

➤ PRODUCT MIX

Entrepreneurs wanting to exploit emerging green markets either: Identify customers' environmental needs and develop products to address these needs or will develop environmentally responsible products to have less impact than competitors. The increasingly wide variety of products on the market that support sustainable developments are:

- Products made from recycled goods, such as Quick' N Tuff housing materials made from recycled broccoli boxes
- Products that can be recycled or reused.
- Efficient products, which save water, energy or gasoline, save money and reduce environmental impact.
- Products with environmentally responsible packaging, McDonalds, for example, changed their packaging from polystyrene clamshells to paper.
- Products with green labels, as long as they offer substantiation
- Certified products, which meet or exceed environmentally responsible criteria.
- Organic products-many customers are prepared to pay a premium for organic products, which offer promise of quality. Organic butchers, for example, promote the added qualities such as taste and tenderness.
- A service that rents or loans products-toy libraries.

Whatever the product or service, it is vital to ensure that products meet or exceed the quality expectation of customers and is thoroughly tested.

➤ **PRICE MIX**

Pricing is the critical element of the marketing mix. Most customers will only be prepared to pay a premium if there is a perception of additional product value. This value may be improved performance, function, design, visual appeal or taste. Environmental benefits will often be the deciding factor between products of equal value or quality.

Environmentally responsible products, however, are often less expensive when product lifecycle costs are taken into consideration, for example fuel-efficient vehicles, water efficient printing and non-hazardous products.

➤ **PLACE MIX**

The choice of where and when to make products available will have significant impact on the customers you attract. Very few customers go out of their way to buy green products merely for the sake of it. Marketers looking to successfully introduce new green products should position them broadly in the marketplace so they are not just appealing to a small green niche market.

The location must also be consistent with the image you want to project and allow you to project your own image rather than being dominated or compromised by the image of venue. The location must differentiate you from the competitors. This can be achieved by in-store promotions and visually appealing displays or using recycled materials to emphasize the environmental and other benefits.

➤ **PROMOTION MIX**

Promoting products and services to target markets include paid advertising, public relations, sales promotions, direct marketing and on-site promotions. Smart green Marketers will be able to reinforce environmental credibility by using sustainable marketing and communication tools and practices. For example, many companies in the financial industry are providing electronic statements by email; e-marketing is rapidly replacing more traditional marketing methods and printed materials can be produced using recycled materials and efficient processes such as waterless printing.

Retailers, for example are recognizing the value of alliances with other companies, environmental groups and research organizations. When promoting their environmental commitment to reduce the use of plastic bags and promote their green commitment, some retailers sell shopping bags and promote their green commitments.

➤ ***The Green Marketing Components***

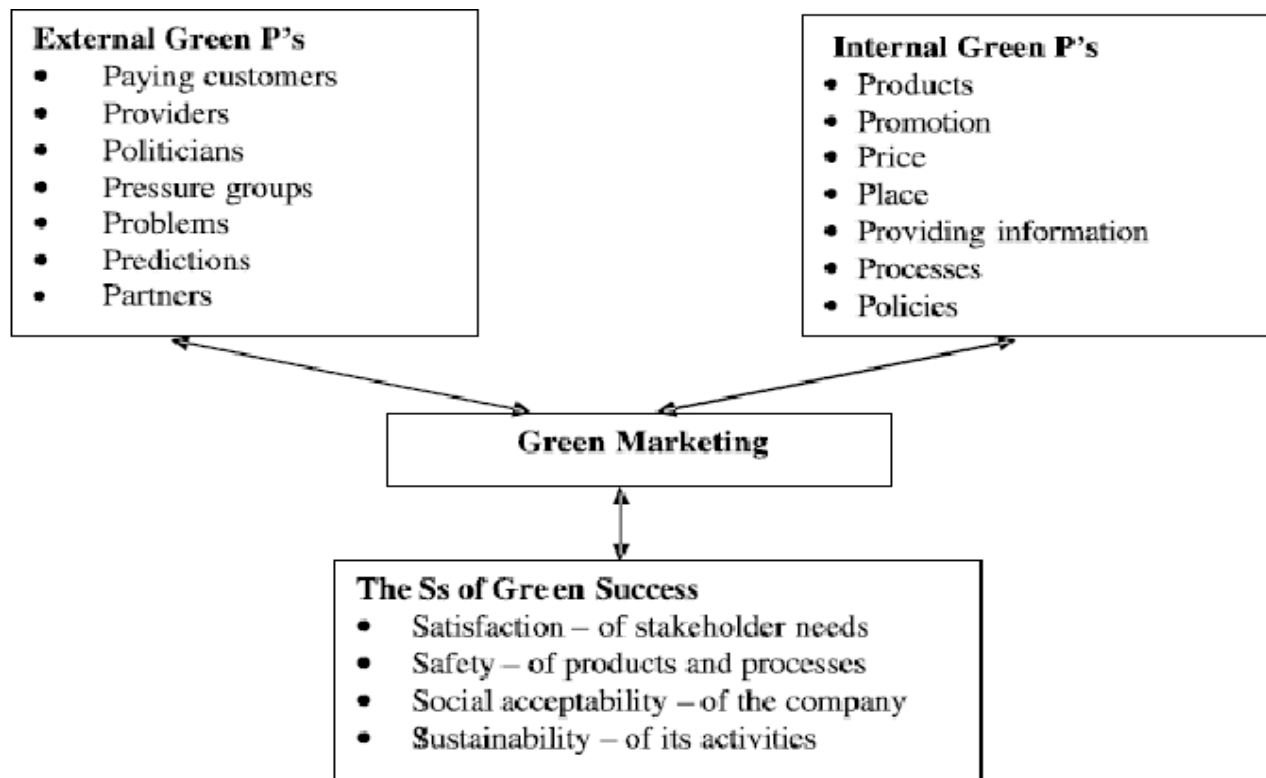


Figure 1.6 Green marketing components

1.3.6 MOVING TOWARDS GREEN MARKETING

The era of green marketing has begun. It has already been granted wide acceptance by all stakeholders. However, there is a need to lay down the standards and practices, in order to bring in objectivity in the judgment of various national and international agencies. This will not only encourage the activities of green marketing but shall also provide the much needed level playing fields to all.

1.3.7 STAKEHOLDERS IN GREEN MARKETING

They are all the people or groups whose lives or environment are affected by the project, but who receive no direct benefit from it. These can include the team's families, people made redundant by the changes introduced, people who buy the product and the local community.

1.3.8 FRAMEWORK FOR PROPER IDENTIFICATION OF STAKEHOLDERS

- Identifying appropriate stakeholders
- Specifying the nature of their interests
- Measuring the stakeholder interest
- Predicting what each stakeholder's future behaviour will be to satisfy his/her stake
- Evaluating the impact of the expected behaviour on the project team's latitude in managing the project politics.

1.3.9 GREEN CODE

G: Generalizes with care. Customer behaviour will not necessarily be consistent across different product types, and particular market segments may respond to certain issues on the green agenda but not others.

R: Remembers, the validity of a piece of market research is not related to the degree to which it supports your preferred option.

E: Explores the context from which market research data comes. Be clear on the nature of the sample used, the questions asked, the way in which responses were recorded and the time and place from which the responses come.

E: Ensures that where market research is crossing international borderlines, that the terminology and interpretation remains consistent. Terms like 'environment', 'green' and 'conservation' do not always translate precisely between languages.

N: Neutrality is important. Ensure that when you pose questions to customers, that they can make any response without being made to feel guilty or uncomfortable, and ensure that your own preconceptions about the green agenda (such as an assumption that green products will cost extra) are not encoded within the questions.

1.3.10 CHALLENGES IN GREEN MARKETING

Many organizations want to turn green, as an increasing number of customers' want to associate themselves with environmental-friendly products. Alongside, one also witnesses confusion among the customers regarding the products. In particular, one often finds distrust regarding the credibility of green products. Therefore, to ensure customer confidence, marketers of green products need to be much more transparent, and refrain from breaching any law or standards relating to products or business practices.

There are numerous challenges in the field of green marketing. Some of the major hurdles are as following:

1.3.11 Need For Standardization

It is found that very less percentage of the marketing messages from “Green” campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labelling and licensing.

1.3.12 COMPANIES GREEN INITIATIVE/ITC: GREEN CAMPAIGN

- ITC has been 'Carbon Positive' three years in a row (sequestering/storing twice the amount of CO₂ than the Company emits).
- 'Water Positive' six years in a row (creating three times more Rainwater Harvesting potential than ITC's net consumption).
- Close to 100% solid waste recycling.
- All Environment, Health and Safety Management Systems in ITC conform to the best international standards.
- ITC's businesses generate livelihoods for over 5 million people.
- ITC's globally recognised e-Choupal initiative is the world's largest rural digital infrastructure benefiting over 4 million farming families.
- ITC's Social and Farm Forestry initiative has greened over 80,000 hectares creating an estimated 35 million person days of employment among the disadvantaged.
- ITC's Watershed Development Initiative brings precious water to nearly 35,000 hectares of drylands and moisture-stressed areas.
- ITC's Sustainable Community Development initiatives include women empowerment, supplementary education, integrated animal husbandry programmes.

1.3.13 MARUTI: GREENING THE SUPPLY CHAIN

The company has remained ahead of regulatory requirements in pursuit of environment protection and energy conservation at its manufacturing facilities, and

in development of products that use fewer natural resources and are environment friendly.

- The company credited the 'Just-in-Time' philosophy adopted and internalized by the employees as the prime reason that helped to excel in this direction.
- The company has been promoting 3R since its inception. As a result the company has not only been able to recycle 100% of treated waste water but also reduced fresh water consumption. The company has implemented rain water harvesting to recharge the aquifers. Also, recyclable packing for bought out components is being actively promoted.
- The company has been facilitating implementation of Environment Management System (EMS) at its suppliers' end. Regular training programs are conducted for all the suppliers on EMS. Surveys are conducted to assess the vendors who need more guidance. The systems and the environmental performance of suppliers are audited.
- The green co-efficient of this system is much better than the conventional system.

1.3.14 HCL'S: ENVIRONMENT MANAGEMENT & ECOSAFE POLICY

- In building a system to identify, develop and sustain the maintenance of an environment management system at corporate level we have formulated a program that we proudly refer as HCL's eco safe.
- The aim is to encapsulate knowledge, awareness, and key developments on all environmental issues faced by today's world and to incorporate these in HCL's operations assuring our commitment in delivering quality products, solutions and services.
- The key objective under HCL eco Safe is targeted at integrating

environmental management procedures into its business processes thereby protecting the environment, health, and safety of all its stakeholders. HCL commits to manufacture products that are environment friendly in all respects and are free from hazardous chemicals.

- HCL eco Safe focuses on product lifecycle management to ensure that our products right from when they are manufactured, bought by customers, recovered at their end-of-life and recycled after useful life are done in an environmentally responsible manner

“GREEN MARKETING CASES” PHILIPS LIGHT'S CFL:

Philips Lighting's first shot at marketing a standalone compact fluorescent light (CFL) bulb was Earth Light, at \$15 each versus 75 cents for incandescent bulbs. The product had difficulty climbing out of its deep green niche. The company re-launched the product as 17"Marathon," underscoring its new "super long life" positioning and promise of saving \$26 in energy costs over its five-year lifetime. Finally, with the U.S. EPA's Energy Star label to add credibility as well as new sensitivity to rising utility costs and electricity shortages, sales climbed 12 percent in an otherwise flat market.

CAR SHARING SERVICES:

Car-sharing services address the longer-term solutions to customer needs for better fuel savings and fewer traffic tie-ups and parking nightmares, to complement the environmental benefit of more open space and reduction of greenhouse gases. They may be thought of as a "time-sharing" system for cars. Customers who drive less than 7,500 miles a year and do not need a car for work can save thousands of dollars annually by joining one of the many services springing up, including Zip Car (East Coast), Flex Car (Washington State), and Hour Car (Twin Cities).

1.3.15 ELECTRONIC SECTOR:

The customer electronics sector provides room for using green marketing to attract new customers. One example of this is HP's promise to cut its global energy use 20 percent by the year 2010. To accomplish this reduction below 2005 levels, The Hewlett-Packard Company announced plans to deliver energy-efficient products and services and institute energy-efficient operating practices in its facilities worldwide.

1.4 OBJECTIVES OF THE STUDY

1.4.1 PRIMARY OBJECTIVE

To conduct an empirical study on Green marketing based on customer's perception with special reference to Thermox Polymers Ltd.

1.4.2 SECONDARY OBJECTIVES

- To findout the percentage analysis of the respondent on customer perception towards Green marketing.
- To study the challenges in Green Marketing.
- To study the benefit and opportunities of Green Marketing strategy.
- To study the benefit and opportunities of Green Marketing strategy.
- To study the Green Marketing strategies of a few marketing concerns.

1.5 SCOPE OF THE STUDY

Green marketing is not just setting products based on their environmental benefits, but it is a wider concept. Green marketing involves developing products and packages that are environment friendly or less harmful to the environment. It includes many areas ranging from conservation to control of pollution. Companies should make every possible effort to undertake research and development in order to come up with eco-friendly products in the interest of the customers well-being in particular and that of societies in general.

As resources are limited and human wants are unlimited, it is necessary for

marketers to use resources efficiently, so that organizational objectives are achieved without waste of resources. So green marketing is inevitable. There is growing interest among people around the world regarding protection of natural environment. People are getting more concerned for environment and changing their behaviour for the protection of environment. As a result of this, the term "Green Marketing" has emerged. Hence, marketers are feeling their responsibility towards environment and giving importance to green marketing.

Not only marketers but customers are also concerned about the environment, and customers are also changing their behaviour pattern. Now, individual as well as industrial customers are becoming more concerned about environment-friendly products.

1.5 NEED OF THE STUDY

- Green marketing has now evolved as of the major area of the interest for Marketers as it may provide competitive advantages.
- It requires investment in terms of technology enhancement, process modification Communicating benefits to customers etc.
- Many of the companies in india have now started marketing themselves as green Organizations due to certain government regulations and shift inn Worldwide.
- However not much research with respect to green marketing has been done in India and there is question about the awareness of green products among consumers.
- As green marketing is different from the marketing is different from the marketing in traditional way, marketers need to know the factors that persuade the consumer to buy the green products.
- This study aims to resolve the research question that what factors influence the Consumer.

1.7 LIMITATIONS OF THE STUDY

- Feedback is just the representative of the entire population; it only states the opinion of a few respondents.
- Time constraint was a major limitation.
- People were not very responsive.
- Unavailability of secondary data.
- The Sample size used for the research is less.
- The information collected is based on the perception of the respondents.
- The data needs to be updated at times when it comes to have further usage of this research study report.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION TO REVIEW OF LITERATURE

BIRTH OF GREEN MARKETING

The concept of green marketing has been around at least since the first Earth Day in 1970. But the idea did not catch on until the 1980s, when rising public interest in the environment led to a demand for more green products and services. Manufacturers responded to public interest by labelling hundreds of new products "environmentally friendly"—making claims that products were biodegradable, compostable, energy efficient, or the like. The term Green Marketing came into prominence in the late 1980s and early 1990s.

The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing". The first wave of Green Marketing occurred in the 1980s. Corporate Social Responsibility (CSR) Reports started with the ice cream seller Ben & Jerry's where the financial report was supplemented by a greater view on the company's environmental impact. In 1987 a document prepared by the World Commission on Environment and Development defined sustainable development as meeting "the needs of the present without compromising the ability of future generations to meet their own need", this became known as the Brundtland Report and was another step towards widespread thinking on sustainability in everyday activity. Two tangible milestones for wave 1 of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America. According to Jacquelyn Ottman, (author of Green Marketing: Opportunity for Innovation) from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing — new product development and communications and all points in between. The holistic nature of green also suggests that besides suppliers

and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. Environmental issues should be balanced with primary customer needs.

The past decade has shown that harnessing customer power to effect positive environmental change is far easier said than done. The so-called "green customer" movements in the U.S. and other countries have struggled to reach critical mass and to remain in the forefront of shoppers' minds. While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of customers in the U.S. and elsewhere profess a strong willingness to favour environmentally conscious products and companies, customers' efforts to do so in real life have remained sketchy at best. One of green marketing's challenges is the lack of standards or public consensus about what constitutes "green," according to Joel Makeower, a writer on green marketing. In essence, there is no definition of "how good is good enough" when it comes to a product or company making green marketing claims. This lack of consensus—by customers, marketers, activists, regulators, and influential people—has slowed the growth of green products, says Makeower, because companies are often reluctant to promote their green attributes, and customers are often skeptical about claims.

Jacquelyn Ottman, (1998) suggests that from an organizational standpoint, all aspects of marketing including new product development and communications should be integrated with environmental considerations. This holistic view of Green Marketing suggests that not only the suppliers and retailers, but the new stakeholders including educators, community members, regulators, and NGOs should also be taken into purview. Environmental issues should not be compromised to satisfy primary customer needs. Organization operating green practices in their processes and products is considered as environmentally friendly by the consumers and they prefer to purchase the products of the organization that are marketing themselves as green organizations.

Despite these challenges, green marketing has continued to gain adherents, particularly in light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reduce their climate impacts, and the effect this is having on their products and services.

The green marketing has evolved over a period of time. According to Peattie(2001), the evolution of green marketing has three phases. First phase was termed as "**Ecological** "green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedie for environmental problems. Second phase was" **Environmental** "green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "**Sustainable**" green marketing. It came into prominence in the late 1990s and early 2000.

Consumers are substantially aware about green products; however applying green marketing practices in business operations is not an easy task(Juwaheer, 2005). Antonio et al (2009) suggested that due to environmental consciousness that has evolved over time, studies on green consumerism will be the main focus point in future leading to identifying the consumer attitudes, behaviors and intentions. Braimah and Tweneboah-Koduah (2011) studied Ghanaian consumers and have found low level of awareness towards green marketing issues which affected that purchase decision of the consumers. Price of green products was also found to be one of the factor that influence the purchase of green products.

There are several issues and challenges identified by various researchers with respect to Green Marketing (Welling and Chavan, 2010). Practicing green marketing initially may prove to be a costly affair as it encourages green products/services, green technology (procuring new technology or modification of existing technology), green power/energy which requires a lot of money to be spent on R&D programs. High investment is required in marketing promotions to create awareness regarding green products and their uses. Many customers may not be willing to pay a premium for green products which may affect the sales of the company. It requires the companies to extensively communicate the presence and benefits of green marketing to the customers by means of various tools available for integrated marketing communication. Eco-labeling could be a good way to convince the customers regarding green products. Consumers might be willing to pay premium price if they see additional benefit (such as quality, environmentally safe product, fuel-efficient vehicles, and non-hazardous products) attached with the product.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It is a science of studying how research is done scientifically. The various steps that are generally adopted by a researcher in studying the research problem along with the logic behind them are studied. The researcher should know the research techniques, the research methodology, how to develop certain tests, how to calculate the mean, median, mode or chi-square, how to apply a particular research technique, which methods are relevant and which are not, what would they mean and indicate and why. Researchers should understand the assumptions underlying the various techniques. Hence, research methodology has various dimensions and research methods constitute a part of research methodology.

3. 2 RESEARCH DESIGN

Research design is the decision regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design. It can be defined as the arrangement of conditions for collection and analysis of data in a manner that aims to combine the relevance to the research purpose to the economy procedure. Research design is needed because it facilitate the smooth sailing of the various research operations, thereby making research as efficient as possible yielding maximal information with minimal expenditure of effort, time and money. In fact, research design has a great bearing on the reliability of the results arrived at end as such constitutes the firm foundation of the entire edifice of the research work.

3.3 PERIOD OF STUDY

This study on customer's perception was conducted during the period of Feb 2024 to April 2024 which is Three months.

3.4 SAMPLE SIZE

The sample size of this study is 100

3.5 DATA COLLECTION:

There are two types of data:

- Primary and Secondary

3.5.1 PRIMARY DATA - are those which are collected afresh and for the first time and thus happen to be original in character.

3.5.1 SECONDARY DATA -on the other hand, are those which have already been collected by someone else and which have already being passed through the statistical process. The methods of collecting primary and secondary data differ since; primary data are to be originally collected, while in the case of secondary data, the nature of data collection work is merely that of compilation.

FOR THIS STUDY:

In this study, primary data has been collected directly from the respondents using a questionnaire while the secondary data was collected from books, articles and the internet.

3.6 QUESTIONNAIRE:

A questionnaire is sent to the persons concerned with the request to answer the question and return the questionnaire. The questionnaire consists of a number of questions printed in a definite order on a form or set of forms. The questionnaire is mail to respondents who are expected to read and understand the questions and write down the reply in the space lent for the purpose in the questionnaire itself. The respondents have to answer the questions on their own.

In this study, the researchers have used a questionnaire consisting of twenty Multiple choice based questions.

$$\text{Percentage} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} * 100$$

3.7 TOOLS USED FOR ANALYSIS

Percentage Analysis are used as statistical tools for the analysis.

3.8 GRAPHICAL REPRESENTATION OF DATA

Graphical representation tool such as Bar graphs and pie Charts have been used for the Data analysis.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1 Gender of the respondent

Gender	Respondents	Percentage
Male	79	79
Female	21	21
Total	100	100

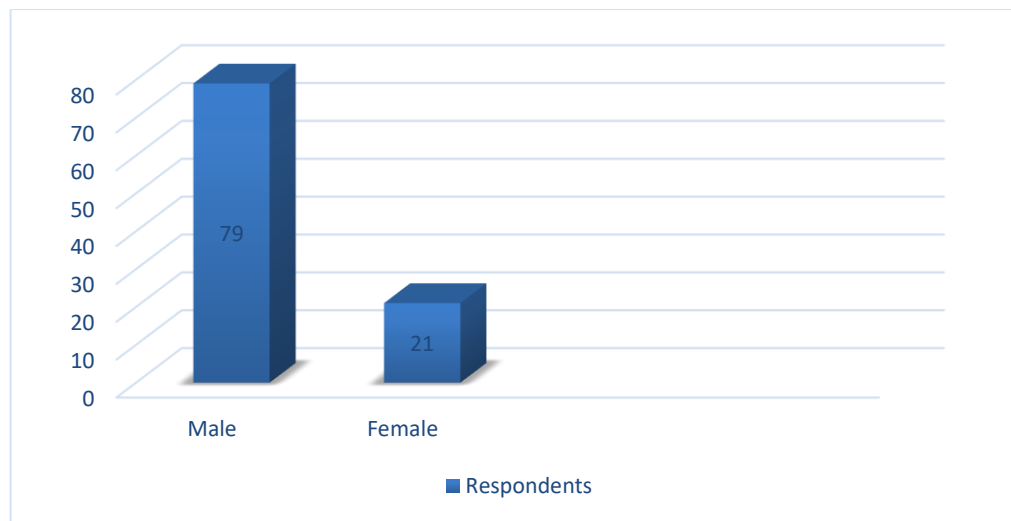


CHART 4.1 Gender of the respondent

INTERPRETATION:

From the above table, it can be inferred that out of 100 respondents 79 respondents are male and form a sample of 79%. While 21 respondents are female and form a age group of 21%. This shows that most of the respondents are Male.

TABLE 4.2 Age of the respondent

Age	Respondents	Percentage
Under 25	8	8
25-35	39	39
35-45	33	33
Above 45	20	20
Total	100	100

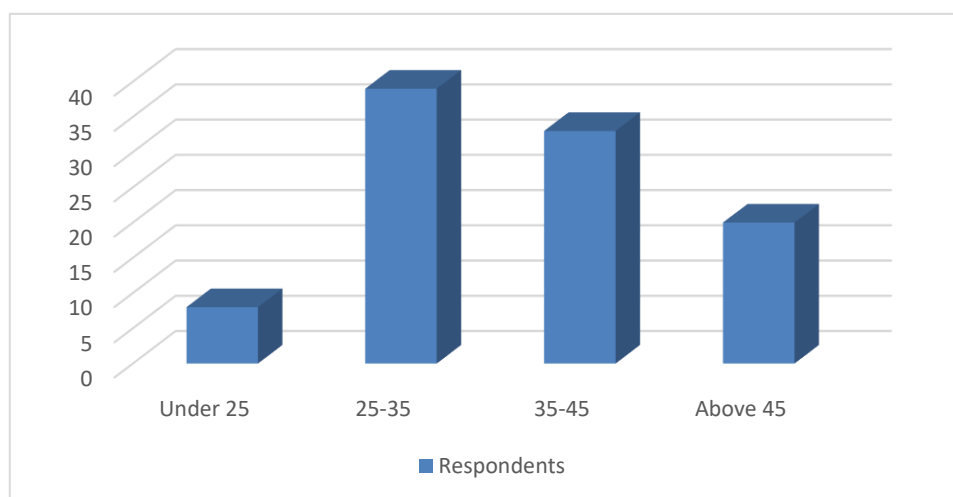


CHART 4.2 Age of the respondent

INTERPRETATION:

From the above table, it can be inferred that out of 100 respondents 8 respondents are under 25 years and form a sample of 8%, 39 respondents are in the age group of 25-35 and form a sample of 39%, 33 respondents are in the age group of 35-45 and form a sample of 33% and 20 respondents are above 45 and form a sample of 20%. Majority of the respondents are in the age group of 25-35.

TABLE 4.3 Education qualification

Education qualification	Respondents	Percentage
Upto HSC	26	26
Graduate	18	18
Post graduate	29	29
Professional degree	11	11
Others	16	16
Total	100	100

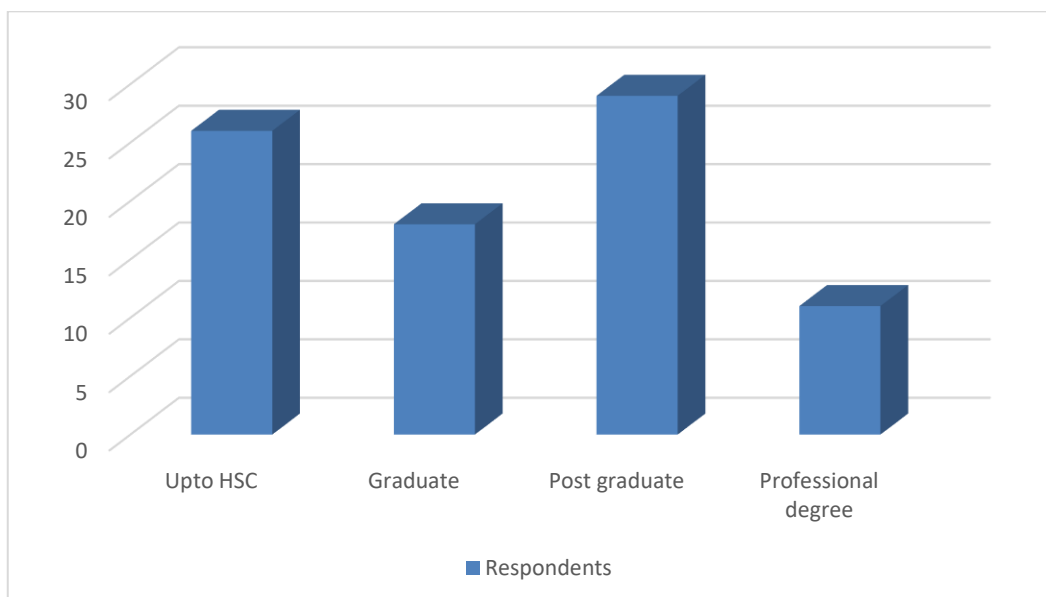


CHART 4.3: Educational Qualification of the respondent

INTERPRETATION:

From the above table, it can be inferred that out of 100 respondents 26 respondents qualification is up to HSC and form a sample of 26%, 18 respondents qualification is graduate and form a sample of 18%, 29 respondents qualification is post graduate and form a sample of 29%, 11 respondents qualification is professional degree and form a sample of 11%. respondents qualification is others and from a sample of 16% .

TABLE 4.4 Occupation of the respondent

Occupation	Respondents	Percentage
Student	9	9
Self-employed	26	26
Professional	28	28
Service	24	24
Housewife	13	13
Total	100	100

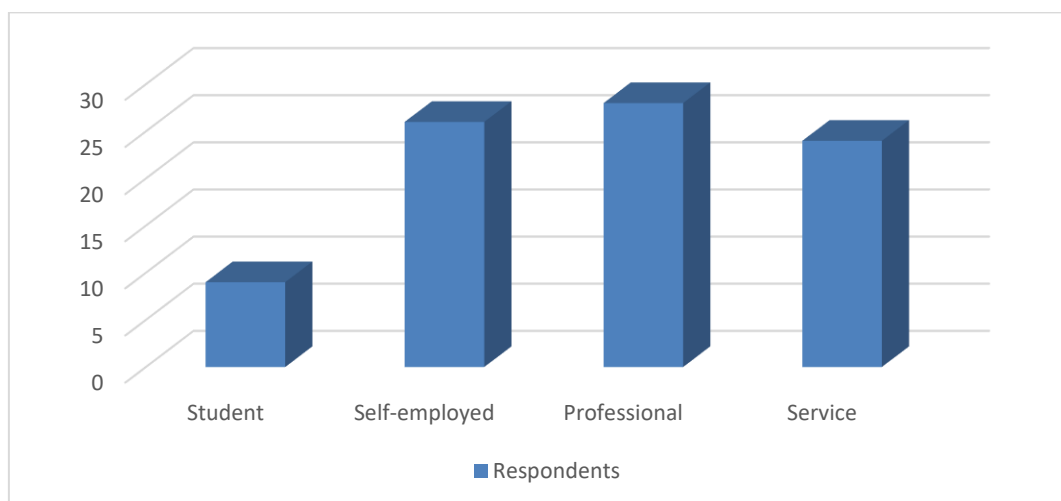


CHART :4.4 Occupation of the respondent

INTERPRETATION:

From the above table, it can be inferred that out of 100 respondents 9 respondents are students and form a sample of 9%, 26 respondents are self employed and form a sample of 26%, 28 respondents are professional and form a sample of 28%, 24 respondents are service and form a sample of 24%. 13 respondents are house wife and form a sample of 13%. Majority of the respondents are professional.

TABLE 4.5 Marital status of the respondent

Marital status	Respondents	Percentage
Married	40	40
Unmarried	60	60
Total	100	100

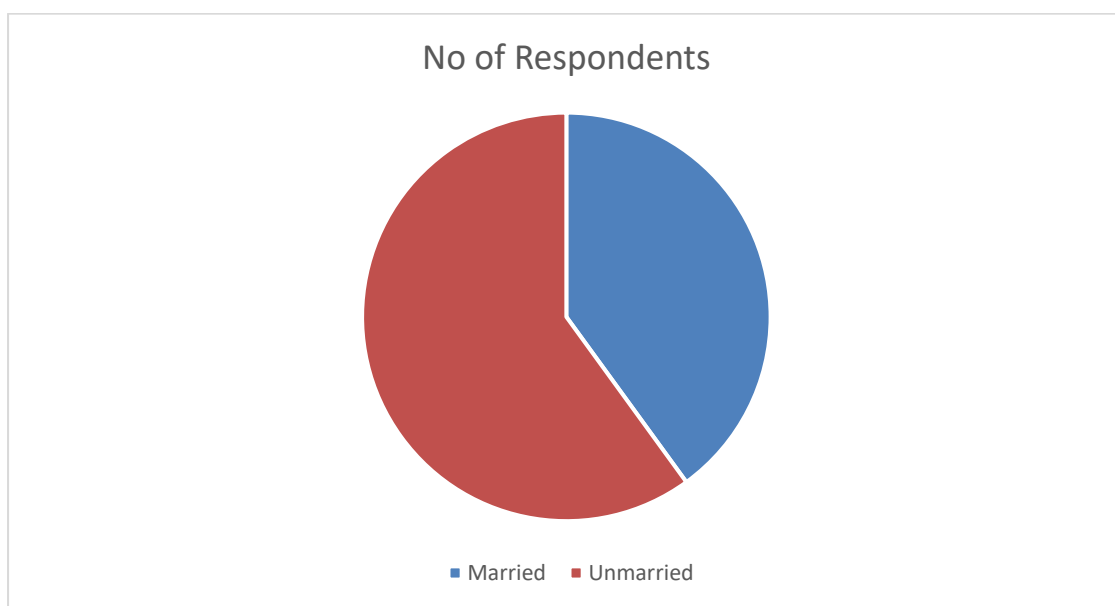


CHART 4.5: Marital status of the respondent

INTERPRETATION:

From the above table, it can be inferred that out of 100 respondents 40 respondents are married and form a sample of 40%, 60 respondents are unmarried and form a sample of 60%, Majority of the respondents are unmarried.

TABLE 4.6 Monthly income of the respondent

Monthly income	Respondents	Percentage
Below 10000	26	26
10000-20000	38	38
20000-30000	13	13
30000-40000	11	11
40000-50000	9	9
Above 50000	3	3
Total	100	100

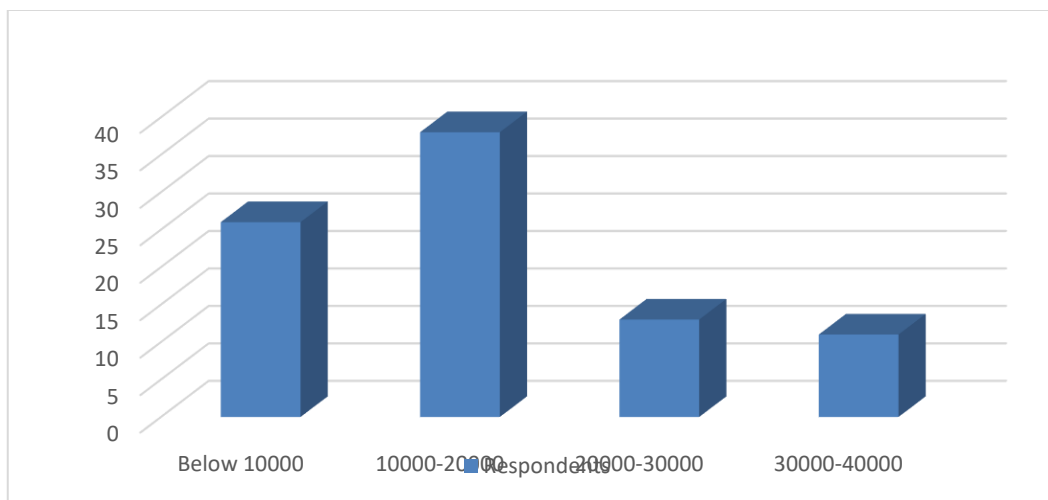


CHART 4.6 Monthly income of the respondent

INTERPRETATION:

From the above table, it can be inferred that out of 100 respondents 26 respondents monthly income level is below 10000 and form a sample of 26%, 38 respondents belong to the income level of 10000-20000 and form a sample of 38%, 13 respondents belong to the income level of 20000-30000 and form a sample of 13%, 11 respondents income level is 30000-40000 and form a sample of 11%, 9 respondents income level is 40000-50000 and form a sample of 9%, 3 respondents income level is above 50000 and form a sample of 3%, it was conclude that amajority of respondents under the income level of Rs.10000-20000

TABLE 4.7 Awareness of green marketing or eco-friendly products

Eco- friendly products	Respondents	Percentage
Yes	48	48
A limit	52	52
Total	100	100

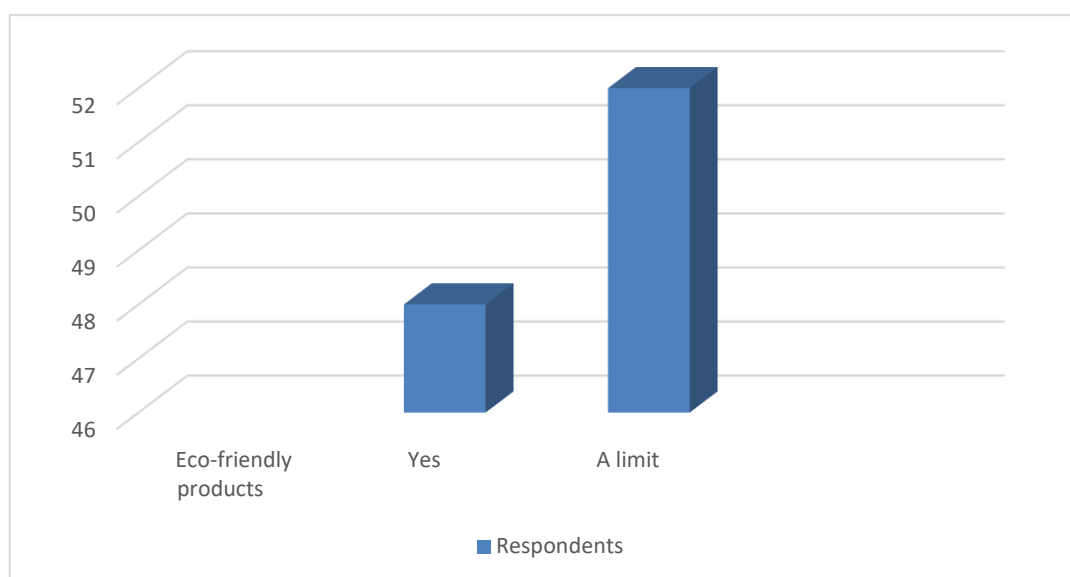


CHART 4.7 Awareness of Eco- friendly products

INTERPRETATION:

From the above table, it can be inferred that out of 100 respondents 48 respondents are aware of green marketing or eco friendly products and form a sample of 48%, 52 respondents are aware of green marketing or eco friendly products and form a sample of 52%. Most of the respondents are aware of green marketing or eco friendly products.

TABLE 4.8 Environmental aspect of the buying product

Particulars	Respondents	Percentage
Very often	20	20
Often	30	30
Sometimes	36	36
Rarely	10	10
Never	4	4
Total	100	100

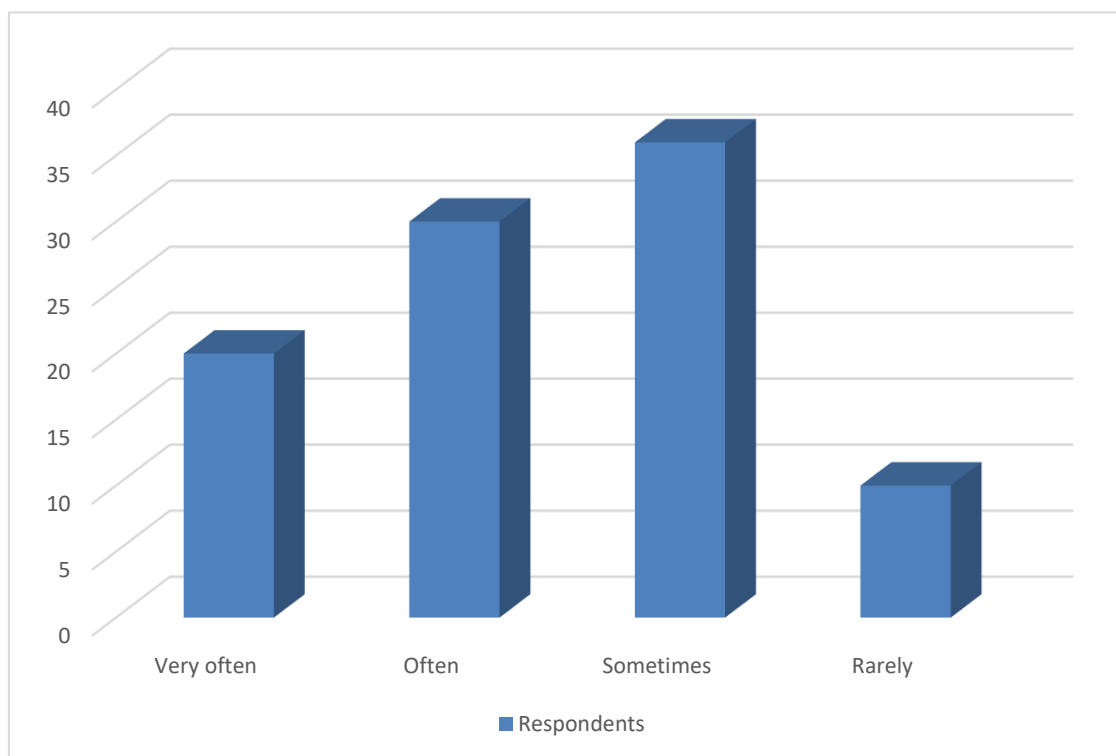


CHART 4.8 Environmental Aspect of the buying product

INTERPRETATION

From the above table, it can be inferred that out of 100 respondents 20 respondents very often buy the products under the environmental aspects and form a sample of 20%, 30 respondents often buy the products under the environmental aspects and form a sample of 30%, 36 respondents sometimes buy the products under the environmental aspects and form a sample of 36%, 10 respondents rarely buy the products under the environmental aspects and form a sample of 10%. 4 respondents never buy the products under the environmental aspects and form a sample of 4%. Majority of the respondents sometimes buy the products under the environmental aspects.

TABLE 4.9 Marketing element of buying green product

Particulars	Respondents	Percentage
Package	22	22
Product	26	26
Place	28	28
Promotion	17	17
All the above	7	7
Total	100	100

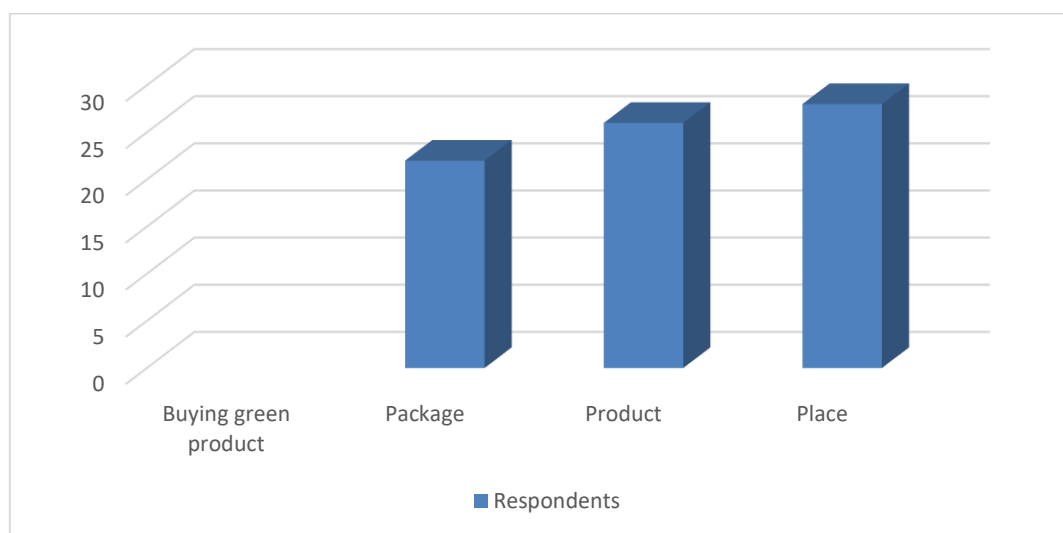


CHART 4.9 Marketing element of buying green product

INTERPRETATION:

From the above table, it can be inferred that out of 100 respondents 22 respondents think that package is the marketing element of buying green product and form a sample of 22%, 26 %respondents think that product is the marketing element of buying green product and form a sample of 26%, 28 respondents think that place is the marketing element of buying green product and form a sample of 28%, 17 respondents think that promotion is the marketing element of buying green product and form a sample of 17%. 7 respondents think that all the 4 factors is the marketing element of buying green product and form a sample of 7%. Majority of the respondents think that place is the best marketing element of buying green product.

TABLE 4.10 Sufficient information about the green features of the product

Particulars	Respondents	Percentage
Yes	30	30
No	70	70
Total	100	100

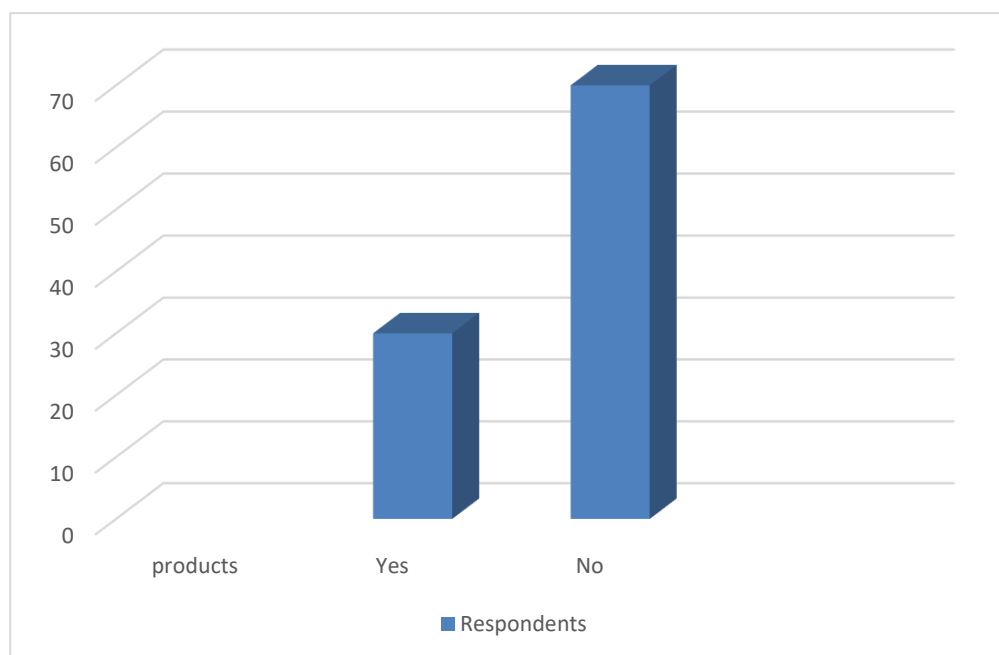


CHART 4.10 Sufficient information about the green features of the product

INTERPRETATION:

From the above table, it can be inferred that out of 100 respondents 30 respondents think that there is a sufficient information about the green features of the products and form a sample of 30%, 70 respondents think that there is no sufficient information about the green features of the products and form a sample of 70%. Most of the respondents think that there is no sufficient information about the green features of the products.

TABLE 4.11 Activities of green marketing is good at addressing environmental issues

Particulars	Respondents	Percentage
Highly agree	32	32
Agree	17	17
Neutral	35	35
Disagree	9	9
Highly disagree	7	7
Total	100	100

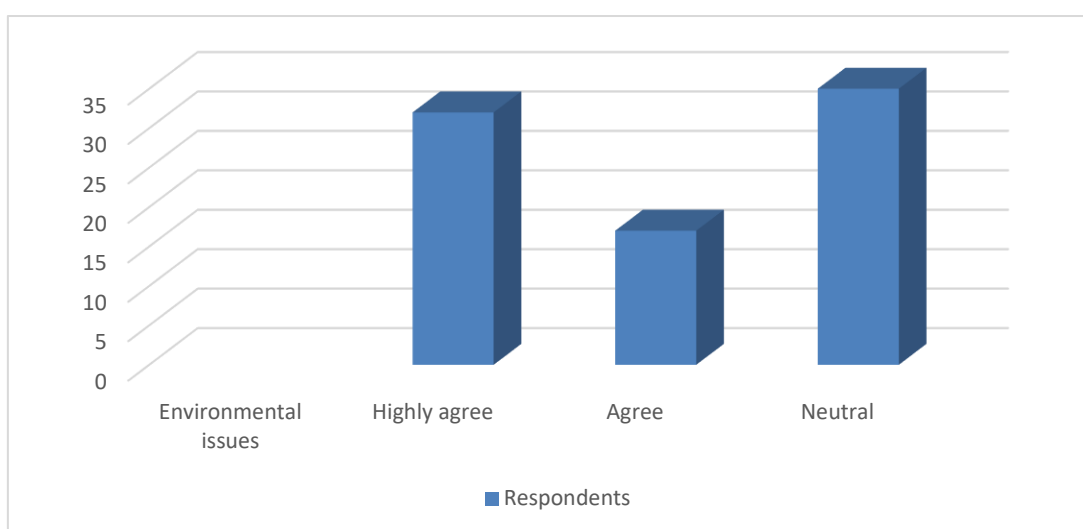


CHART 4.11 Activities of green marketing is good at addressing environmental issues

INTREPRETATION:

From the above it is inferred that out of 100 respondents 32 respondents highly agree that green marketing activities are good at addressing environmental issues but 17 respondents agree that green marketing activities are good at addressing environmental issues. 35 respondents are neutral that green marketing activities are good at addressing environmental issues and 9 respondents are disagree that green marketing activities are good at addressing environmental issues and 7 respondents are highly disagree that greenmarketing activities are good at addressing environmental issues. Most of the respondentssay that green marketing activities are good at addressing environmental issues.

TABLE 4.12 Headliens of green marketing

Options	Respondents	Percentage
Customer are being aware of green products	23	23
Company's increasing its competitive edge	36	36
Company's attempt to address society new concerns	41	41
Total	100	100

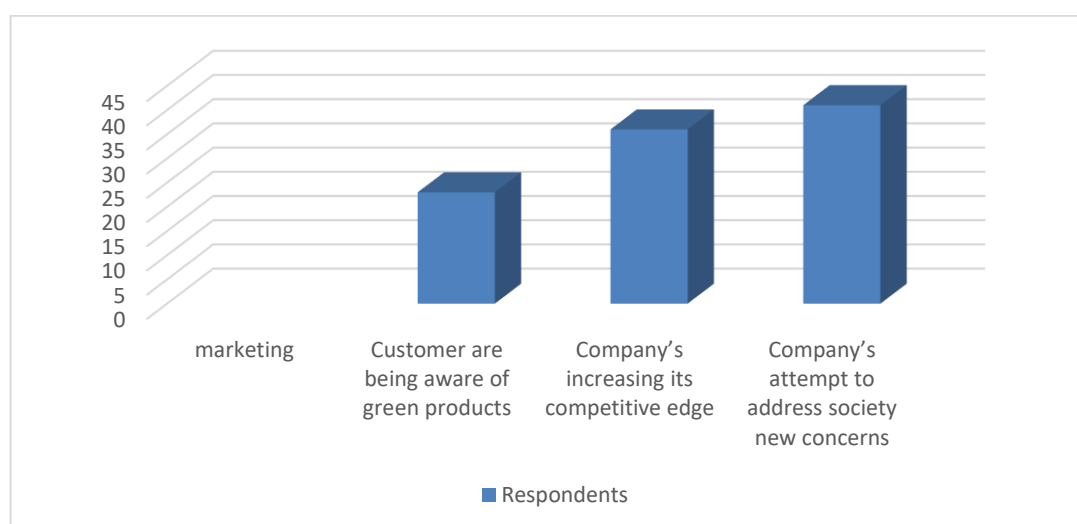


CHART 4.12 Headlines of green marketing

INTERPRETATION

From the above table, it can be inferred that out of 100 respondents 23 respondents think that customers are being aware of green products and form a sample of 23%, 36 respondents think that company's increasing its competitive edge and form a sample of 36%. 41 respondents think that company's attempt to address society new concerns and form a sample of 41%. Most of the respondents think that company's attempt to address society of new concerns.

TABLE 4.1.13 Green marketing is more effective than regular marketing

Particulars	Respondents	Percentage
Yes	34	34
No	66	66
Total	100	100

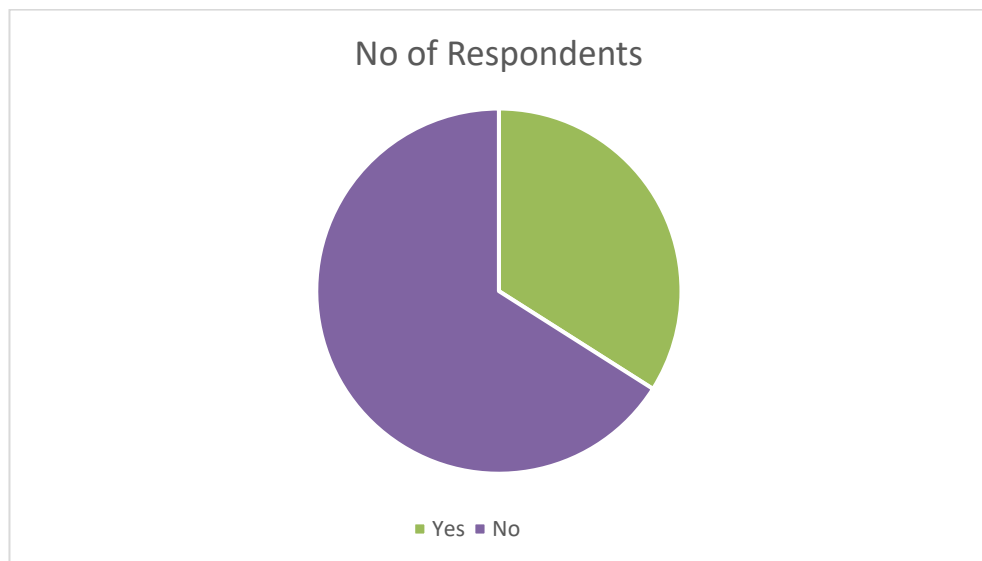


CHART 4.1.13 Green marketing is more effective than regular marketing

INTERPRETATION:

From the above table, it can be inferred that out of 100 respondents 34 respondents feel that green marketing is more effective than regular marketing and form a sample of 34%, 66 respondents think that green marketing is not more effective than regular marketing and form a sample of 66%. Most of the respondents think that green marketing is not more effective than regular marketing.

TABLE 4.14 The government take initiative in making companies go green

Particulars	Respondents	Percentage
Yes	54	54
No	46	46
Total	100	100

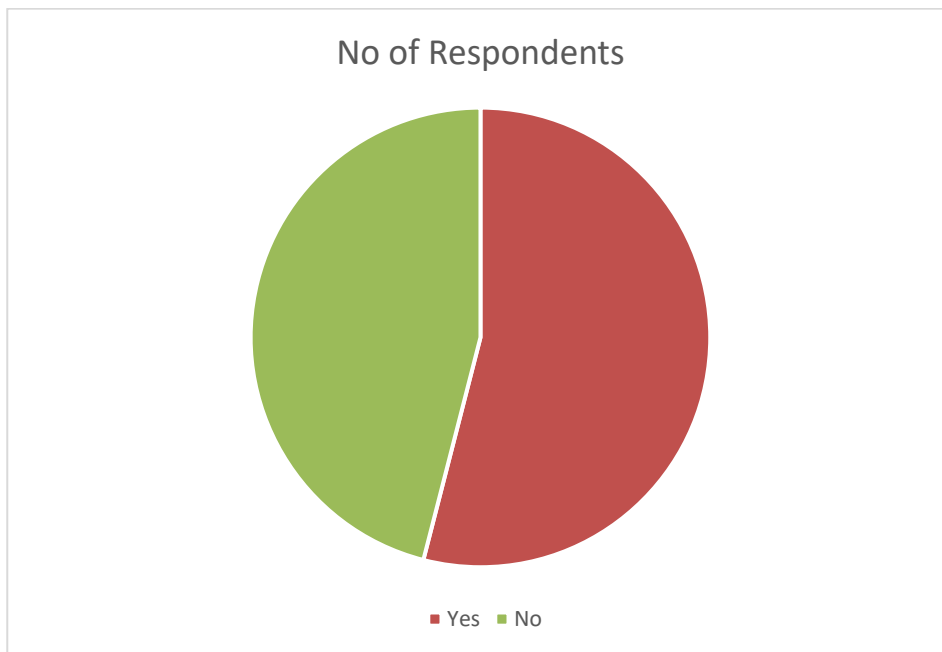


CHART 4.14 The government take initiative in making companies go Green

INTERPRETATION:

From the above table, it can be inferred that out of 100 respondents 54 respondents agree that the government take initiative in making companies go green and form a sample of 54%, 46 respondents do not agree that the government take initiative in making companies go green and form a sample of 46%. Most of the respondents think that the government take initiatives in making companies are not go green.

TABLE 4.15 Green features are helping save resources and manage wastes

Particulars	Respondents	Percentage
Highly agree	24	24
Agree	30	30
Neutral	27	27
Disagree	10	10
Highly disagree	9	9
Total	100	100

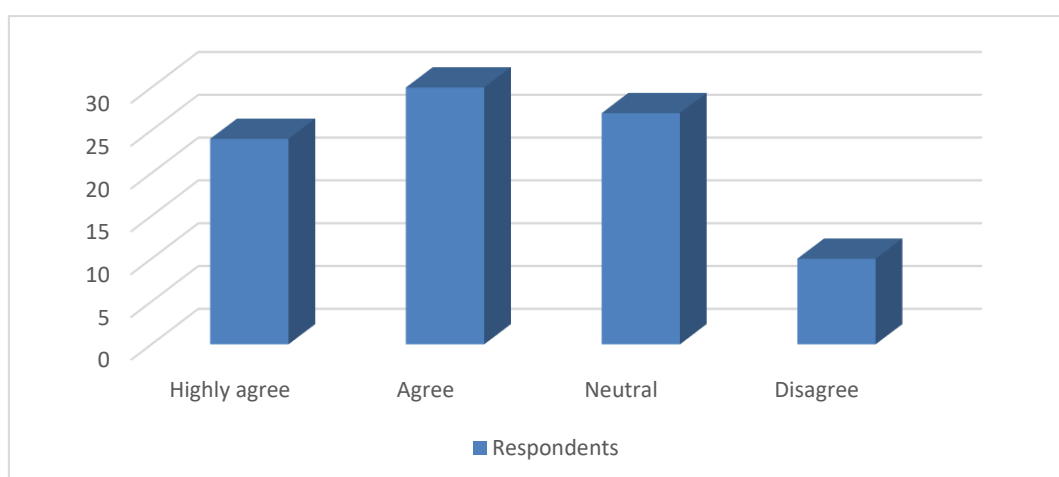


CHART 4.1.15 Green features are helping save resources and manage Wastes

INTREPRETATION

From the above it is inferred that out of 100 respondents 24 respondents highly agree that green features are helping to save resources and manage wastes but 30 respondents agree that green features are helping to save resources and manage wastes. 27 respondents are neutral that green features are helping to save resources and manage wastes and 10 respondents are disagree that green features are helping to save resources and manage wastes and 9 respondents are highly disagree that green features are helping to save resources and manage wastes. Most of the respondents think that green features are helping to save resources and manage wastes.

TABLE 4.16 Huge investments are required to developed green products

Particulars	Respondents	Percentage
Yes	55	55
No	45	45
Total	100	100

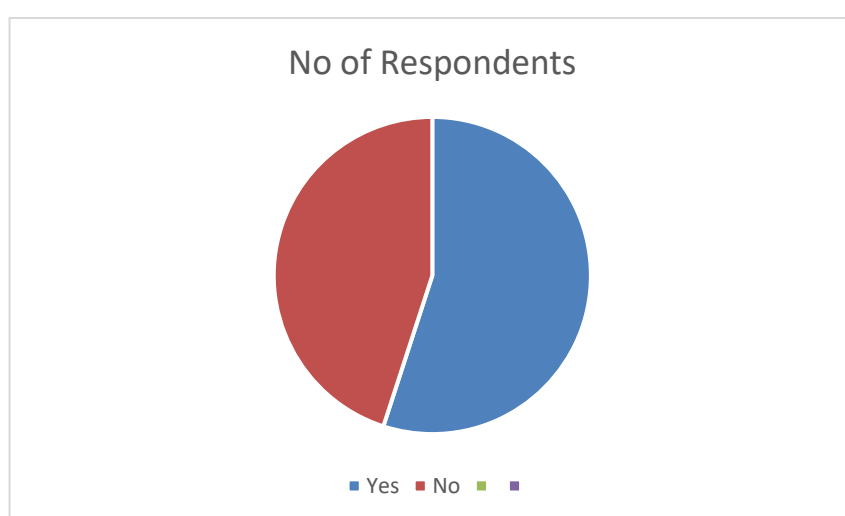


CHART 4.16 Huge investments are required to developed green products

INTREPRETATION:

From the above table, it can be inferred that out of 100 respondents 55 respondents believe that huge investments are required to developed green products and form a sample of 55%, 45 respondents believe that huge investments are not required to developed green products and form a sample of 45%. Most of the respondents believe that huge investments are required to developed green products.

TABLE 4.17 Good sources of green marketing and its advertising

Particulars	Respondents	Percentage
Yes	56	56
No	44	44
Total	100	100

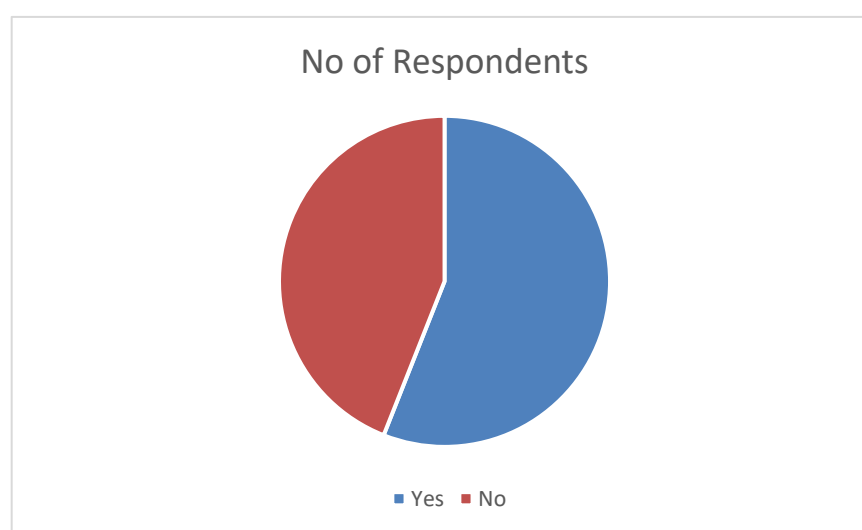


CHART 4.17 Good sources of green marketing and its advertising

INTREPRETATION:

From the above table, it can be inferred that out of 100 respondents 56 respondents think that green marketing and its advertising is good sources of information about green products and services and form a sample of 56%, 44 respondents think that green marketing and its advertising is not good sources of information about green products and services and form a sample of 44%. Most of the respondents are green marketing and its advertising is good sources of information about green products and services.

TABLE 4.18 Factors of green marketing

Factors		Highly agree		Somewh atagree		Neither		Somewh at disagree		Highly disagree	
		F	(%)	F	(%)	F	(%)	F	(%)	F	(%)
Product Modificatio n		19	19	25	25	10	10	34	34	12	12
Change in production process		22	22	38	38	17	17	10	10	13	13
Packaging change		12	12	7	7	27	27	23	23	31	31
Modifying advertising		23	23	37	37	14	14	16	16	10	10
All of the above		18	18	21	21	16	16	25	25	20	20

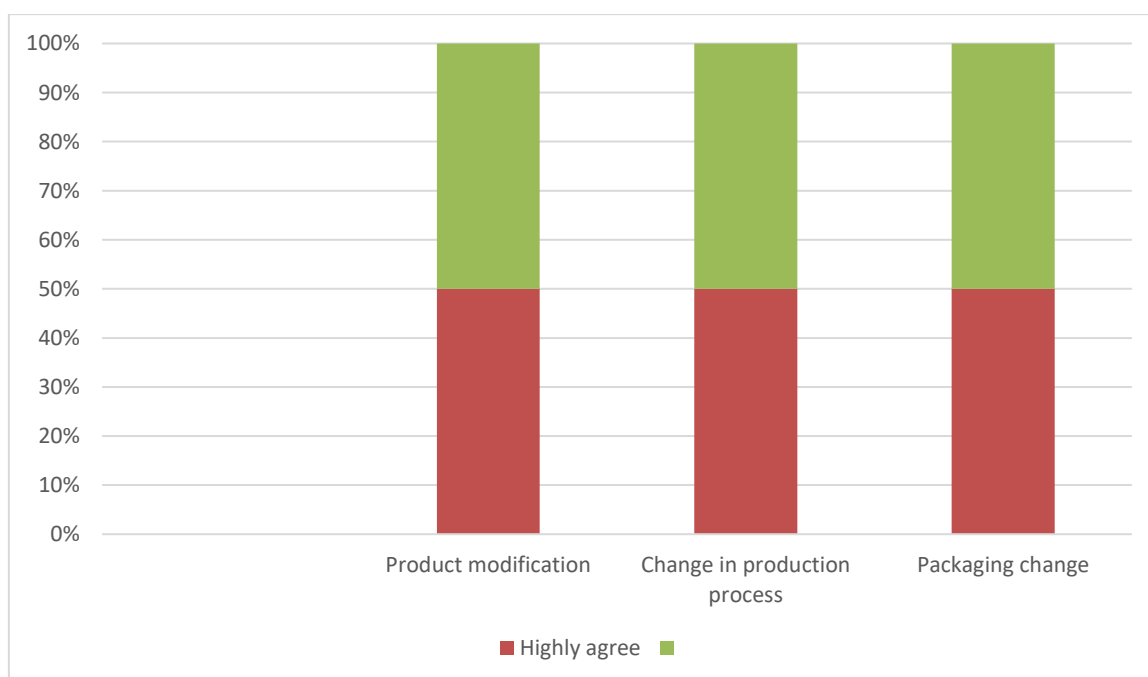


CHART 4.18 Factors of green marketing

INTREPRETATION:

From the above it is inferred that out of 100 respondents 34 respondents somewhat disagree that product modification of green products are major factors of green marketing but 38 respondents somewhat agree that change in production process of green products are major factors of green marketing. 31 respondents are highly disagree that packaging change of green products are major factors of green marketing and 37 respondents are somewhat agree that modifying advertising of green products are major factors of green marketing and 25 respondents are somewhat disagree that all of the above of green products are major factors of green marketing.

TABLE 4.19 Willing to pay extra for green products while increasing the product cost

Options	Respondents	Percentage
Yes	39	39
No	61	61
Total	100	100

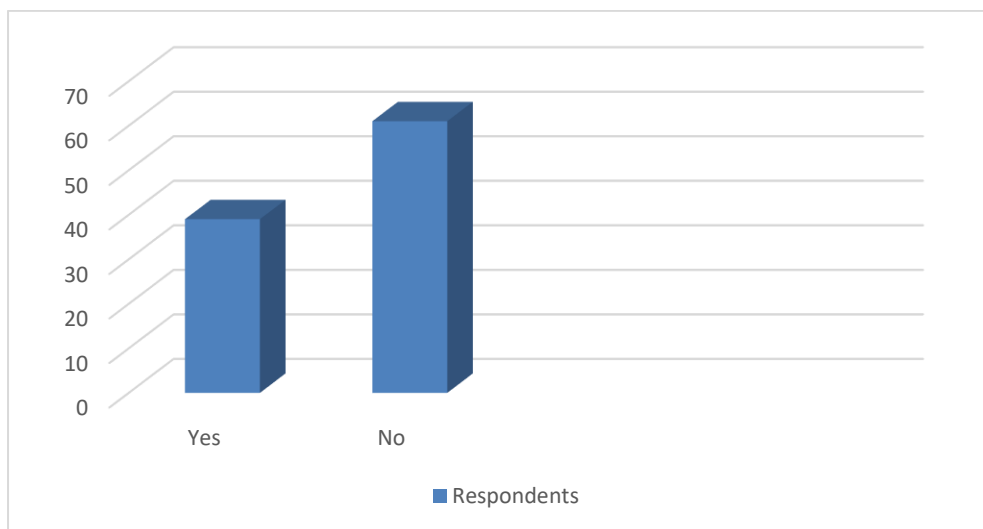


CHART 4.19 Willing to pay extra for green products while increasing the product cost

INTERPRETATION:

From the above table, it can be inferred that out of 100 respondents 39 respondents are willing to pay extra for green products while increasing the product cost and form a sample of 39%, 61 respondents are not willing to pay extra for green products while increasing the product cost and form a sample of 61%. Most of the respondents are not willing to pay extra for green products while increasing the product cost.

TABLE 4.20 Main reasons for pay extra to green products

Options	Respondents	Percentage
Enhance the quality of life	39	39
Environmental protection responsibility	17	17
Potential increase of product value	27	27
Getting high level of satisfaction	9	9
All of the above	8	8
Total	100	100

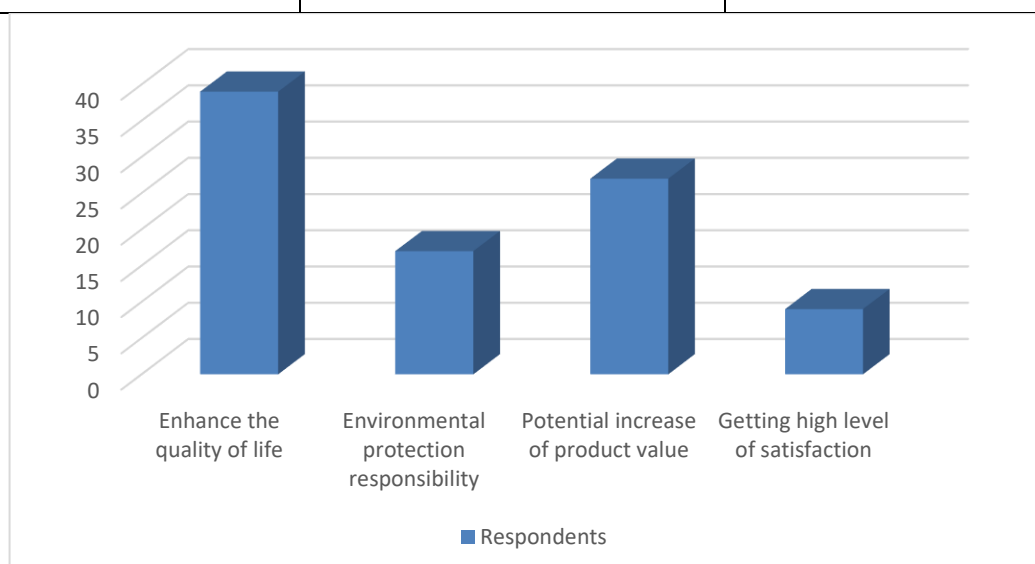


CHART 4.20 Main reasons for pay extra to green products

INTREPRETATION:

From the above table, 39 respondents feel that enhancing the quality of life is the main reason for pay extra to green products and form a sample of 39%, 17 respondents think that environmental protection responsibility is the main reason for pay extra to green products and form a sample of 17%. 27 respondents think that Potential increase of product value is the main reason for pay extra to green products and form a sample of 27%. 9 respondents think that getting high level of satisfaction is the main reason for pay extra to green products and form a sample of 9%. 8 respondents think that all of the above is the main reason for pay extra to green products and form a sample of 8%. Most of the respondents think that enhancing the quality of life is the main reason for pay extra to green products.

CHAPTER 5

FINDINGS

- The majority of respondents identify as male.
- The majority of respondents are in the age group of 25-35.
- Post-graduation is the most common educational attainment among the surveyed population 29%.
- A significant portion of respondents are employed in professional occupations are 28%.
- The majority of respondents are unmarried 60%.
- The income bracket of Rs.10,000-20,000 encompasses most respondents.
- Majority of the respondent are selected 52% There is a prevalent awareness of green marketing and eco-friendly products.
- While many respondents sometimes purchase products with environmental considerations, place emerges as the most influential marketing element for buying green products.
- Despite awareness, respondents feel there is insufficient information about the green features of products.
- Respondents generally perceive green marketing activities positively in addressing environmental concerns and societal issues.

- However, there is skepticism regarding the effectiveness of green marketing compared to regular marketing strategies.
- Most respondents believe that green features contribute to resource conservation and waste management but perceive substantial investments necessary for green product development.
- Green marketing and its advertising are considered valuable sources of information by the majority.
- Although respondents recognize the importance of various factors in green marketing, they are generally unwilling to pay extra for green products if the cost increases.
- Enhancing the quality of life emerges as the primary reason for paying extra for green products among respondents.
- Respondents doubt that using green strategies leads to increased productivity within organizations.
- Competitive pressure is perceived as the primary strategy adopted by companies in green marketing.
- There is skepticism regarding the impact of green strategies on organizational productivity and the reinforcement of a company's image in the minds of customers.
- However, respondents do acknowledge that companies emphasizing environmental concerns can influence customer purchasing decisions.

CHAPTER 6

SUGGESTIONS AND CONCLUSION

6.1 SUGGESTION:

The survey outcomes offer invaluable insights for businesses navigating the burgeoning green market landscape. It's apparent that a significant portion of the consumer base, primarily within the 25-35 age range, is attuned to eco-friendly products and practices. This demographic represents a crucial target audience for companies aiming to capitalize on sustainability trends. However, despite this heightened awareness, there exists a notable disparity in consumer knowledge regarding the specific green attributes of products. This knowledge gap presents an opportunity for businesses to step in and provide clear, accessible information that educates consumers about the environmental benefits of their offerings.

One of the most striking revelations from the survey is the apprehension among consumers towards paying a premium for green products. This reluctance underscores the importance of effectively communicating the value proposition of eco-friendly options. Businesses must articulate how their products not only contribute to environmental conservation but also enhance the quality of life for consumers. Highlighting the long-term benefits, such as improved health outcomes or reduced ecological footprint, can help justify the higher price point associated with green alternatives.

Moreover, the findings suggest that consumers place significant emphasis on the societal and environmental impact of their purchasing decisions. This presents an opportunity for businesses to align their marketing strategies with consumer values, positioning themselves as responsible stewards of the planet. By integrating sustainability messaging into their branding and advertising efforts, companies can resonate more deeply with environmentally-conscious consumers and cultivate brand loyalty.

In terms of product development, there is a clear mandate for innovation aimed at improving the affordability and accessibility of green products. While consumers recognize the importance of sustainability, they are unwilling to compromise on cost. Therefore, businesses must invest in research and development to develop eco-friendly solutions that are competitively priced without sacrificing quality or efficacy.

Transparency emerges as a key tenet of successful green marketing initiatives. Consumers value authenticity and expect companies to practice what they preach when it comes to environmental stewardship. By providing transparent information about their sustainability practices, companies can build trust with consumers and differentiate themselves in a crowded marketplace.

In conclusion, the survey findings underscore the immense potential of the green market, but also highlight the challenges that businesses must navigate to capitalize on this opportunity. By addressing consumer concerns, enhancing product value, and demonstrating a genuine commitment to sustainability, companies can position themselves for success in an increasingly eco-conscious marketplace.

6.2 CONCLUSION:

In conclusion, the survey findings shed light on the prevailing attitudes and behaviors of respondents towards green products and green marketing. Despite a significant awareness of eco-friendly initiatives, there exists a notable skepticism regarding the effectiveness of green marketing strategies compared to traditional methods. While respondents generally recognize the importance of environmental considerations in purchasing decisions, they remain hesitant to pay extra for green products if the cost increases.

Furthermore, respondents express doubts regarding the potential productivity gains from implementing green strategies within organizations. Competitive pressure emerges as the primary driver for companies to engage in green marketing activities, although the perceived impact on organizational productivity and brand image remains uncertain.

Nevertheless, it is evident that companies emphasizing environmental concerns have the potential to influence customer purchasing decisions, indicating a growing importance placed on sustainability in consumer behavior. Moving forward, a deeper understanding of consumer perceptions and a concerted effort to address concerns such as insufficient information about green products could enhance the effectiveness of green marketing initiatives and drive meaningful change towards environmental sustainability.

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ANNEXURE

QUESTIONNAIRE

Name

1. **Age:** 1.Under 25 ☐ 2.25-35 ☐ 3.35-45 ☐ 4.Above 45 ☐
2. **Gender:** 1. Male☐ 2.Female☐
3. **Educational Qualification:**
 1. Upto HSC ☐ 2. UG☐ 3.PG ☐ 4. Professional ☐ 5.Others ☐
4. **Occupation:**
 - 1.Student ☐ 2.Self-employed ☐ 3.Professional ☐
 - 4.Service ☐ 5.Housewife☐
5. **Marital Status:** 1.Single ☐ 2.Married ☐
6. **Monthly Income:**
 - 1.Below 10000 ☐ 2.10000-20000 ☐ 3.20000-30000 ☐
 - 4.30000-40000 ☐ 5.40000-50000 ☐ 6.Above 50000 ☐
7. **Are you aware of green marketing or eco-friendly products ?**
 - 1.Yes ☐ 2. A limit ☐
8. **Do you consider the environmental aspect of the product before buying them ?**
 2. Very often ☐ 2.Often ☐ 3.Sometimes ☐
 4. Rarely ☐ 5.Never ☐
9. **Which marketing element strongly influence you while buying green product ?**
 - 1.Package☐ 2.Product ☐ 3.Place☐ 4.Promotion☐ 5.All the above☐

10. Is there, sufficient information about the green features of the products that you buy?

1.Yes ☐ 2.No ☐

11.Do you think green marketing activities are good at addressing environmental issues?

1.Highly agree ☐ 2.Agree ☐ 3. Neutral ☐

4.Disagree ☐ 5.Highly disagree ☐

12. Why do you think green marketing is in headlines nowadays ?

1.Customer are being aware of green products.[☐]

2.Company's increasing its competitive edge . [☐]

3.Company's attempt to address society new concerns. [☐]

13. Green marketing is more effective than regular marketing ?

1.Yes ☐ 2.No ☐

14. Should the government take initiative in making companies go green ?

1.Yes ☐ 2.No ☐

15.Believe, “green ” features are helping to save resources and manage wastes ?

1. Highly agree

[☐] 2.Agree [☐]

3. Neutral [☐]

4.Disagree [☐]

5. Highly disagree[☐]

16. Are huge investment required to develop green products ?

1.Yes ☐ 2.No ☐

17. Do you think that green marketing and its advertising are good sources of information about green products and services ?

1.Yes ☐ 2.No ☐

18.Green marketing includes

S.No	Factors	Highly agree	Somewh atagree	neither	Somewh at disagree	Highly disagree
1.	Product modification					
2.	Change in production process					
3.	Packaging change					
4.	Modifying advertising					
5.	All of the above					

19.If green features increase the cost of product are you willing to pay extra for them ?

1.Yes [] 2. No []

20. what is the main reason that makes you willing to pay more for green products ?

- 1.Enhance the quality of life[]
2. Environmental protection responsibility []
3. Potential increase of product value []
4. Getting high level of satisfaction []