

INTERNATIONAL JOURNAL OF LAW
MANAGEMENT & HUMANITIES
[ISSN 2581-5369]

Volume 8 | Issue 3
2025

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A Study of Green Marketing

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ABSTRACT

Green marketing is a new miracle which has developed in the global request and has come an important conception in India and other countries. During recent times consumers prefer further environmental friendly products over traditional products and their opinion and preferences has been changed towards the green products because of environmental issues. Green marketing means product, creation and distribution of products and services which are terrain friendly in nature and cover the terrain from its declination. Green marketing is a ultramodern conception and it's espoused by companies and business enterprises due to dangerous effect on the terrain. This exploration paper explains the conception of green marketing, elaboration of green marketing, green marketing blend, and challenges of green marketing and also explains the companies who are espousing green strategy in the request and also explains the factors which can impact the green marketing. This exploration paper is descriptive in nature and grounded on secondary sources which are collected from different sources similar as books, websites, papers and exploration paper.

I. INTRODUCTION

In the ultramodern world, environmental issues similar as global warming, declination of terrain, abuse of natural coffers has been increased as a result consumers are preferring further eco-friendly products. Experimenters and Scientists probe different ways to conserve the natural coffers and cover the terrain by exercising the minimal use of coffers and marketing of eco-friendly products which has eventually nominated as “Green Marketing”. Green Marketing came into actuality in the late 1980s and 1990s. The American Marketing Association(AMA) held the first factory on “Ecological Marketing” in 1975. Traditional marketing is concerned only with the product of goods and services and earn further gains for the companies, by ignoring the environmental issues. But now time has changed guests are more demanding green products and their opinion about green products have been changed in a positive way. Green Marketing refers to the process of green product of goods and services. Green marketing consists of eco-friendly conditioning. It includes numerous range of conditioning similar as product revision according to the terrain, changes the product process

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into green process, changes packaging into green packaging and changes flashing into green advertising. Some exemplifications of green products are- shade grown coffee sap, paper bags, applicable holders, energy effective light bulbs and energy effective buses . The negative impact of mortal conditioning over terrain is a matter of concern moment. Governments each over the world making sweats to minimize mortal impact on terrain. moment our society is more concerned with the natural terrain. Understanding the society's new enterprises businesses have begun to modify their geste and have integrated environmental issues into organizational conditioning. Government each over the world have come so concerned about green marketing that they've tried to regulate them. Green marketing delineations can be a little confusing, since green marketing can relate to anything from greening product development to the factual advertising crusade itself. Going by indispensable names similar as sustainable marketing, environmental marketing, green advertising, eco marketing, organic marketing, all of which point to analogous generalities though maybe in a more specific fashion, green marketing is basically a way to ingrain your marketing communication in order to capture further of the request by appealing to people's desire to choose products and services that are better for the terrain. There are numerous environmental issues impacted by the product of goods and picture of services, and thus there are also numerous ways a company can vend their eco-friendly immolations. Green marketing can appeal to a wide variety of these issues an point can save water, reduce hothouse gas emigrations, cut poisonous pollution, clean inner air, and/ or be fluently recyclable. When put side by side with the competition, the further environmental marketing claims your product or service can make, the more likely it's the consumer will elect it, handed the price point is not too much advanced than the volition.

A. Purpose of the Study

The purpose of the study is to know about the awareness of the consumer with respect to green marketing and about the willingness of the consumers to pay more for the green marketing or eco-friendly products. And how the consumers are get to know about the green features products on what way. And the suggestion for the development of the green feature products. And the intention of the consumer towards green feature products. And asking them wheather they have enough information about the green feature products and the main reason for willing to pay more for green feature products and the main reason for not wiling to pay more for green features products.

B. Objectives of the Study

1. To study the mindfulness of consumers with respect to green marketing.

2. To find the amenability of the consumers to pay further for green products.
3. To find out mindfulness about eco-friendly or green products.
4. To assay relationship between education and income with mindfulness of green products.

C. Review of Literature

1. According to Dr. Anjani Kumar assistant professor of University of Allahabad: Green marketing is an instrument for protecting the environment for future generation by conserving the natural resources and use alternative sources of energy for production of goods and services. Business firms and companies implement rules and regulations to achieve the goals of green marketing strategy and earn more profits. Evolution of green marketing is still in early stage in the market. Green marketing may not be achieved in the short run, but in the long run it will have a positive impact on the environment as well as on business firms and society. With the increase in environmental issues such as degradation of environment, misuse of resources, global warming and climate change etc. It becomes necessary for the company to adopt green lifestyle for the benefit of the society. Green marketing fulfils the condition of 3Rs- reduce, reuse and recycle. Customers are ready to pay premium price for green products and green services. There is a need for adoption of green marketing because attitude and preferences of customers have been changed towards green products and customers are more demanding green products. Final consumers and industries have the ability to pressurize organizations to practice green strategy and mix environment into their corporate culture to minimize negative impact on the environment. Now it is time to select right green strategy according to the change in the environment. Government should make rules and regulations for every business firm to follow green marketing and reduces pollution in the environment. Marketers also have the responsibility to make consumers understand the need and benefits of green products over traditional products. In green marketing, consumers are willing to pay more premium prices for green products. It is still a great challenge to achieve successful implementation of green strategy in global market. To conserve the natural resources and to solve the problems related to environmental issues it is necessary to adopt green strategy. Green marketing is only a solution for sustainable development. In conclusion, it can be said that not only Indian industries but green marketing strategies are being applied worldwide. The above study shows that there is a positive impact of green marketing on global market as well.

2. According to Ms. R. Surya, Dr. Mrs. P. Vijaya Banu Assistant Professor, Head and Professor, Department of Management, Idhaya College for Women, Kumbakonam. Green marketing should not neglect the profitable aspect of marketing. Marketers need to understand the counteraccusations of green marketing. However, also we should suppose again, If we suppose guests are not concerned about environmental issues or wo n't pay a decoration for products that are more eco-responsible. We must find an occasion to enhance you product's performance and strengthen your client's fidelity and command a advanced price. Green marketing is still in its immaturity and a lot of exploration is to be done on green marketing to completely explore its eventuality. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green bones . In green marketing, consumers are willing to pay further to maintain a cleaner and greener terrain. Eventually, consumers, artificial buyers and suppliers need to pressurize the minimizing of the negative goods on the terrain. Green marketing assumes indeed more significance and applicability in developing countries like India.

3. According to Ms. Anuradha Gaikwad.Ms. Deepa Ingavale. A study of Consumer Awareness for Green Marketing:

- i. Overall 60% of the people are aware of the concept of 'Green Marketing'. Therefore the hypothesis stated is proved.
- ii. No significant relationship is visible between income, educational qualification and occupation with respect to awareness about Green marketing.
- iii. It seems that people who belong to the service category among occupation are more aware and willing to buy eco-friendly products.
- iv. Consumers who are aware of eco-friendly products and have a preference for eco friendly products are not willing to buy expensive eco-friendly products. Hence the second hypothesis is rejected.

4. According to Ghodeswar and prasant Kumar Mumbai University research study related to A study of green marketing practice in corporate companies: The study contributes to green marketing litera-ture by exploring companies' green marketing practices and identifying factors determining green marketing orientation. The conceptual development incorporates possible directions to develop green marketing orientation and thus, offers a practical framework to manage organisational viability and long run survival. It is seen as a philosophy that explains com-panies' behaviour in their relationship with the environment. It can be described as marketing response to the design, production, packaging, use and disposal

of products. It addresses entire life cycle of a product consumed in the society and development of marketing mix for green products to strengthen beliefs regarding the environmental performance of products and to cater to market needs. Thus, it is a universal way of adding social and environmental values to the products consumed in the society. Hence, the discipline is becoming more macro in focus.

5. According Mrs. P.Anitha, Dr.C.Vijai. exploration composition related to Green Marketing Benefits and Challenges Benefits and Challenges of Green selling all the aspects that have been bandied, each aspect are identified with others. So the green request may have to take wider consideration before carrying out the factual moves. The green product and it's important started creating mindfulness and help for sustainable development, which is needed for unborn generations. Green marketing or green products are guarding the terrain as well as educating the society on how to cover the terrain.

6. According to Mayank Bhatia and Amit Jain exploration composition related to Green Marketing A Study of Consumer Perception and Preferences in India Consumers' position of mindfulness about green products set up to be high but at the same time consumers are n't apprehensive about green enterprise accepted by colorful government and non-government agencies signifying need for further sweats from associations in this regard. review remains commanding source of information for utmost of the repliers and should be employed further for reaching out to the consumers regarding green products and practices. The marketing communication regarding green practices need to concentrate more on theme and communication. Advertising prayers using green products and practices are likely to move feelings and affect in persuasion. It's important for requests to be in top of mind recall of consumers to gain outside from their green brand positioning. Constant and nonstop communication from the associations' side is needed to make an impact and produce a distinct green positioning.

7. According to Ms. Sunita P. Kharate exploration composition related to GREEN MARKETING IN INDIAN CONTEXT Green Marketing is the need of moment's global request. Green products and practices will help us to save our terrain and it'll establish sustainable development. Companies should start following green marketing in their day to day product. guests should demand further green products as this is the only way to motivate assiduity to borrow further green marketing strategies. A small way towards saving terrain can break numerous problems and in the long term we may be suitable to save our terrain. Green marketing is getting further and further popular in Indian request but it needs lesser drive from the government side also.

8. According to Milan. B, Juhi, Aarth Chellasamy in exploration composition An Investigative Study on the part of Green Marketing and Its Influence on Indian Consumer's Purchasing Behavior The study suggests that marketing like other functional areas of a business have a veritably significant part in contributing to environmental issues prevailing in the world moment. thus, marketing as a field has a part to play in looking for results to the environmental problems. It's a proven fact that green products produce lower waste, use smaller raw accoutrements and saves energy. The consumers also play a veritably important part in the drive for guarding the terrain as the new generation consumers are concerned about the terrain. Companies which takes the first transport action enjoys the competitive advantage. Green grounded products are advanced in quality in terms of energy saving, performance, convenience and safety as a reason of which they're also priced at a decoration as compared to other products of the same order. To achieve the target of being green, green marketing should be done at the right place on the right person, by the society and for the society. therefore, we conclude that green marketing in India is still in its original stage, taking baby way. There's still compass for a lot of exploration to be done on green marketing to completely explore its implicit and advantage.

D. Meaning of Green Marketing

Green marketing refers to the process of dealing products and/ or services predicated on their environmental benefits. The obvious supposition of green marketing is that implicit consumers will view a product or service's " greenness" as a benefit and base their buying decision accordingly. The not- so- obvious supposition of green marketing is that consumers will be willing to pay further for green products than they would for a less-green analogous necessary product- an supposition. The important factors which can impact the green marketing are – individual income, savings, health benefits, amenability to pay for goods, sustainability, company strategies, and price of goods and packaging of goods.

E. Benefits of Green Marketing

1. Green marketing increases the competition in the environment and sustained long term growth with sustainability development
2. Green marketing saves time and money in the long term.
3. Green marketing manufacturers and provide goods to the customers which are eco-friendly in nature and do not degrade the environment.
4. Green marketing helps in the better utilisation of resources and save the resources for future generation.

5. Green marketing helps in the saving of energy, reduce use of natural resources and also reduces carbon footprint
6. Green marketing recycles the products into a new product which can be use in future into another form.
7. Green marketing reduce the negative impact on the environment
8. Green marketing helps in the implementation of new innovation and technology according to the environment.
9. Green marketing also to builds the reputation of a companies and enjoy the goodwill.

F. Challenges of Green Marketing

1. Green marketing is a new concept and many consumers around the world are still not aware about the green products, it is great challenge for the manufacturers to achieve green marketing successful.
2. There is no compulsory rules and regulations for the consumers to purchase the green products
3. Renewable resources and recyclable materials that are used in the production of a green product is expensive in nature
4. Green marketing requires a new technology which requires lot of investment for the research and development
5. Some customers are not aware about the green products and services so they purchase traditional products over green products
6. Customers are not ready to pay premium prices for the green products because products are expensive and everyone can't afford it.
7. It is difficult to convince the customers to purchase green products.

G. Reasons for the Adoption of Green Strategy by Firms

1. 1.Customers are now demanding more green products over traditional products because of environment issues. Companies see it like an occasion to borrow green marketing and request new kinds of products and earn further gains.
2. The marketers have limited resources both in raw materials and financial. Adopting green strategy reduces cost of production due to use of recycle materials. The cost of reduction attracts business firms to adopt green marketing.

3. Customers have changed their opinion towards green products and start demanding more green products as a result business firms and companies started practicing green strategy.
4. Many companies started practicing green strategy and use alternative resources for the production of goods in order to conserve natural resources from degradation.

H. Significance

The study is to analyse about the awareness of consumer with respect to green marketing, and to study about the willingness of the consumers to pay more for the green marketing products or eco-friendly.

Readers will get to know about the willingness of the consumer with respect to green marketing and about the willingness of the consumers to pay more for the green marketing or eco-friendly. And the readers will get to know about how the green products helps for the protection of environment. And the suggestion for the development of the green feature products.

The future researches, who intends to do research on the study of green marketing, this will serve as their guide and reference materials.

I. Sampling

The present data has been collected from the students of college and school and working people. The total number of people who took place in research are approximately 100. The questionnaires has been collected based on sampling method.

J. Hypothesis

1. Consumers are aware about green marketing.
2. Consumers are willing to pay more for eco-friendly products.

II. RESULT ANALYSIS

A. Frequency

Age					
Frequency			Percent	Valid Percent	Cumulative Percent
Valid	15 – 20	57	64.0	64.0	64.0
	20 – 25	17	19.1	19.1	83.1
	25 – 30	9	10.1	10.1	93.3

	30 and above	6	6.7	6.7	100.0
	Total	89	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	64	71.9	71.9	71.9
	Male	25	28.1	28.1	100.0
	Total	89	100.0	100.0	

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	undergraduate	64	71.9	71.9	71.9
	Postgraduate	18	20.2	20.2	92.1
	secondary level	7	7.9	7.9	100.0
	Total	89	100.0	100.0	

1. Are you aware of " Green products " or Eco - friendly products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	81	91.0	91.0	91.0
	No	4	4.5	4.5	95.5
	may be	4	4.5	4.5	100.0
	Total	89	100.0	100.0	

2. How you became aware of green products or Eco - friendly products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	television	30	33.7	33.7	33.7
	magazines	9	10.1	10.1	43.8
	class lectures	19	21.3	21.3	65.2
	news paper	11	12.4	12.4	77.5
	others	20	22.5	22.5	100.0
	Total	89	100.0	100.0	

3. If Green features increase the price of the products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	75	84.3	84.3	84.3
	no	14	15.7	15.7	100.0
	Total	89	100.0	100.0	

4. Do you think there is enough information about green features when you buy the products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	38	42.7	42.7	42.7
	no	15	16.9	16.9	59.6
	maybe	36	40.4	40.4	100.0
	Total	89	100.0	100.0	

5. Are you willing to pay more for Green products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	70	78.7	78.7	78.7
	no	19	21.3	21.3	100.0
	Total	89	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	enhance a quality of life	29	32.6	32.6
	environmental protection responsibility	42	47.2	79.8
	potential increase of product value	5	5.6	85.4
	getting high level of satisfaction	13	14.6	100.0
	Total	89	100.0	100.0

7. What is the main reason that makes you are not willing to pay more for Green products?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cannot see the benefits of those features	21	23.6	23.6
	product cost is too high, cannot afford them	39	43.8	67.4
	producers only claim, actually it is not	8	9.0	76.4
	government should pay for them	4	4.5	80.9
	i am ready to pay extra for eco-friendly products	17	19.1	100.0
	Total	89	100.0	100.0

8. Why do you think Green marketing is in Headlines nowadays?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	consumers are being aware of green products	57	64.0	64.0
	company increasing its competitive	23	25.8	89.9
	company's attempt to address society's new concern	9	10.1	100.0
	Total	89	100.0	100.0

9. Which marketing elements strongly influences your buying behaviour of Green products?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Product	15	16.9	16.9
	Package	18	20.2	37.1
	Place	3	3.4	40.4
	Promotion	5	5.6	46.1
	all of the above	48	53.9	100.0
	Total	89	100.0	100.0

10. Does Green Marketing helps for the economical development of the producer?

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	yes	87	97.8	97.8	97.8
	no	2	2.2	2.2	100.0
	Total	89	100.0	100.0	

11. Have you ever bought green features products?

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	yes	68	76.4	76.4	76.4
	no	21	23.6	23.6	100.0
	Total	89	100.0	100.0	

12. Did you recommended any green products?

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	yes	73	82.0	82.0	82.0
	no	16	18.0	18.0	100.0
	Total	89	100.0	100.0	

13. Is it green marketing product prices are reasonable?

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	yes	68	76.4	76.4	76.4
	no	21	23.6	23.6	100.0
	Total	89	100.0	100.0	

14. What are the changes that you have faced because of green features product?

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Pricing	23	25.8	25.8	25.8
	product quality	18	20.2	20.2	46.1
	product quantity	4	4.5	4.5	50.6
	all the above	44	49.4	49.4	100.0
	Total	89	100.0	100.0	

15. What is your rating for Green features products?

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.2	2.2	2.2
	2	3	3.4	3.4	5.6
	3	19	21.3	21.3	27.0
	4	42	47.2	47.2	74.2
	5	23	25.8	25.8	100.0
	Total	89	100.0	100.0	

16. Did you have any suggestion for the development of the green features products?

People have suggested that the company has to decrease the price of the product and they have to promote more about the product features and about the quality of the product and the company has to decrease the price because while decreasing the price of the product all the people can buy the product and they can use it. And the company has to create more awareness about the product.

RESULT OF INDEPENDENT SAMPLE T-TEST**TABLE 1**

Variable	Gender				t value	P value
	Male		Female			
	Mean	SD	Mean	SD		
1. Are you aware of ‘Green products’ or eco- friendly products?	1.20	.577	1.11	.403	-.839	.404
2. How you become aware of green products or eco-friendly products?	2.56	1.502	2.89	1.595	.893	.378
4. Do you think there is enough information about green features when you buy the products?	1.84	.987	2.03	.890	.883	.379

.5. Are you willing to pay more for green products?	1.24	.436	1.20	.406	-.378	.707
.6. What is the main reason that makes you willing to pay more for the green products?	2.04	.978	2.02	1.000	-.104	.917
.8. Why do you think green marketing is in headlines nowadays?	1.24	.523	1.55	.711	1.958	.053
.10. Does green marketing helps for the economical development of the producer	1.00	.000	1.03	.175	.888	.377

Table 1 shows that there is no significance difference between male and female with regard with to variable factor since P value is greater than 0.05. Hence the null hypothesis is accepted at 5% level with regard to with various factors

RESULT OF ONEWAY ANOVA ANALYSIS

TABLE 2

Sum of Squares			df	Mean Square	F	Sig.
1. Are you aware of "Green 1s" or Eco-friendly 1s?	Between Groups	.616	3	.205	.982	.405
	Within Groups	17.766	85	.209		
	Total	18.382	88			
2. How you became aware of Between Groups		.662	3	.221	.087	.967
green 1s or Eco – friendly	Within Groups	215.697	85	2.538		

1s?	Total	216.360	88			
4. Do you think there is enough information about green features when you buy the 1s?	Between Groups	3.896	3	1.299	1.576	.201
	Within Groups	70.059	85	.824		
	Total	73.955	88			
5. Are you willing to pay more for Green 1s?	Between Groups	.356	3	.119	.692	.559
	Within Groups	14.588	85	.172		
	Total	14.944	88			
6. what is the main reason that makes you willing to pay more for the Green 1s?	Between Groups	1.844	3	.615	.621	.603
	Within Groups	84.111	85	.990		
	Total	85.955	88			
8. Why do you think Green marketing is in Headlines nowadays?	Between Groups	1.475	3	.492	1.081	.361
	Within Groups	38.638	85	.455		
	Total	40.112	88			
10. Does Green Marketing helps for the economical development of the producer?	Between Groups	.025	3	.008	.370	.775
	Within Groups	1.930	85	.023		
	Total	1.955	88			

Table 2 shows that there is no significance relationship between age group (15-20, 20-25, 25-30, 30 and above) and dependent variables: Awareness of green products $F = .928$, $P > .05$. Became eco- friendly products $F = .087$, $P > .05$. Enough information about green features $F = 1.576$, $P > .05$. Willingness to pay $F = .692$, $P > .05$. Main reason that makes willingness $F = .621$, $P > .05$. Green marketing is in headlines nowadays $F = 1.081$, $P > .05$. Green marketing helps for the economical development $F = .370$, $P > .05$.

There has been no significance difference between Awareness of green products, Became eco-friendly products, Enough information about green features, willingness to pay, Main reason that makes willingness, Green marketing is in headlines nowadays, Green marketing helps for the economical development.

Post hoc test result

Dependent Variable	(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
1. Are you aware of "Green Is" or Eco -friendly Is?	15 – 20	20 - 25	.193	.126	.426	-.14	.52
		25 - 30	.082	.164	.959	-.35	.51
		30 and above	.193	.196	.759	-.32	.71
	20 – 25	15 - 20	-.193	.126	.426	-.52	.14
		25 - 30	-.111	.188	.935	-.60	.38
		30 and above	.000	.217	1.000	-.57	.57
	25 – 30	15 - 20	-.082	.164	.959	-.51	.35
		20 - 25	.111	.188	.935	-.38	.60
		30 and above	.111	.241	.967	-.52	.74
	30 and above	15 - 20	-.193	.196	.759	-.71	.32
		20 - 25	.000	.217	1.000	-.57	.57
		25 - 30	-.111	.241	.967	-.74	.52
2. How you became aware of green Is or Eco - friendly Is?	15 – 20	20 - 25	-.075	.440	.998	-1.23	1.08
		25 - 30	.029	.571	1.000	-1.47	1.53
		30 and above	.307	.684	.970	-1.48	2.10
	20 – 25	15 - 20	.075	.440	.998	-1.08	1.23
		25 - 30	.105	.657	.999	-1.62	1.83
		30 and above	.382	.756	.958	-1.60	2.36

	25 – 30	15 - 20	-.029	.571	1.000	-1.53	1.47
		20 - 25	-.105	.657	.999	-1.83	1.62
		30 and above	.278	.840	.987	-1.92	2.48
	30 and above	15 - 20	-.307	.684	.970	-2.10	1.48
		20 - 25	-.382	.756	.958	-2.36	1.60
		25 - 30	-.278	.840	.987	-2.48	1.92
4. Do you think there is enough information about green features when you buy the 1s?	15 – 20	20 - 25	.482	.251	.227	-.18	1.14
		25 - 30	.181	.326	.944	-.67	1.03
		30 and above	-.263	.390	.906	-1.28	.76
	20 – 25	15 - 20	-.482	.251	.227	-1.14	.18
		25 - 30	-.301	.374	.853	-1.28	.68
		30 and above	-.745	.431	.316	-1.87	.38
	25 – 30	15 - 20	-.181	.326	.944	-1.03	.67
		20 - 25	.301	.374	.853	-.68	1.28
		30 and above	-.444	.478	.789	-1.70	.81
	30 and above	15 - 20	.263	.390	.906	-.76	1.28
		20 - 25	.745	.431	.316	-.38	1.87
		25 - 30	.444	.478	.789	-.81	1.70
5. Are you willing to pay more for Green 1s?	15 – 20	20 - 25	.069	.114	.931	-.23	.37
		25 - 30	.023	.149	.999	-.37	.41
		30 and above	.246	.178	.514	-.22	.71
	20 – 25	15 - 20	-.069	.114	.931	-.37	.23

		25 - 30	-.046	.171	.993	-.49	.40
		30 and above	.176	.197	.806	-.34	.69
	25 – 30	15 - 20	-.023	.149	.999	-.41	.37
		20 - 25	.046	.171	.993	-.40	.49
		30 and above	.222	.218	.740	-.35	.79
	30 and above	15 - 20	-.246	.178	.514	-.71	.22
		20 - 25	-.176	.197	.806	-.69	.34
		25 - 30	-.222	.218	.740	-.79	.35
6. what is the main reason that makes you willing to pay more for the Green 1s?	15 – 20	20 - 25	-.305	.275	.684	-1.03	.41
		25 - 30	-.070	.357	.997	-1.01	.86
		30 and above	-.404	.427	.781	-1.52	.72
	20 – 25	15 - 20	.305	.275	.684	-.41	1.03
		25 - 30	.235	.410	.940	-.84	1.31
		30 and above	-.098	.472	.997	-1.34	1.14
	25 – 30	15 - 20	.070	.357	.997	-.86	1.01
		20 - 25	-.235	.410	.940	-1.31	.84
		30 and above	-.333	.524	.920	-1.71	1.04
	30 and above	15 - 20	.404	.427	.781	-.72	1.52
		20 - 25	.098	.472	.997	-1.14	1.34
		25 - 30	.333	.524	.920	-1.04	1.71
8. Why do you think Green marketing is	15 – 20	20 - 25	.273	.186	.461	-.21	.76
		25 - 30	-.158	.242	.914	-.79	.48
		30 and above	.175	.289	.930	-.58	.93

in Headlines 2wadays?	20 – 25	15 - 20	-.273	.186	.461	-.76	.21
		25 - 30	-.431	.278	.411	-1.16	.30
		30 and above	-.098	.320	.990	-.94	.74
	25 – 30	15 - 20	.158	.242	.914	-.48	.79
		20 - 25	.431	.278	.411	-.30	1.16
		30 and above	.333	.355	.784	-.60	1.26
	30 and above	15 - 20	-.175	.289	.930	-.93	.58
		20 - 25	.098	.320	.990	-.74	.94
		25 - 30	-.333	.355	.784	-1.26	.60
10. Does Green Marketing helps for the eco2mical development of the producer?	15 – 20	20 - 25	.035	.042	.834	-.07	.14
		25 - 30	.035	.054	.916	-.11	.18
		30 and above	.035	.065	.948	-.13	.20
	20 – 25	15 - 20	-.035	.042	.834	-.14	.07
		25 - 30	.000	.062	1.000	-.16	.16
		30 and above	.000	.072	1.000	-.19	.19
	25 – 30	15 - 20	-.035	.054	.916	-.18	.11
		20 – 25	.000	.062	1.000	-.16	.16
		30 and above	.000	.079	1.000	-.21	.21
	30 and above	15 – 20	-.035	.065	.948	-.20	.13
		20 – 25	.000	.072	1.000	-.19	.19
		25 – 30	.000	.079	1.000	-.21	.21

III. DISCUSSION

A sample of 100 were collected from repliers of age (15- 30 over). The study is concerned about the mindfulness about the green point products among members of the society. The primary summarisation is that nearly all the repliers are apprehensive about green point products. utmost of the repliers are get to know about the green point products through TV, education and via social medias. utmost of the repliers have said that they've the enough information while buying the green point products. Repliers have said that the price of some green point products are high and some are cost effective and it's veritably useful for the protection of the terrain. utmost of the repliers are brought and used green point products oreco-friendly. numerous of the repliers are willing to pay further for green point products because the main reason is terrain protection. utmost of the repliers are n't willing to pay further for green point products because the price of the green point products is n't bring effective and it is not applicable to all the consumers. Green point products are captions currently because the consumers are being apprehensive of green point products. Place creation package and price are engaging the repliers to buy the green point products. utmost of the repliers are recommended the green point products to their musketeers and family members. The changes that are faced by the consumers because of green point products are pricing, product volume and product quality. utmost of the consumers are satisfied by buying the green point products. utmost of the repliers are suggested that the price of the products should be cost effective also only all the consumers can buy the green point products.

IV. MAJOR FINDINGS

1. Majority of the respondents are aware about the green feature products.
2. Most of the respondents are aware of the green products through television.
3. Most of the respondents said that green feature products prices are not cost efficient.
4. Most of the respondents are said that there are enough information about the product while buying.
5. Many of the respondents are willing to pay more for green feature products.
6. Many of the respondents are willing to pay more for green feature products because the main reason is environment protection.
7. Some respondents are not willing to pay more for green feature products because the main reason is that product cost is to high and cannot afford them.

8. Most of the respondents think that the green feature products are in headlines because consumers are being aware of green feature products.
9. Respondents are said that product, package, place and promotion are engaging them to buy more green feature products.
10. Most of the respondents are said that the green feature products helps for the economical development of the producers.
11. Many of the respondents have brought green feature products and they enjoyed the quality of the green feature products.
12. Most of the respondents have recommended the green feature products to their friends and family members.
13. Most of them are said that the price of the green feature products are reasonable.
14. The changes that are faced by the consumers because of green feature products are pricing, product quantity and product quality.
15. Most of the consumers are satisfied by buying the green feature products.
16. Most of the respondents are suggested that the price of the products should be cost efficient then only all the consumers can buy the green feature products.

V. RECOMMENDATION

1. The producer has to give enough information about the product.
2. The producer should produce the product cost effectively.
3. The product should be affordable to all the consumers.
4. The price of the products should be applicable to all the consumers.
5. The product should available at easy way so that all the consumers can buy and enjoy it.
6. The quality of the products should be applicable to price of the products.
7. The quality and quantity of the green feature products should be applicable to the price of the products.
8. In schools and colleges they should educate the students about the importance and useful information about the green feature products.

VI. CONCLUSION

Over all 90 of the people are apprehensive of the conception of the 'GREEN MARKETING'. thus the thesis stated is proved. No significant relationship is visible between income, educational qualification and occupation with respect to mindfulness about Green marketing. It seems that people who belong to the scholars and services order are more willing to buy eco-friendly products. Consumers who are apprehensive of eco-friendly products and have a preference for eco-friendly products are willing to pay further for eco-friendly products. Hence the alternate thesis Stated is proved. But some repliers are suggested that the directors have to reduce the price of the green point products so all the consumers can buy eco-friendly products.

VII. REFERENCE

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