

# A Study on Green Marketing and Digital Marketing and its Product Availability in Alangulam Area

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## ARTICLE DETAILS

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## ABSTRACT

Green marketing means selling the products and services. Which are environment friendly now-a-days. Green marketing is more popular because most of the people are becoming conscious in saving the environmental. Though the green marketing is very expensive many people are willing to use environment friendly products. Green marketing raises the voice against the production and consumption threatens peaceful life of human being on the earth.

Reducing use of plastics and plastics- based products. The business activities firms in relation pollution control and production of eco-friendly products. Digital marketing is promoting or creating brand awareness using internet. It is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas products and services that satisfy the goals of both parties. The researcher made the study about the green market and digital marketing the product availability in Alangulam area. The researcher made the analysis with 50 respondents in the same area.

## 1. Introduction

Green marketing has been a buzz word these days. This may be attributed to the increased consumer awareness towards the depleting environment and everything that cases concern for sustainability. It may be in terms of the air pollution, water pollution, noise pollution or anything that takes the society away from its originality. It is everything that is concerned about the entropy i.e. the increase in the disorder of a system. This system is nothing but the dynamic environment of making business, the way products and services are manufactured, promoted and ultimately sold. The time has come for business organizations irrespective of its size to rethink on the methodology of doing business. Organizations are these days competing on the basis of the green effect that they product in the market. This green effect is equal to the ability of a firm to minimize or at least restrict to a certain extent the damages that are made to the environment. Digital marketing is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and service that satisfy the goals of both parties.

## 2. Objectives:

- To study the attitude of consumers towards green and digital marketing.
- To establish a relationship between consumer purchasing decision on green marketing and digital marketing.
- To identity consumers' behavior towards quality of product, green advertising and green labeling.
- To highlight the opportunities challenges being faced by consumer and companies.
- To develop a suitable green marketing mix for consumers and companies.

## 3. Methodology:

The study carried out with both primary and secondary data. The primary data was collected through structured questionnaire from sample of 50 respondents from the specified area. The sample was collected by using non-probability sampling that is convenient sampling method. The sample was used for further analysis. Secondary data is also being collected from articles, journals and magazines etc.

### Primary data:

The study mainly based upon the primary data. Interview schedule method is used to collect the data from the respondents. Sample size of "50" respondents have been appended in the research report.

### Secondary data:

The substantiate and to support the primary data required particular have been gathered by referring the reputed journals, magazines, standard news paper and book, some of the information has been gathered from authorized web source.

## 4. Analysis of Data:

Table: 1

VARIABLES	NO OF RESPONDENTS	PERCENTAGE
Gender		
Male	28	56
Female	22	44
Total	50	100
Age		
Below 25 years	10	20
25-35 years	24	48
35-45 years	8	16
Above45	8	16

years		
Total	50	100
Monthly income		
Below Rs 25000	8	16
Rs 25000-35000	37	74
Above Rs 35000	5	10
Total	50	100
Educational qualification		
High secondary	7	14
Graduate	23	46
Post Graduate	12	24
Professionals	5	10
Others	3	6
Total	50	100

Source: Primary data

The above table shows 56% of the respondents are male.44% of the respondents are female. The above table shows 20% of the respondents belong to the age groups of below 25. 48% of the respondents belong to the age groups of 25-35. 16% of the respondents belong to the age groups of 35-45. 16% of the respondents belong to the age groups of above 45 years. The above table shows 16% of the respondents are having income below Rs.25000. 74% of the respondents are having income Rs.25000-35000. 10% of the respondents are having income level in above Rs.35000. The above table shows 14% of the respondents are high secondary. 46% of the respondents are under graduate.24% of the respondents are post graduate. 10% of the respondents are professionals and 6% of the respondents are others.

**Table: 2**

**Which of the following digital channel do you aware of:**

S.No	Digital channels	Respondents	percentage
1	Social media	15	30
2	Multimedia advertising	10	20
3	Web side/blogs	13	26
4	Others	12	24
	Total	50	100

30% of the respondents are using social media.  
20% of the respondents are using multimedia advertising.  
26% of the respondents are using web side/blogs.  
24% of the respondents are using others.

**Table: 3**

**Satisfaction with purchase decisions:**

S.No	Products decisions	Respondents	Percentage
1	Social media	15	30
2	Multimedia advertising	10	20
3	Web side/blogs	13	26
4	E-mail	8	16
5	Others	4	8
	Total	50	100

30% of the respondents in products decisions social media.  
20% of the respondents in products decisions multimedia advertising.  
26% of the respondents in products decisions web side/blogs.  
16% of the respondents in products decisions e-mail.  
8% of the respondents in products decision others.

**Table: 4**

**Satisfaction with the purchase experiences:**

S.No	Purchase experiences	Respondents	Percentage
1	Less than 1 years	9	18
2	1-3 years	24	48
3	3-5 years	13	26
4	Above 5 years	4	8
	Total	50	100

18% of the respondents are purchase experiences in less than 1 year.  
48% of the respondents are purchase experiences in 1-3 years.  
26% of the respondents are purchase experiences in 3-5 years.  
8% of the respondents are purchase experiences in above 5 years.

## 5. Findings:

- Majority of respondents are male.
- Majority of respondents are 48% belongs to age group 25-35 years.
- 74% of the respondents are having income Rs.25000-35000.
- 46% of the respondents are under graduate.
- 30% of the respondents are using social media.
- 30% of the respondents in products decisions social media.
- 18% of the respondents are purchase experiences in less than 1 year.

## 6. Suggestion

- ❖ The above modern techniques lead to increasing the level achievement of the concern.
- ❖ It yields time saving. Attracting the customer in shorter period.

- ❖ Even though it gives the profitability to the firms, the advertisement must have some social responsibilities. So it must be favour to both firm as well as customer, then only it gives much effective

## 7. Conclusion:

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. If marketers think customers are not concerned about environmental issues or will not pay a

premium for products that are more eco-responsible, then they should think again. Marketers must find an opportunity to enhance their products. Although, Green Marketing Myopia is another challenge before the marketers, it is the fundamental responsibility of the Marketers to innovate and adopt new marketing strategies those would safeguard our eco system as well as satisfy the customers.

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