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## THE IMPACT OF SOCIAL NETWORKING TO FACILITATE THE EFFECTIVENESS OF GREEN MARKETING: AN EMPIRICAL STUDY

**DR. D. S. CHAUBEY**

**DIRECTOR**

**ROORKEE COLLEGE OF MANAGEMENT &. COMPUTER APPLICATIONS**

**ROORKEE**

**K. R. SUBRAMANIAN**

**PROFESSOR**

**MODERN INSTITUTE OF TECHNOLOGY**

**RISHIKESH**

### ABSTRACT

*Green marketing refers to the process of selling products or services based on their environmental benefits such as the contribution to reducing environmental pollution and prevention of degradation. Such products are manufactured, packaged and marketed in an environmental friendly manner and process. While the process of environmental friendly production and packaging has received wider attention, techniques of marketing and distributing products in an environmental friendly manner needs better attention. One such technique is NETWORK MARKETING – using social networks for marketing products and services which can conserve and protect the environment. Since social networks are used for marketing, the obvious impact and strong message of conservation cannot be lost sight of! A combination of appropriate marketing tools along with products and packaging can have a multiplier and accelerating effect in the conservation efforts! Present paper aims to establish the linkage between Environmental Conservation and Network marketing techniques. Different suggestions have been drawn out for consideration and implementation by green product marketing companies. It has been established through the present research that social networks and network marketing techniques can have a profound influence in Green marketing efforts! They are as it were made for each other!*

### KEYWORDS

social networking, green marketing.

### INTRODUCTION

Green marketing has emerged as one of the most important marketing techniques in the present global business environment. As the globalization process continues its giant strides across the world, this has also brought attention of manufacturers and marketers to some problems associated with it. One of these problems is environmental concerns that impact all living beings. Consumers now have worries about the future environment of the world and as a result of this mostly prefer environment friendly products. In recognition of these concerns of consumers, companies have started to make their marketing strategies more appealing by offering environment-friendly products and promotions. These marketing strategies, named as Green Marketing, have caused companies to adopt green policies in their pricing, promotion, product features and distribution activities. Social networking and Network marketing has become an important tool with its inherent appeal to promote green product and position it effectively through Green marketing efforts.

### GREEN MARKETING

Green marketing (also known as: environmental marketing, ecological marketing, eco-marketing.) refers to the process of selling products and services based on their environmental and broad social benefits. Such a product or service may be environmental friendly in itself or produced and/or packaged in an environmental friendly way. The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. While green marketing is growing greatly as increasing numbers of consumers are willing to back their environmental consciousnesses with their money, it can be dangerous. The public tends to be skeptical of green claims to begin with and companies can seriously damage their brands and their sales if a green claim is discovered to be false or contradicted by a company's other products or practices. Presenting a product or service as green when it's not- is called *green-washing*. Green marketing can be a very powerful marketing strategy though, when it's done right.

For green marketing to be effective, you have to do three things; be genuine, educate your customers, and give them the opportunity to participate.

1. **Being genuine** means that you are actually doing what you claim to be doing in your green marketing campaign and the rest of your business policies are consistent with whatever you are doing that's environmental friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.
2. **Educating your customers** isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.
3. **Giving your customers an opportunity to participate** means personalizing the benefits of your environmental friendly actions, normally through letting the customer take part in positive environmental action.

### NETWORK MARKETING

It is a tool of direct marketing where the customers and consumers have the opportunity to participate in the process of exchange and your success in adopting network marketing will depend on the ways in which you can show them doing a beneficial act for the welfare of society while obviously buying, using and promoting your product usage for their immediate contacts and associates. Since network marketing implies using social networking it can be a powerful tool if used appropriately for promoting green marketing!

Marketing is a social activity. People are at the core of all marketing activities. The concept of marketing has evolved over several decades with the development of human civilization. Network marketing is part of what is often referred to as the direct sales industry. Both network marketing and direct sales are often referred to as industries but they're really a method of distribution where instead of selling a product through a retail store, products are retailed or sold by independent business owners called distributors. Social networking and network of people are used to distribute and promote a product. The process involves direct one to one communication with people and needs good skills of presentation and the audience in most cases will be educated and informed.

Since the people are at the center of the activities, it is a powerful tool to convey powerful and convincing social messages for societal benefits. So, it is one of the most appropriate marketing tools for social change and socially relevant messages. I would like to propose Network marketing as a relevant tool (though still in the nascent stages) for appropriate development for Green Marketing which needs one to one convincing of people and involvement of a network of people. Once we successfully create a network through social linkages it can become so powerful and self propagating with a multiplier effect in growth of social awareness and participation.

**OBJECTIVES OF THE STUDY AND RESEARCH METHODOLOGY**

The present research paper has been taken up with the objectives

1. Assess the impact of social network in promoting the green products.
2. Investigate the relationship between consumer attitude towards the social net work and its impact on purchase of green products.

The following hypotheses were assumed for the study

**Hypothesis 1:** There is no significant relationship between consumer's attitude towards social network and their attitude on green products.

**Hypothesis 2:** The mean of different factor of social network for promoting green product and environment does not differ significantly across customers of different demography

To assess the impact of social network on purchase pattern of green product, a structured questionnaire was designed covering different aspect on social network and its relationship with purchase of green products. Questionnaire was sent online to almost 5000 respondents through e-mail. A total 363 response were received and taken for the study. The collected information was systematically arranged, tabulated and appropriate analysis was carried out. To test the hypothesis, factor analysis, Mean, standard deviation, ANOVA and  $\chi^2$  tests were applied.

**ANALYSIS AND DISCUSSION**

**TABLE 1: DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS**

Characteristics	Group Category of respondents	No.of Respondents	%
	Total Number of Respondents	363	100
Age	Upto 20 Years	13	3.6
	20-30 Years	115	31.7
	30-40 Years	122	33.6
	40 to 50 Years	84	23.1
	50-60 Years	20	5.5
	Above 60 Years	9	2.5
Gender	Male	227	62.5
	Female	136	37.5
Education Qualification	High School	7	1.9
	Intermediate	81	22.3
	Graduate	149	41.0
	Post Graduate	126	34.7
Fathers Qualification	Matric and below	11	7.8
	Graduate and Below	78	55.3
	Post Graduate	34	24.1
	Professional Qualification	13	9.2
	Othres	5	3.5
Level of Income	Upto Rs10000 PM	19	5.2
	Rs.10000 to Rs20000PM	95	26.2
	Rs20000 to Rs30 000 PM	130	35.8
	Rs30000 to Rs40000PM	86	23.7
	Above Rs40000PM	33	9.1
Profession	Student	2	.6
	service	180	49.6
	Business	81	22.3
	Professional	93	25.6
	Others	7	1.9

Demographic information presented in the table below reveals that the sample is dominated by young people in the age group of 30-40 years predominantly male section of the population. Over 75% of the population of respondents are educated up to graduate and post graduate levels. The income profile reveals that most of the respondents belong to the middle income group with monthly earnings of Rs.20,000 – 40,000 per month. The sample is dominated by service class people (approximately 50%).

**TABLE 2 IMPACT OF POLLUTION ON HUMAN LIVES**

Impact of pollution	Responses		Percent of Cases
	N	Percent	
Global warming	180	18.8%	49.6%
Unknown diseases and disorders	202	21.2%	55.6%
Imbalance in the ecosystem	35	3.7%	9.6%
Mass destruction of flora and fauna	64	6.7%	17.6%
Threat to human existence	161	16.9%	44.4%
Change in weather and rain pattern	143	15.0%	39.4%
Melting of glaciers and raise in sea level	50	5.2%	13.8%
Frequent natural calamities	120	12.6%	33.1%
Total	955	100.0%	263.1%

Many a scientific research on the environmental issues has enlightened the devastating impact of pollution levels causing mass extinction of various species to an imbalance in the ecosystem and to a great degree causing cascading destructive effects globally. It is significant to understand from the empirical study on the subject, which depicts that there is a clear-cut uneven understanding about the impact among the respondents. This may lead to the incomplete understanding of the importance of environmental protection by using environment friendly products depending on their awareness and perception related to the contribution of a particular pollutant causing environmental degradation and harm to individuals. It is worthwhile to know that about nearly 19% of the sample find Global warming, 21% unknown diseases as the results of pollution and environmental degradation. The survey results clearly indicate that about 17% of the population believe that there is a threat to human existence due to environmental degradation and 15% believe that the change in weather patterns and rain is due to environmental impact due to pollution, followed by frequent natural calamities being the cause to the extent of 12.6%. Melting of glaciers and



rise in sea level (which is a derived impact of global warming) are caused by pollution and a similar response is observed in the case of "Imbalance in the Ecosystem" caused by pollution followed by "Mass destruction of flora and fauna".

**TABLE 3: CONSUMER SENSITIVITY TO SOCIAL MARKETING TO PROMOTE GREEN PRODUCTS**

	Responses		Percent of Cases
	N	Percent	
I am a highly social person and spend substantial time in socializing everyday.	3	0.8%	0.9%
I understand that social contacts and are essential to be successful in my profession	131	35.1%	37.5%
I use my social network and contacts to promote my business.	71	19.0%	20.3%
Social networks are very effective in spreading information and I use it to access and to send information.	51	13.7%	14.6%
I remain up to date by the help of social networks.	97	26.0%	27.8%
I socialize myself to overcome boredom.	19	5.1%	5.4%
I am always in search of new relationships through social networking	1	0.3%	0.3%
Total	373	100.0%	106.9%

As the marketing power of social media grows, it no longer makes sense to treat it as an experiment. Social networking can be used to keep in touch with friends, make new contacts and find people with similar interests and ideas. This depends upon Consumer Sensitivity to Social networks for Marketing and promoting products. The survey reveals that consumers are more sensitive towards the statement like, "I understand that social contacts are essential to be successful in my profession" and "I remain up to date by the help of social networks" as it was preferred by 35.1% and 26.0% respondents in the sample. There is a good response to the statement "I use social networks and contacts to promote my products" and is a clear indication that social networks and network marketing techniques can be useful in creating a better awareness among the various segments of population (Please see Table 3) below.

**TABLE 4: EFFECT OF SOCIAL NETWORK IN PROMOTING GREEN PRODUCTS**

Response category	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	345	95.0	95.0	95.0
No	13	3.6	3.6	98.6
Can't Say	5	1.4	1.4	100.0
Total	363	100.0	100.0	

Promotion is an act of advertising a good or service with the short/long term goal of increasing sales. Many companies use different techniques to promote their products through a vast array of communication media. In the present age, where there is an array of alternatives, it is important to identify one communication medium that is better suited to what type of product you are promoting. With this in mind an attempt was made to assess the Effect of Social Networks in Promoting Green Products. Analysis indicates that almost all (95%) respondent are of the opinion that social network has a great impact in promoting green products (see Table 4 below)

**TABLE 5: CONSUMER'S PREFERRED PROCESS OF SOCIALIZATION**

Process of socialization	Responses		Percent of Cases
	N	Percent	
I make friends with my colleagues and spend time with them after office hours also.	236	29.6%	67.4%
Active participation in social events like marriages and other ceremonies	70	8.8%	20.0%
I have joined club(s)	131	16.4%	37.4%
I visit friends regularly	226	28.3%	64.6%
Through social networking web sites	135	16.9%	38.6%
Total	798	100.0%	228.0%

Socialization refers to the lifelong process of inheriting and disseminating norms, customs and ideologies, providing an individual with the skills and habits necessary for participating within his or her own society. Socialization is thus 'the means by which social and cultural continuity are attained'. It is seen in the study that majority of the respondents 'make friends with their colleagues and spend time with them after office hours also as part of socialization. As was indicated by 29.6% respondents in the sample. 'visiting friends regularly' as a process of socialisation was indicated by 28.3% respondents. It is seen that socialization through social networking web sites was indicated by 16.9% respondents in the sample.

**TABLE 6: IMPACT OF SOCIAL NETWORK ON USES PATTERN OF GREEN PRODUCT: A DESCRIPTIVE STATISTICS**

	N	Minimum	Maximum	Mean	Std. Deviation
Use of green products	363	3.00	5.00	4.6309	.61862
Educating people about environmental conservation	363	3.00	5.00	4.6804	.57798
Less use of non biodegradable products	363	2.00	5.00	4.2149	.70366
More use of recycled products	363	3.00	5.00	4.2727	.61294
Generating less waste materials	357	3.00	5.00	4.2297	.66020
Banning of plastic carry bags	363	3.00	5.00	4.2672	.57834
Using only energy efficient appliances and machines	363	3.00	5.00	4.5372	.64424
Valid N (list wise)	357				

Social network has great potential to influence customers for adapting uses pattern of green products and building awareness towards Green products. A descriptive study was carried out by assessing the mean and standard deviation of different factors like 'Use of green products', 'Educating people about environmental conservation', 'Less use of non biodegradable products', 'More use of recycled products', 'Generating less waste materials', 'Banning of plastic carry bags', 'Using only energy efficient appliances and machines'. It is seen that Educating people about environmental conservation has scored highest mean of 4.6804. It was followed by Use of green products through social network that scored mean of 4.6309. Higher Std. Deviation of .70366 of factors like 'Less use of non biodegradable products' indicates that customer response toward these issue are heterogeneous. So, it is clear from the findings that Consumer awareness, education and use of green products can be enhanced through Social networks. Impact of Social networks in green marketing is further analyzed through factor analysis and the conclusions thereof can be seen in the following analysis.

TABLE 7: IMPACT OF MEDIA ON SOCIAL AWARENESS OF GREEN PRODUCTS

	Responses		Percent of Cases
	N	Percent	
News Paper and Magazine	312	27.1%	86.0%
Television and Radio	271	23.5%	74.7%
Celphone Commercial Message	20	1.7%	5.5%
Street Shows	22	1.9%	6.1%
Hoarding and Banners	35	3.0%	9.6%
Internet	213	18.5%	58.7%
Friended and Relatives	219	19.0%	60.3%
Peer and Colleagues	61	5.3%	16.8%
Total	1153	100.0%	317.6%

The survey results indicate (See Table 7 below) that the consumers are aware of Network marketing techniques through the media – predominantly through Print and TV/Radio. It is relevant to note that Peers, relatives, Friends and colleagues form useful network of social contact through which consumers become aware of various products and services. This information gives an idea for product manufacturers and marketers as to how to select appropriate media to promote their products and services

## FACTOR ANALYSIS

Understanding consumer attitude towards Social network and its different levels of impact on uses of Green product has been of major interest for government and society. The attitudes of customer are affected by exogenous factors such as Economic conditions, Government policies and Market interface among major players like Consumer, Manufacturer and Government. The present empirical study indicates that consumers' perceptions are based on their own personal attributes such as age and education, as well as marketing mix strategies opted by the government as well as manufacturing agencies engaged in promoting green product. Exogenous factors such as social network also impact both consumer purchase decisions and manufacturer decisions. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the offerings in the market. Keeping these into consideration, an attempt was made to identify factors influencing purchase in favor of Green products.

For this respondents were asked to rate their views (through a questionnaire) on the following statements such as –[Marketing of green products through Social network can reach audience and spread exponentially within a short period of time, Network marketing can help achieving substantial audience reach as marketers get access to diverse audiences through social contacts, Marketing of green product through social network is community driven and provides the best opportunity for green product users with non-stop access to any kind of information from multiple domains. Network marketing is most helpful in rapid diffusion, can significantly boost the speed of the adoption of the marketed product or service, The ease of use and usefulness of green product as demonstrated by network marketing are strong determinants of user acceptance, adoption, and usage behavior. The information sharing is beneficial to all members of the community in better decision making including the purchase decision. Due to the spread of e-social networking being a part of so many networks has become very easy. The visitors and user of such e-social networking is growing exponentially every day. Social networks are very efficient in educating and promoting products, Social networks grab more members and expand their network influence that makes people connect together and participate in community. Every individual draws benefit from being a part of that social network community. Recycling and its uses and usefulness can be promoted effectively through network marketing. Network marketing is most helpful in addressing Environmental issues and promoting usefulness of green products. Network marketing helps marketers for Rapid diffusion of green product to audience and its reach to masses. The usefulness of green products and perceived ease of use are likely to affect users' self-disclosure intentions in network marketing. External influence such as peer pressure is important external determinants that should be accounted on participation in social network. The usefulness of green product promotion through social network will help the user in performing his or her task. In my social networks the trust level is very high., In social networks people are very influencing and significantly affect other's decision, Through social networks information related to green products moves very rapidly and influences the prospective buyers. Nowadays we can find many sub communities of people who share commonalities between social networks. The personal involvement and entertainment aspect of social network has an important role in the usage of various environment friendly products. One of the strong motivational characteristic of social network is community driven Social network allows their member to ask any question and to receive answer from other members spontaneously. 'I would like to use green products only if they are suggested by my peers of my network', Network marketing enhances the value for money for most of the green products available today. Current or potential users of social network believe that perceived playfulness by social network will bring him/her a sense of enjoyment and pleasure. Playfulness through social network is intrinsically enjoyable or interesting].

Respondents were asked to rate the various statements on a scale of 1 to 5 in order of their preference. The exploratory factor analysis was used in order to identify the various motivational factors influencing customer in favor of social network and its application in promoting uses of green product. Principal Component analysis was employed for extracting factors and orthogonal rotation with Varimax was applied. As latent root criterion was used for extraction of factors, only the factors having latent roots or Eigen values greater than one were considered significant; all other factors with latent roots less than one were considered insignificant and disregarded. The extracted factors along with their Eigen values are shown in **Table 8**. The factors have been given appropriate names on the basis of variables represented in each case. The names of the factors, the statements, the labels and factor loading have been summarized in **Table 8**. The KMO measure of sampling adequacy for the items was 0.650 (that is, > 0.5), indicating sufficient inter-correlations of the factors. Bartlett's Test of Sphericity, which was found to be significant (Chi-square = 8557.252, < 0.005, (Ref **Table 9**). Thus, the sample size of 363 was adequate and satisfactory in this study. The cronbach alpha for each factor was 0.903. Cronbach alpha for all the factors were greater than 0.6 which means that the scale scores for each of the dimensions were reasonably reliable (Hair et al., 1998). There are eight factors each having Eigen value exceeding one for motivational factors. Eigen values for eight factors are 8.729, 3.058, 2.533, 1.864, 1.767, 1.452, 1.232, 1.086, respectively. The index for the present solution accounts for of the total variations for the motivational factors. It is a pretty good extraction because we are able to economize on the number of choice factors (from 28 to 8 underlying factors), we lost 22.422% of information content for choice of variables. The percentages of variance explained by factors one to eight are 31.176%, 10.922%, 9.047%, 6.658%, 6.309%, 5.187%, 4.400%, 3.879%, respectively. Large communalities indicate that a large number of variance has been accounted for by the factor solutions. Varimax rotated factor analysis results for motivational factors are shown in table which indicates that after 8 factors are extracted and retained the communality is .706, for variable1, .804 for variable 2, .706 for variable 3 and so on. It means that approximately 70.6% of the variance of variable1 is being captured by extracted factors together. The proportion of the variance in any one of the original variable which is being captured by the extracted factors is known as communality (Nargundkar, 2002).

TABLE 8: PRINCIPAL COMPONENT ANALYSIS WITH ROTATED COMPONENT AND ASSOCIATE VARIABLE

	Component							Playfulness	Community
	Product reach	Product diffusion	Suitability of social media	Visible product	Community and social influence	Peer pressure	Pleasant process		
Marketing of green products through Social network can reach audience and spread exponentially within a short period of time	.749								.706
Network marketing can help achieving substantial audience, reaching as marketers get access to diverse audiences through social contacts	.749								.804
Marketing of green product through social network is community driven and provides the best opportunity for green product users with non-stop access to any kind of information from multiple domains.	.716								.706
Network marketing is most helpful in rapid diffusion can significantly boost the speed of the adoption of the marketed product or service	.624								.609
The ease of use and usefulness of green product as demonstrated by network marketing are strong determinants of user acceptance, adoption, and usage behavior	.524						.515		.784
The information sharing is beneficial to all members of the community in better decision making including the purchase decision		.860							.828
Due to the spread of e-social networking being a part of so many networks has become very easy		.766							.771
The visitors and user of such e-social networking is growing exponentially everyday		.594					.466		.765
Social networks are very efficient in educating and promoting products	.535	.577							.752
Social network grab more members and expand their network influence that makes people connect together and participate in community		.551							.832
Every individual draws benefit from being a part of that social network community		.486		.410		.421			.720
Recycling and its uses and usefulness can be promoted effectively through network marketing			.875						.875
Network marketing are most helpful in addressing Environmental issues and promoting usefulness of green products			.860						.609
Network marketing helps marketers for Rapid diffusion of green product to audience and its reaches to masses	.444		.564						.804
The usefulness of green products and perceived ease of use are likely to affect users' self-disclosure intentions in network marketing				.876					.873
External influence such as peer pressure is important external determinants that should be accounted on participation in social network				.722					.713
The usefulness of green product through social network will help the user in performing his or her task	-.419			.610					.799

In my social networks the trust level is very high.					.846				.820
In social networks people are very influencing and significantly affect other's decision					.724				.752
Through social networks information related to green products moves very rapidly and influences the perspective buyers					.498				.724
Nowadays we can find many sub communities of people who share commonalities between social network						.753			.844
The personal involvement and entertainment aspect of social network exhibits an important role in the usage of various environment friendly products						.724			.738
One of the strong motivational characters of social network is community driven	.475		.412			.585			.811
Social network allows their member to ask any question and to receive answer from other members spontaneously		.411				.425			.786
I would like to use green products only if they are suggested by my peers of my network							.830		.813
Network marketing enhances the value for money for most of the green products available today.		.482					.677		.786
Current or potential users of social network believe that perceived playfulness by social network will bring him/her a sense of enjoyment and pleasure.								.868	.818
Playfulness through social network is intrinsically enjoyable or interesting.								.840	.786
<i>Eigen Values</i>	8.729	3.058	2.533	1.864	1.767	1.452	1.232	1.086	
% of Variation	31.176	10.922	9.047	6.658	6.309	5.187	4.400	3.879	
Cumulative % of Variation	31.176	42.098	51.145	57.803	64.112	69.299	73.699	77.578	

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 A Rotation converged in 12 iterations.



TABLE 9: FACTOR NAMES, PRINCIPAL COMPONENTS AND ASSOCIATED VARIABLES

Factor	Name of dimension	Statement	Factor Loading
F1	Product reach and accessibility	Marketing of green products through Social network can reach audience and spread exponentially within a short period of time	.749
		Network marketing can help achieving substantial audience, reaching as marketers get access to diverse audiences through social contacts	.749
		Marketing of green product through social network is community driven and provides the best opportunity for green product users with non-stop access to any kind of information from multiple domains.	.716
		Network marketing is most helpful in rapid diffusion can significantly boost the speed of the adoption of the marketed product or service	.624
		The ease of use and usefulness of green product as demonstrated by network marketing are strong determinants of user acceptance, adoption, and usage behavior	.524
		Social networks are very efficient in educating and promoting products	.535
F2	Product diffusion	The information sharing is beneficial to all members of the community in better decision making including the purchase decision	.860
		Due to the spread of e-social networking being a part of so many networks has become very easy	.766
		The visitors and user of such e-social networking is growing exponentially everyday	.594
		Social networks are very efficient in educating and promoting products	.577
		Social network grab more members and expand their network influence that makes people connect together and participate in community	.551
F3	Suitability & appropriateness social medium to promote Green marketing	Recycling and its uses and usefulness can be promoted effectively through network marketing	.875
		Network marketing are most helpful in addressing Environmental issues and promoting usefulness of green products	.860
		Network marketing helps marketers for Rapid diffusion of green product to audience and its reaches to masses	.564
F4	Product demonstration and visibility	The usefulness of green products and perceived ease of use are likely to affect users' self-disclosure intentions in network marketing	.876
		External influence such as peer pressure is important external determinants that should be accounted on participation in social network	.722
		The usefulness of green product through social network will help the user in performing his or her task	.610
F5	Social influence, trust & common interest of Community networks	In my social networks the trust level is very high.	.846
		In social networks people are very influencing and significantly affect other's decision	.724
		Nowadays we can find many sub communities of people who share commonalities between social network	.753
		The personal involvement and entertainment aspect of social network exhibits an important role in the usage of various environment friendly products	.724
		One of the strong motivational characters of social network is community driven	.585
F6	Peer pressure	I would like to use green products only if they are suggested by my peers of my network	.830
		Network marketing enhances the value for money for most of the green products available today.	.677
F7	Pleasant nature of the process of Network marketing	Current or potential users of social network believe that perceived playfulness by social network will bring him/her a sense of enjoyment and pleasure.	.868
		Playfulness through social network is intrinsically enjoyable or interesting.	.840

TABLE – 10: DESCRIPTIVE STATISTICS

	N	Mean	Std. Deviation
Marketing of green products through Social network can reach audience and spread exponentially within a short period of time	363	4.4435	.68849
Network marketing is most helpful in rapid diffusion can significantly boost the speed of the adoption of the marketed product or service	363	4.4959	.67869
Network marketing can help achieving substantial audience, reaching as marketers get access to diverse audiences through social contacts	363	4.3939	.75923
Current or potential users of social network believe that perceived playfulness by social network will bring him/her a sense of enjoyment and pleasure.	363	3.3499	.56257
The personal involvement and entertainment aspect of social network exhibits an important role in the usage of various environment friendly products	363	3.7466	.64944
Playfulness through social network is intrinsically enjoyable or interesting.	363	3.2562	.54411
One of the strong motivational characters of social network is community driven	363	4.0579	.59414
Social network allows their member to ask any question and to receive answer from other members spontaneously	363	4.0854	.71363
Marketing of green product through social network is community driven and provides the best opportunity for green product users with non-stop access to any kind of	363	4.2672	.61984
Nowadays we can find many sub communities of people who share commonalities between social network	363	3.7410	.62996
External influence such as peer pressure is important external determinants that should be accounted on participation in social network	363	3.9201	.60084
Social network grab more members and expand their network influence that makes people connect together and participate in community	363	4.0744	.66272
The usefulness of green products and perceived ease of use are likely to affect users' self-disclosure intentions in network marketing	363	3.8540	.68782
The ease of use and usefulness of green product as demonstrated by network marketing are strong determinants of user acceptance, adoption, and usage behavior	363	4.2039	.64138
The usefulness of green product through social network will help the user in performing his or her task	363	3.7961	.85546
Network marketing helps marketers for Rapid diffusion of green product to audience and its reaches to masses	363	4.6006	.60632
Network marketing are most helpful in addressing Environmental issues and promoting usefulness of green products	363	4.5482	.62610
Recycling and its uses and usefulness can be promoted effectively through network marketing	363	4.4573	.67326
I would like to use green products only if they are suggested by my peers of my network	363	3.7824	.76492
Network marketing enhances the value for money for most of the green products available today.	363	3.9752	.52763
In my social networks the trust level is very high.	363	4.1818	.56608
In social networks people are very influencing and significantly affect other's decision	363	4.1625	.57434
Through social networks information related to green products moves very rapidly and influences the perspective buyers	363	4.4298	.63715
Social networks are very efficient in educating and promoting products	363	4.5592	.68018
Every individual draws benefit from being a part of that social network community	363	4.0358	.60049
The information sharing is beneficial to all members of the community in better decision making including the purchase decision	363	4.1488	.57086
Due to the spread of e-social networking being a part of so many networks has become very easy	363	4.0193	.56818
The visitors and user of such e-social networking is growing exponentially everyday	363	4.0937	.63249
Valid N (listwise)	363		

## CONCLUSIONS AND RECOMMENDATIONS

- The data analysis as presented in the previous pages would sufficiently indicate that Social networking and Network Marketing techniques have a good impact in promoting 'Green Products'. Please refer **Table 10** of the descriptive statistics – the mean values 4.435, 4.4959, 4.3939, 4.6006, 4.5482, 4.5592 of factors like – Marketing of green products through social network can reach audience and spread exponentially within a short period of time, Network marketing is most helpful in rapid diffusion and can significantly boost the speed of adoption of the marketed product or service, Network marketing can help achieving substantial audience reach as marketers get access to diverse audiences through social contacts, Network marketing helps marketers for Rapid diffusion of green product to audience and its reaches to masses, Network marketing are most helpful in addressing Environmental issues and promoting usefulness of green products, Social networks are very efficient in educating and promoting products. **The above mean values clearly indicate that Network marketing techniques have a strong impact on promoting Green products**
- The consumer attitude to social network is positive and would help purchase and promote Green products**, as indicated by Consumer perceptions of the usefulness of Networks through the mean values of 4.0579, 4.0854, 4.2039, 4.4573, 4.1818, 4.1625, 4.4298, 4.1488 (**PI refer Table 10**) in responses to statements like - One of the strong motivational characters of social network is community driven Social network, allows their member to ask any question and to receive answer from other members spontaneously, Marketing of green product through social network is community driven and provides the best opportunity for green product users with non-stop access to any kind of product or promotion, The ease of use and usefulness of green product as demonstrated by network marketing are strong determinants of user acceptance, adoption, and usage behavior, Recycling and its uses and usefulness can be promoted effectively through network marketing, In my social networks the trust level is very high, In social networks people are very influencing and significantly affect other's decision, Through social networks information related to green products moves very rapidly and influences the perspective buyers, The information sharing is beneficial to all members of the community in better decision making including the purchase decision.

It can be easily seen from the above that the main Objectives of the research have been achieved through positive confirmation that Network marketing has a good impact in promoting the use of Green products and from the attitude of the consumers it is clear that social networks have a great impact in purchasing and promoting of Green products.

The following hypotheses were tested:

**Hypothesis 1:** There is no significant relationship between consumer's attitude towards social network and their attitude on green products- **Rejected**

From the analysis under the heading of Impact of Social Network on usage Pattern of Green Product (Pl ref. **Table 6**) in the foregoing pages, it is clear that H1 is not accepted (it is rejected) as there is a clear linkage between Consumer attitude towards social network and attitude towards green products as both complement each other very well. So, it is clear from the findings that Consumer awareness, education and use of green products can be enhanced through Social networks.

**Hypothesis 2:** The mean of different factors of social network for promoting green product and environment does not differ significantly across customers of different demography- **accepted:** (From **Table 6** the values are in the skewed range 4.2149 - 4.6804)

Network marketing and communications is a fast growing and emerging field of study. Marketers can make good use of this medium reaching the product to customers and promoting their products and services. India is emerging as one of the few countries in the world, with a better than global average rate of growth in the economy. Further studies on different categories of products and services and research to improve and popularize present techniques can be undertaken. The researcher hopes that the present research work would form the basis for further interesting studies in this exciting field- doubly so, with Green Marketing and Network techniques taking a centre stage!

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