

Green Marketing System of Manufacturing and Agricultural Industry.

Dr. T. Selvakumar

Assistant professor of commerce, Sri Sankara Arts and science college Kanchipuram (India)

ARTICLE DETAILS

Article History

Published Online: 03 Oct 2018

Keywords

Green Marketing Sustainability, Importance and Benefits of Green Marketing, Tools of Green Marketing, Benefits of the Organization, Benefits of the Consumer.

*Corresponding Author

Email: selvathangaiyan[at]gmail.com

ABSTRACT

The environmental issue is a major problem. Now a day's all the state government of India and Indian government have more awake about these issue. It is leads to a trend of green marketing used by the agricultural firm, goods manufacturing industry and service organization as one of the strategies in order to gain profitability and protect the environmental society. This topic will be discussing the green marketing and its sustainability as well as the save the society and top level industries and agricultural industry followed the green marketing. Other than that, the green consumer and branding will be discussed in further in this research as this will attract more customers. Lastly, firm, industry and service sectors will be benefited once green marketing strategy is applied.

1. Introduction

The Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet.

Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits.

This type of marketing can be more expensive, but it can also be profitable due to the increasing demand. For example, products made locally in North America tend to be more expensive than those made overseas using cheap labor, but they have a much smaller carbon footprint because they don't have to fly across the globe to get here. For some consumers and business owners, the environmental benefit outweighs the price difference.

2. Green Marketing Methods

Beyond making an environmentally friendly product, business owners can do other things as part of their green marketing efforts. The following can all be part of a green marketing strategy:

- Using eco-friendly paper and inks for print marketing materials
- Skipping the printed materials altogether and option for electronic marketing
- Having a recycling program and responsible waste disposal practices
- Using eco-friendly product packaging
- Using efficient packing and shipping methods
- Using eco-friendly power sources
- Taking steps to offset environmental impact

3. Importance of the Study

Now a day's most of the profit and non-profit organization like to concentrate earning gains but not seeing the ethics, the public also now like to peace into the society, they are not aware about the future significance, so in this study expose awareness about the future marketing.

In India most of the people suffering from lot of disease, for using hybrid vegetable, junk food, preservation of non-vegetarian for example in the agriculture field, for short period of harvesting the formers using pesticides and un natural fertilizer.

The small scale industry is residue the wastage and scrap. It is mixed into the water and land. The drinking water also can be contaminated; the manufacturing industry should be take care of in the society for avoiding the pollution.

4. Scope of the Study

The study is focus on agricultural field, manufacturing industry and selected service sector, the study conducted based on published sources of information. The survey method used to collect information from kancheepuram, thiruvallur and thiruvannmalai district customers and public.

5. Objectives of the Study

1. To know the service and non-service sector followed the ethics and providing quality of service to the public.
2. To identify the top ten companies followed the green marketing in India
3. To identify the top five companies followed the green marketing rules and regulation at global level.

6. Top 10 Green Companies of India

With India making rapid progress in the field of industrialization, concerns have also been made by various sections of environmentalists regarding the repercussions on the environment. The companies themselves are now more

aware about the ways in which their factories often affect the ecosystem and have taken a greener path to success.

1. **LG:** LG India has been a pioneer in making electronic gadgets that are eco-friendly. Recently, it has launched a LED E60 and E90 series monitor for the Indian market. Its USP is that it consumes 40% less energy than conventional LED monitors. Also, they hardly used halogen or mercury, trying to keep down the use of hazardous materials in their products.
2. **HCL:** HCL is another brand that is trying to introduce eco-friendly products in the market and it has recently launched the HCL ME 40 notebooks. These notebooks do not use any polyvinyl chloride (PVC) material or other harmful chemicals and the Bureau of Energy Efficiency already given it a five star rating
3. **Haier:** Eco branding is a part of Haier's new green initiative and they have launched the Eco Life Series. They have semi automatic and automatic refrigerators and washing machines, split and window air conditioners and a lot more.
4. **Samsung:** Samsung India has always had a roaring range of LED TV screens and now they have come up with eco-friendly LED backlight. They use 40% less electricity have also no harmful chemicals like mercury and lead.
5. **Tata Consultancy Services:** TCS has a globally recognized Sustainability practice and has already topped the Newsweek's top World's Greenest Company title. It also has a global green score of 80.4% and this has mainly happened due their initiative of creating technology for agricultural and community benefits.
6. **Oil and Natural Gas Company:** ONGC, India's largest oil producer is all set to change the way with the invention of green crematoriums that would serve as a perfect replacement for the funeral pyres that emit so much smoke and uses up excess oxygen.
7. **IndusInd Bank:** One of the first banks in India to discourage the use of paper for the counterfoils in ATMs, and sending electronic messages, it has contributed a lot towards saving paper and reducing deforestation.
8. **ITC:** ITC has adopted a Low Carbon Growth Path and a Cleaner Environment Approach and has already introduced ozone treated elemental chlorine free bleaching technology that has improved the lives of millions worldwide.
9. **Wipro:** Wipro, has not only helped in the creation of technology that helps in saving energy and preventing wastes, but its corporate headquarters in Pune is the most eco friendly building in this sector all over India.
10. **MRF Tyres:** MRF has launched the ZSLK series and this is all about creating eco-friendly tubeless tyres made from unique silica-based rubber and also offers extra fuel efficiency to those who drive their vehicles.

7. Top Five Companies at Global Level

The following companies are following green marketing system at global level. Most of the companies are taking effort for changing the climate conditions.

S.No	Name of the company
1.	Essar oil
2.	Larsen & Toubro
3.	Tech Mahindra
4.	TCS
5.	Wipro

8. Research Methodology

Research is a systematic and scientific activity to achieve the truth. Research includes procedures of collecting data, analysis the data and finding the conclusion or truth.

Research Design:

Research design means the exact nature of research work in a systematic manner. It involves the information about the research work in view of the framework of the study, availability of various data, observation, analysis, sampling, etc.,

Descriptive Research Design:

The researcher has followed the descriptive research by using primary and secondary data collections.

Descriptive studies try to discover answers to the questions who, what, when, where and sometimes how the researcher attempts to describe or define a subject, often by creating profile of a group of problems. People of events such studies may involve the collection of data and the creation of distribution of the number of times the researcher observes a single event or characteristics or they may involve relating the interaction of two or more variable.

Methods of Sampling:

The researcher has followed stratified Random sampling method in this project.

Stratified Random sampling:

The universe is divided into different strata's based on certain attributes, proportionately; select some-samples from each stratum are called Stratified Random sampling under Probability Sampling.

Sampling size:

Once the Researcher has clearly specifies the problems and developed an appropriate design and data collection instruments, the next step in research process is to select those elements from which the information will be collected.

Sample size of this study was 450 & random sampling method adopted for sampling. It's truly representative of population characteristic without any bias so that it may result in valid and reliable conclusions.

Sources of data:

- **Primary data:**
The Researcher used Scheduler methods. The Researcher asked some basic question (related with Green marketing) to public, it is useful to provide suggestion of the study.
- **Secondary data:**
Secondary Data has been collected by researcher from the details, company website, Magazines and published journals and articles.

Description of statistical tool used:

According to this project, there will be two statistical tools are used. There are;

➤ **Percentage analysis:**

The percentage method was extensively used for analysis and interpretation. It can be generally calculated as follow:

$$\text{Percentage} = \frac{\text{Actual data}}{\text{Total no. of respondents}} \times 100.$$

The Customer Satisfaction of Green Marketing followed by Agricultural Industry.

S.no	Satisfaction of Consumer	No. of Respondents	Percentage
1	Highly satisfied	35	8%
2	Satisfied	95	21%
3	Neutral	60	13%
4	Dissatisfied	180	40%
5	highly dissatisfied	80	18%
Total		450	100%

Source : primary data

Inference

The above table explained that the satisfaction of green marketing followed by agricultural industry. 8% of the people opinion highly satisfied, 21% of the respondent's opinion is satisfied, 13% of the consumers neutral on green marketing followed by agricultural industry. 40% of the respondent opinion

is dissatisfied and remaining 18% of the people highly dissatisfied on service provider.

The most of the consumer opinion is the agricultural industry not provide good quality and without chemical and fertilizer eatable goods to the society.

The Manufacturing Companies Level of Contribution to Society of Avoiding Pollution

S.no	Companies avoiding Pollution of Consumer Opinion	No. of Respondents	Percentage
1	Followed pollution control	70	15%
2	Always follows the pollution control	60	13%
3	Sometimes follows	120	27%
4	Not followed the pollution control	160	36%
5	Never take care	40	9%
Total		450	100%

Source: Primary Data

Inference

The above table shows that the consumer opinion about the manufacturing industry helps to avoiding pollution to the society. 15% of the respondents opinion is followed pollution control act perfectly.13% of the people opinion is the company always follow the pollution control. 27% of the consumer opinion is some of the companies only follow the pollution

control.36% of the people opinion is the manufacturing industries not followed any pollution control system and 9% of the consumers opinion is the manufacturing companies never take care about the pollution control and like to serve into the society.

The Manufacturing Companies Level of Contribution to Society of Avoiding Pollution.

S. No	Consumer opinion about the company	Mean	S.D
1.	Always Followed pollution control	3.82	0.96
2.	Follows the pollution control	3.25	1.27
3.	Sometimes follows	3.51	0.95
4.	Not followed the pollution control	3.61	1.15
5.	Never take care	3.29	0.89

Sources: Primary data

The above table shows the mean score and standard deviation of manufacturing industry followed pollution control. There is pollution control followed by the industry mean value 3.82 with standard deviation 0.96 which is indicating the top

score of the companies. The 2nd top is the company not followed the pollution control system with mean 3.61 and standard deviation 1.15. The mean score of some of the company followed the pollution control is 3.51with standard

deviation 0.95 it has 3rd top position. The least mean score 3.29 is the company not take care of the society and not followed the pollution control system with standard deviation of 0.89 and the mean score of 3.25 which is standard deviation 1,27 is the companies follows the pollution control act.

Null Hypothesis: There is no association between educational qualification and the customer satisfaction of green marketing followed by agricultural industry.

Chi-Square Test for Association between Educational Qualification and the Customer Satisfaction of Green Marketing followed by Agricultural Industry.

Educational qualification	Green marketing in the Agricultural industry				Total	Chi-square value	P value
	Excellent	Good	Fair	Poor			
UG	27 (27.6%) [18.8%]	48 (49.0%) [17.6%]	19 (19.4%) [22.9%]	4 (4.0%) [22.9%]	98	59.394	<0.001**
PG	90 (44.3%) [62.5%]	94 (46.3%) [34.6%]	15 (7.4%) [18.1%]	4 (2.0%) [28.6%]	203		
Professional	27 (12.7%) [18.8%]	130 (61.3%) [47.8%]	49 (23.1%) [59.0%]	6 (2.8%) [42.9%]	212		
Total	144	272	83	14	513		

Note:

1. The value within () refers to Row percentage.
2. The value with in [] refers to column percentage.
3. ** Denotes significant at 1% level.

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence, concluded that there is association between educational qualification and the customer satisfaction of green marketing followed by agricultural industry. The above table indicate as per row percentage, 27.6% under graduates consumer opinions are maintain excellent level green marketing in the agricultural industry. followed by 49% maintain good level of green marketing with consumer, 19.4% maintain fair level operating green marketing and 19.4% maintain poor level of green marketing system in the agricultural field. 44.3% post graduates consumer opinion is maintain excellent level, followed by 46.3% maintain good level of green marketing, 7.4% maintain fair level of green marketing and 2% maintain poor level of green marketing system in the agricultural industry. 12.7% professional employees maintain excellent, followed by 61.3% maintain good, 23.1% maintain fair and 2.8% maintain poor level of operating green marketing system in the agricultural field.

9. Findings of the Study

1. The majority of the consumer opinion is the formers cultivation of eatable goods for using more level of fertilizers and chemicals.
2. The customer opinion is the manufacturing company not following pollution control system effectively.
3. The majority of the manufacturing industry not following green marketing system and ethics.

References

1. Líšková, Z. et al. n vol. 5, 2016, no. 2 n p. 61–64 importance of green marketing and its potential Visegrad Journal on Bioeconomy and Sustainable Development (PDF)

Importance of Green Marketing and Its Potential. Available from: [accessed Sep 25 2018].

10. Suggestions Of The Study

1. The agricultural industry made a cultivation for using natural manure and avoiding high taxi producing fertilizes.
2. The manufacturing industry followed green marketing system and rules, because in the future human being likes to buy air also in the market.
3. The pollution control system most of the companies not followed the stipulated officers take necessary steps about the company.
4. The manufacturing and service sector not following earnings of gain, to provide good service to the society.

11. Conclusion

A company in relation to the environment has been of an increased importance. Consumers are interested in natural resources so that green marketing is becoming more important for enterprises. Producers show to consumers that they are interested in the same and they emphasize the trustworthiness of environmentally friendly products. Green marketing is an essential tool in influencing consumption patterns towards responsible behaviour in relation to the environment. Achieving greater environmental performance, however, requires getting beyond product orientation and labels, and using all available tools of traditional marketing – price, communication and distribution.

2. WongFuiYeng & Rashad Yazdanifard, Global Journal of Management and Business Research: E-Marketing Volume 15 Issue 5 Version 1.0 Year2015 Type: Double Blind Peer Reviewed International Research JournalPublisher: Global Journals Inc. (USA)Online ISSN: 2249-4588& Print ISSN: 09
3. Diamantopoulos, A., Schlegelmilch, B.B., Sinkovics, R.R. and Bohlen, G.M. (2003), "Can socio-demographics still play a role in profiling green consumers? A review of the evidence and an empirical investigation", Journal of Business Research, Vol. 56 No. 2, pp. 465-80.
4. Dillman, D.A. (2000), Mail and Internet Surveys: The Tailored Design Method, John Wiley & Sons, New York, NY.
5. Donaldson, R.H. (2005), "Green brands", NZ Marketing Magazine Vol. 24 No. 8, pp. 14-17.
6. Doyle, P. (1998), Marketing Management and Strategy 2nd ed., Ch. 3, Prentice-Hall Europe, London.