

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

ijrcm



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India (link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)),

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3480 Cities in 174 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN EXPLORATORY STUDY ON WHAT MOTIVATES PEOPLE TO CHOOSE TEACHING CAREER IN ENGINEERING INSTITUTIONS <i>S.MURALI & DR. S. MOHAN</i>	1
2.	TIMELINESS- AN ESSENCE OF CORPORATE REPORTING PRACTICES <i>RAMANJIT KAUR</i>	6
3.	A STUDY ON CONSUMERS PREFERENCE ON BRAND LOYALTY <i>DR. N. SRINIVAS KUMAR</i>	11
4.	STUDY ON THE IMPACT OF AGE PROFILE ON MARKET SEGMENTATION <i>DR. ANIL CHANDHOK & DR. BHAVET</i>	13
5.	GLOBAL BRANDS' LOCAL ACTIONS: COLLECTION CENTERS FOR RECYCLING AND REVERSE LOGISTICS <i>PRASHANT KUMAR & BHIMRAO GHODESWAR</i>	15
6.	ANTECEDENTS AND CONSEQUENCES OF CUSTOMER RELATIONSHIP MANAGEMENT IN HOTEL INDUSTRY <i>V. KRISHNAMOORTHY & DR. R. SRINIVASAN</i>	19
7.	A STUDY ON MANAGEMENT OF NPAS AND IMPACT OF SECURITIZATION ACT, 2002 ON REDUCTION OF NPAS IN BANKS <i>DR. Y NAGARAJU & KARUNA M</i>	25
8.	A STUDY ON IMPACT OF CULTURAL CORRELATION BETWEEN ORGANIZATIONAL CHANGE AND PRODUCTIVITY IN RURAL BANKS <i>DR. MAHESHA KEMPEGOWDA & NALINA.R</i>	30
9.	OUTCOMES OF STRESS: A STUDY OF CAUSE & REMEDIAL ACTIONS FOR REDUCING STRESS <i>HARTESH PANNU & PRERNA TIKKU</i>	34
10.	GROWTH AND NECESSITIES OF FDI IN RETAILING IN INDIA <i>MANOJ KUMAR SINGH</i>	38
11.	CULTIVATION OF SHARED MINDSETS: AN IMPERATIVE TO HAVE WORK VALUE CONGRUENCE IN MERGERS & ACQUISITIONS <i>RASHI THAREJA</i>	41
12.	A STUDY ON THE WORKING CAPITAL RATIO OF THE DISTRICT CENTRAL COOPERATIVE BANKS IN TIRUNELVELI REGION, TAMILNADU <i>DR. A.MAHENDRAN & R.AMBIKA</i>	44
13.	GREEN PRODUCTS VERSUS CONVENTIONAL PRODUCTS: A SELECT STUDY <i>P. KISHORE KUMAR & DR. BYRAM ANAND</i>	50
14.	SOCIO-ECONOMIC CONDITIONS OF TAMIL MIGRANTS IN MALAPPURAM DISTRICTS OF KERALA <i>FASALURAHMAN.P.K.PATTERKADAVAN & MUHAMMED MUSTHAFA M.</i>	53
15.	GREENING OF SUPPLY CHAIN: BENEFITS AND CHALLENGES <i>ABRAR AHMED, ANURAG REDDY RAMIREDDY, SOURYA SRI HARSHA & PUSHKALA MURALIDHARAN</i>	62
16.	MANAGING DIVERSITY AND MULTICULTURALISM FOR ORGANIZATIONAL TRANSFORMATION <i>SRAVAN KUMAR REDDY & ELIAS GIZACHEW</i>	66
17.	INFLUENCE OF JOB SATISFACTION ON THE QUALITY OF TEACHING <i>BENY PAUL E</i>	69
18.	OPTIMAL PETROLEUM FISCAL REGIME IN JOINT DEVELOPMENT ZONES: A COMPARATIVE ANALYSIS OF NIGERIA-SAO TOME AND PRINCIPE JDZ AND MALAYSIA-THAILAND JDA <i>DR. SANI SAIDU & SHAMSUDDEEN MUSA AUJARA</i>	72
19.	ANALYSIS OF GREEN MARKETING AS ENVIRONMENT PROTECTION TOOL: A STUDY OF CONSUMER OF DEHRADUN <i>SHALINI THAPA & SHIKHA VERMA</i>	78
20.	A STUDY ON WORKING CAPITAL MANAGEMENT THROUGH RATIO ANALYSIS WITH SPECIAL REFERENCE TO RAJASTHAN DRUGS & PHARMACEUTICALS LTD. <i>YOGESH KUMAWAT</i>	85
	REQUEST FOR FEEDBACK & DISCLAIMER	89

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), GuruGobindSinghI. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VITUniversity, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, MaharshiDayanandUniversity, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

<http://ijrcm.org.in/>

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

ANALYSIS OF GREEN MARKETING AS ENVIRONMENT PROTECTION TOOL: A STUDY OF CONSUMER OF DEHRADUN

SHALINI THAPA
RESEARCH SCHOLAR
UTTARANCHAL UNIVERSITY
DEHRADUN

SHIKHA VERMA
RESEARCH SCHOLAR
UTTARANCHAL UNIVERSITY
DEHRADUN

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. Green marketing has emerged as one of the most important marketing techniques in the present global business environment. 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. Combination of appropriate marketing tools along with products and packaging can have a multiplier and accelerating effect in the conservation efforts. Today most of the companies adapt green marketing as environment protection tool. Present paper aims to analyze green marketing as Environment Protection Tools: Questionnaire was designed and piloted on predetermined sample of consumers of Dehradun with the motives of analyzing consumer behavior and their green consciousness in their purchase pattern. Study reveals that Green marketing is a materialization of a new market. The customers are becoming more eco-responsible and customers are concerned about environmental issues in new market. Different suggestions have been drawn out for consideration and implementation by green product marketing companies. It has been established through the present research that green marketing can have a profound influence in Green marketing efforts.

KEYWORDS

Green Marketing, Consumer Behaviour, Environmental Protection Tool, Global Business Environment.

INTRODUCTION

The effects of climate change, along with pollution and the depletion of non-renewable natural resources, has given rise to environmental awareness (Douglas 2006: 458). In today's global business environment, businesses are facing increased competitive, regulatory and community pressures. Furthermore, there is also pressure for environmental sustainability, which requires strategies to be put in place to reduce the environmental impacts caused by the products and services offered. Consumers in recent years have become aware of the damage being inflicted on the environment by businesses in pursuit of the bottom line. Government regulatory bodies and consumer pressure groups have aggressively lobbied for businesses to adopt green practices (Bateman & Zeithaml 1983: 192). As a result, policies that focus on the protection of the environment are continually being developed worldwide (Brunoro 2008: 719). Businesses can assist in protecting the environment by becoming green businesses, in other words sustainable businesses (Porritt & Winner 1988). The environmental issue has become a global hot spot because of Global environmental degradation, the international community, the efforts of governments, the green movement and the impact of public media. Promotion environmental protection is the theme of human society, and also is the voice of sustainable human development.

Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. Thus the growing awareness among the consumers all over the world regarding protection of the environment in which they live, People do want to bequeath a clean earth to their offspring. Various studies by environmentalists indicate that people are concerned about the environment and are changing their behavior pattern so as to be less hostile towards it. Now we see that most of the consumers, both individual and industrial, are becoming more concerned about the environment friendly products.

GREEN MARKETING

"Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. Both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. The first wave of Green Marketing occurred in the 1980s. Two tangible milestones for wave 1 of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottoman.

NEED OF THE STUDY

There is growing interest among the consumers all over the world regarding protection of environment. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's new concern. The companies opt various kinds of marketing strategies to promote the products like green marketing, portray the products as green product etc. Among these Green marketing is increasingly becoming the mainstream of business marketing strategy.

Therefore, considering the need of the hour the study is undertaken to assess the awareness of Green Marketing as an environment protection tool among the consumers and how far Green Marketing has become successful in bringing changes in consumer buying behavior.

LITERATURE REVIEW

1. Tan Booi Chen and Lau Teck Chai (2010) in Attitude towards the environment and green products, reported that there is no significant relationship between consumers' attitude on the environmental protection and their attitude on green products. This means that consumers' attitudes on the green products are not facilitated by the positive attitudes of consumers towards environmental protection and here is a significant relationship between consumers' attitude on government's role and their attitude on green products.
2. John Moxen and Alistair McCulloch (1994), The Green Market and Environmental Policy: An Assessment of A Non-Interventionist Strategy, identified that the Government appears to be moving towards an environmental policy that depends less on intervention and more on market forces. However, in

- practice, market pressures are not strong enough to deliver the desired range and depth of environmental improvements. Companies take note of the environment when they are required to do so by legislation. This means that less than one in six of the companies had introduced changes to products and processes that were prompted by non-legislative factors. In addition, the inadequate nature of the systems of environmental management operated by these firms greatly restricts their ability to reduce their impact on the environment. It concludes that the effectiveness of the Government's environmental strategy is compromised by its dependence on market forces.
3. Neagu and Vasile Goldiş (2011), *Influencing The Environmental behavior through the Green Marketing*, describe that the main actors in the ecological marketing communications, the companies and the NGOs, have different basis of their communication on environment issues. The environmental NGOs include the objective to shape the pro-environmental behaviour in their mission and they are acting in consequence, using creatively a large of tools and techniques: learning direct experiences and effective educational or information activities. The companies are interested in creating and strengthening their public image through ecological actions. An appropriated communication policy of the environmental oriented companies can contribute to the creation of a company's identity according to the ecological principles.
 4. Magali Morel and Francis Kwakye (2012), *Green Marketing: Consumers' attitude towards Eco-friendly products and purchase intention in the FMCG Sector*, discovered that positive attitudes towards green products can lead to purchase intention but it is not always true. The paper demonstrated that the word of mouth and the advertising (the espoused attitude) play an important role in the purchase intention. It also tends to say that the young people (18-24 years) pay much attention to green claim.
 5. Ms. V Bhatnagar & Ms. H Grewal, P. (2012). *An environmental protection tool: green marketing and its effect on consumer buying behavior*, suggest that green marketing is essential to save world from pollution. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Green marketing assumes even more important and relevant in developing countries like India.
 6. Rashad Yazdanifard, Igbazua Erdoo Mercy (2011), *The Impact of green marketing on consumer satisfaction and environmental safety*, present Green marketing as a tool for protecting the environment for the future generation. It says that green marketing has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. They suggest that for companies to survive in this market, they need to go green in all aspect of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy.
 7. Oyewole, P. (2001). *Social Costs of Environmental Justice Associated with the Practice of Green Marketing*: This paper presents a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. In contrast with the type of costs commonly discussed in the literature, the paper identified another type of costs, termed 'costs with positive results,' that may be associated with the presence of environmental justice in green marketing. A research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the costs associated with it.
 8. Meriläinen, S., Moisander, J. & Personen, S. (2000), *The Masculine Mindset of Environmental Management and Green Marketing*, focused on Environmental management systems and green marketing programmes that have gained increasing popularity in western market economies. They are viewed as cost-efficient, effective and just means of tackling problems associated with the impact of economic activity on the environment. It is argued in this article, however, that these optimistic views are based on a number of ideas, images and metaphors that retain many androcentric and inadequate assumptions about self, society and nature that may be incompatible with long-term environmental protection goals.
 9. Schlegelmilch, B.B., Bohlen, G. M., & Diamantopoulos, A. (1996). *The Link Between Green Purchasing Decisions and Measures of Environmental Consciousness*: explore the extent to which variables, specific to environmental consciousness, are better able to explain consumers' pro-environmental purchasing behaviour. Two conceptualizations of the purchasing domain are addressed, namely general green purchasing behaviour and specific purchasing habits relating to five green product categories. Two data sets are used in the analysis, namely marketing students and members of the United Kingdom general public. Results suggest that measures of environmental consciousness are closely linked to environmentally-responsible purchasing behaviour, although the strength of the relationships varies according to sample type, the conceptualization of the purchasing domain and the particular product category at issue.
 10. Dosi, C. and Moretto, M. (2001). *Is Eco-Labeling a Reliable Environmental Policy Measure?*: The rationale of this paper is that the ecolabelling is to enable firms to reap the willingness-to-pay for the environmental attributes of goods by helping consumers to identify "green" products. By so doing, ecolabelling is expected to stimulate spontaneous environmental innovation and to reduce aggregated pollution. The analysis, however, outlines situations under which ecolabelling could induce perverse effects, namely increased investment in conventional technologies before the labels are awarded.
 11. Kilbourne, W.E. & Beckman, S.C. (1998). *Review and Critical Assessment of Research on Marketing and the Environment*, provides a review and categorization of the environmentally related research published in the major English language marketing journals over the period from 1971 to 1997. It traces the development from the early research which focused predominantly on the characterization of the "green" consumer, conceptualization of environmental consciousness, environmentally related behaviours such as recycling, and attitudes towards environmental problems such as pollution. This was followed by a period in which energy conservation, legislation, and public policy issues were added to the agenda which remained predominantly managerialist in perspective. The paper concludes by arguing that the examination of the macro issues from an interdisciplinary perspective is necessary for further development of marketing thought in this area, and that a synthesis of the macro and micro perspectives is necessary for effective and enduring public policy regarding the marketing/environmental relationship.
 12. Crane, A. (2000). *Marketing and the Natural Environment: What Role for Morality*, It argues that the issue of morality has not been developed in any comprehensive or cohesive way in this literature and subsequently seeks to provide an analysis of the different ways in which morality has, to date, been applied and used. Five different moral perspectives are identified - namely, fair play, managerialist, reformist, reconstructionist, and interpretist perspectives. These are categorized according to the main moral issues typically examined, the core discipline from which the perspective has been developed, the form of morality ordinarily referred to, and the prevalent subject of moral enquiry. The various approaches are examined and their contribution assessed. The relationship between the perspectives is addressed, and it is suggested that from a macromarketing point of view, the reconstructionist and the interpretist perspectives might be expected to be the most fruitful avenues for future investigation.
 13. Karna, J., Hansen, E. & Juslin, H. (2003). *Social Responsibility in Environmental Marketing Planning*, interpreted that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. Thus, the example of these progressive companies should be the direction towards sustainable development in business and society. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesised according to the model of environmental marketing used to guide this study.
 14. Menon, A., Menon, A., Chowdhury, J., & Jankovich, J. (1999). *Evolving Paradigm for Environmental Sensitivity in Marketing Programs: A Synthesis of Theory and Practice*, discussed the concept of environmentally-based marketing programs within the context of each element of the marketing mix. Additionally, it discusses issues that are of critical importance in the implementation of the concept, from the perspectives of firm performance and business environment. The managerial implications of adopting environmentally-based marketing programs and concerns relevant to future research in this area are also addressed.

RESEARCH METHODOLOGY**OBJECTIVES**

The research has been taken up with following objectives:-

- To assess the consumer awareness towards green marketing and its application as Environment Protection Tools.
- Studying consumer attitude towards green marketing as Environment Protection Tools.
- To assess the role of Green marketing in bringing change in consumer buying behavior.

To assess the consumer awareness towards Environment Protection Tools the major determinants were taken like consumer preferences towards eco-friendly products, consumers attitude towards green marketing, consumer purchasing preferences.

METHODOLOGY

This is an Empirical research on Consumer attitude and awareness towards the environment protection tool

Sampling method- Present research is based on primary as well as secondary data. The secondary data was collected through various books, magazines, research journals and other relevant academic and non-academic sources. The primary data is collected through survey method with the help of questionnaire. The questionnaire was designed to know the attitudes of the consumer towards green marketing strategy, that is whether it is considered as an environmental protection tool or not. The questionnaire framed for the survey was the combination of open ended as well as close ended questions. The respondents were selected through Convenient Sampling Method.

Research site- The study has been conducted in the city of Dehradun. Population of Dehradun is considered as the "universe". The samples represent both the genders, different age groups, education level, marital status and monthly income. This survey is the partial results of the full-scale survey of the consumers to collect data on Green Marketing as Environment protection tool. The sample size was 100.

Data Analysis Tools And Techniques- The data collected from the respondents are coded, tabulated and analyzed into logical statements using percentage analysis and chi-square. Kaiser-Meyer-Olkin Measure of Sampling Adequacy was carried out with SPSS software and found to be .681 which indicates that data is sufficient to go for factor analysis.

KMO AND BARTLETT'S TEST		
KAISER-MEYER-OLKIN MEASURE OF SAMPLING ADEQUACY		.681
Bartlett's Test of Sphericity	Approx. Chi-Square	449.808
	df	120
	Sig.	.000

Hypothesis- "The impact of Environmental Protection Tool on consumer behavior does not differ significantly across the different demographics"

DATA ANALYSIS AND INTERPRETATION

Collected data were analyzed by using statistical tools and the software used was SPSS 20 windows version for regression analysis, other statistical test and testing of the research hypotheses.

TABLE 1: DEMOGRAPHIC CHARACTERISTICS

		Frequency	Percent	Valid Percent	Cumulative Percent
Age	Upto 20 Years	21	21.0	21.0	21.0
	20-30 Year	41	41.0	41.0	62.0
	30-40 Years	28	28.0	28.0	90.0
	40-50 Years	4	4.0	4.0	94.0
	50-60 years	4	4.0	4.0	98.0
	above 60 years	2	2.0	2.0	100.0
	Total	100	100.0	100.0	
Gender	Male	56	56.0	56.0	56.0
	Female	44	44.0	44.0	100.0
Education Level	Matric and below	1	1.0	1.0	1.0
	Under Graduate	20	20.0	20.0	21.0
	Graduate	19	19.0	19.0	40.0
	Post graduate	24	24.0	24.0	64.0
	Professional Qualification	30	30.0	30.0	94.0
	Others	6	6.0	6.0	100.0
	Total	100	100.0	100.0	
Profession	Students	30	30.0	30.0	30.0
	Business	6	6.0	6.0	36.0
	Service	35	35.0	35.0	71.0
	Professional	21	21.0	21.0	92.0
	Housewives	5	5.0	5.0	97.0
	Others	3	3.0	3.0	100.0
	Total	100	100.0	100.0	
Income level	Less than 15000PM	19	19.0	22.6	22.6
	Rs15000-Rs25000PM	29	29.0	34.5	57.1
	Rs25000-Rs35000PM	15	15.0	17.9	75.0
	Rs35000-Rs50000PM	8	8.0	9.5	84.5
	Above Rs50000PM	7	7.0	8.3	92.9
	Nil Income	6	6.0	7.1	100.0
	System	16	16.0		
	Total	100	100	100	

Demography is the scientific study of the characteristics of human populations. It is also sometimes called population studies. Demography is considered to be a branch within the field of sociology. It relies heavily on statistical data, collecting, interpreting, and presenting the information to determine trends. The analysis presented in the above table reveals that sample is dominated by the young category respondent ranging in the age group of 20-30 years as it contributes 41% in the sample. Majority of the respondents are male i.e.56%,It is included to determine that does the purchasing decision differ among gender.In the survey,majority of respondents are professionally qualified,which contributes 30%,which is asked to know that, does educational level make differences in purchasing preferences of the respondents.Sample is composed of highly educated person earning monthly income of Rs15000 to Rs.35000 and majority of the respondents belong to different service class.

TABLE 2: WHETHER AWARE WITH ENVIRONMENT PROTECTION TOOLS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	86	86.0	86.0	86.0
	NO	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Environmental protection is a practice of protecting the natural environment on individual, organizational or governmental levels, for the benefit of both the natural environment and humans. Environment protection has become the prime question these days. There are various environmental protection tools like different government policies and regulations, Environment protection Act, waste management etc. Therefore, this question is raised to know that what percentage of respondents are aware with Environment Protection Tools. Table 2 depicts that majority (86%) of the respondents are aware whereas 14% are still unaware.

TABLE 3: AWARENESS OF CONCEPT OF GREEN MARKETING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	87	87.0	88.8	88.8
	NO	11	11.0	11.2	100.0
	Total	98	98.0	100.0	
Missing	System	2	2.0		
Total		100	100.0		

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. Green marketing has emerged as one of the most important marketing techniques in the present global business environment. The above question focuses on the Awareness of the respondents towards the concept of green marketing i.e. are respondents have knowledge regarding green marketing concept. The table 6 depicts that 87% of the respondents are aware of the concept whereas 11% are unaware.

TABLE 4: SOURCE OF AWARENESS

		Responses		Percent of Cases
		N	Percent	
\$s1 ^a	News Paper	46	30.9%	47.9%
	Internet	56	37.6%	58.3%
	Advertisement	36	24.2%	37.5%
	Others	11	7.4%	11.5%
Total		149	100.0%	155.2%
a. Group				

There are various sources like newspaper, Internet, advertisement, news channels, word of mouth, magazines etc. through which people can become aware regarding the concept of green marketing. The question is asked with the purpose of knowing the source of awareness regarding green marketing concept. It is depicted from table 4 that most of the respondents are aware of the concept through the source of Internet i.e. internet plays an important role in creating purchase. whereas 11% are aware through other sources like Hotel Industries, mobile companies, Clubs and NGOs etc.

TABLE 5: WHETHER PURCHASED ECO FRIENDLY PRODUCTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	74	74.0	74.0	74.0
	NO	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

Eco friendly products are those products those are originally grown, biodegradable, having with natural ingredients, do not harm or pollute the environment, have eco-friendly packaging i.e. reusable, refillable containers, not tested on animals, non-toxic chemical etc. There are number of eco-friendly products which are manufactured to protect the environment and substituting other products by creating ecological benefits. The products like CNG, LPG, herbal products, etc are examples of eco-friendly products. Therefore, the purpose of this question is to determine that whether the respondents have purchased the Eco-friendly product ever or not. The table 5 depicts that (74%) majority of the respondents have purchased the Eco-friendly products whereas 26% haven't purchased it yet.

TABLE 6: NATURE OF PURCHASE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	12	12.0	12.0	12.0
	Sometimes	45	45.0	45.0	57.0
	Occasionally	22	22.0	22.0	79.0
	Casualy	10	10.0	10.0	89.0
	Never	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

This question is asked to know the frequency of purchasing the eco-friendly products of the respondents i.e. how frequently they purchase such products. The study reveals that near about half of the consumers (45%) purchase eco friendly products sometimes. About one fifth of consumers (22%) make purchases of such products occasionally, 12% of consumers always purchase these products, whereas 10% of consumers purchase casually. On the other hand, 11% of the consumers have never purchased such products.

TABLE 7: FREQUENCIES(CONSIDERATION WHILE PURCHASING)

		Responses		Percent of Cases
		N	Percent	
SS2 ^a	Price	68	17.2%	70.1%
	Benefit to health	75	18.9%	77.3%
	Brand Popularity	74	18.7%	76.3%
	Environment Protection	89	22.5%	91.8%
	Feature of the product	90	22.7%	92.8%
Total		396	100.0%	408.2%

a. Group

Different people consider different aspects while purchasing anything according to their needs and purchasing power. Therefore, the reason to include this question is to know that what prime factor is mostly works as a stimulant while purchasing the green product. In table 7 it is clearly depicted that majority(22.7%) of the respondents consider the Feature of the product as the prime factor while purchasing green product nevertheless, they equally consider the Environment Protection factor as important factor too.

TABLE 8: FREQUENCIES(CONSIDERATION FOR GREEN MARKETING)

		Responses		Percent of Cases
		N	Percent	
SS3 ^a	It is tool of Environment Protection	48	31.4%	52.7%
	It is means of product promotion	17	11.1%	18.7%
	It is means of building awareness of products among consumers	12	7.8%	13.2%
	It is means of building company goodwill	10	6.5%	11.0%
	It is marketing tool	12	7.8%	13.2%
	It is means of building consumer preference towards green product	24	15.7%	26.4%
	It is means of enhancing consumer safety by promoting Eco-friendly Products	27	17.6%	29.7%
	Others	3	2.0%	3.3%
Total		153	100.0%	168.1%

a. Group

"Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. This question is undertaken with the purpose knowing that what opinion does the consumers have towards "Green Marketing" as a whole. The information presented in the above table 8. Clearly indicates that nearly half of the respondents (31.4%) are of the opinion that it is tool of Environment Protection. On the similar pattern 17.6% consumers are of the opinion that it is means of enhancing consumer safety by promoting Eco-friendly Products. Similarly, 15.7% of consumers perceive it as a means of building consumer preference towards green product. 7.8% of consumers consider it as a means of building awareness of products among consumers and marketing tool both. In comparison to this 6.5% consumers feel that it is a means of building company goodwill and very few i.e. 2% see green marketing as other perspective like promotion of healthy products, tool for creating awareness among people regarding eco friendly products, tool for creating healthier society etc.

FACTOR ANALYSIS

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. Green Marketing and its different dimensions motivates consumers to become more eco-responsible and concerned about environmental issues in new market. Green Marketing has gained momentum in the context of global warming and climate change and this, in turn, has forced many companies to incorporate the principals of Green Marketing. Recently, Green Marketing has drawn the attention of government and this has forced them to introduce environment-friendly policies. For this respondents were asked to rate their views on the statements such as: Now days Organizations perceive green environmental marketing to be an opportunity that can be used to achieve its objective, Green marketing Organizations become more ethical and socially responsible, Through green marketing, Governmental bodies are forcing firms to become more responsible, Eco friendly competitor pressure makes the firms to change their environmental marketing Activity, Green marketing bring consciousness towards Cost factors associated with waste disposal or reductions in material usage forces firms to modify their behavior, Consumers these days have developed liking for environmental friendly products i.e. green products (green brands), Consumer concern for environmental protection is high these days, Consumers these days are ready to pay appropriate extra price for green products, Consumers feel that the companies enjoying a green image will have competitive advantages, Green marketing is Good For Environment protection, Green marketing is helpful in creating healthy environment, Green Marketing is helpful in promoting taste for Good Quality products, Green Marketing is used to maintain reasonable price and its accessibility in the market, I am willing to pay premium price for eco-friendly products, I recommend eco-friendly products to my friends/family. Respondents were asked to rate the various statement on a scale of Strongly Disagree to Strongly Agree in order of their preference. The exploratory factor analysis was used in order to identify the various attitude of consumers towards green marketing. 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 9. 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 9.

There are 5 factor each having Eigen value exceeding one. Eigen values for five factors are 4.053%, 2.018%, 1.449%, 1.316% and 1.118% respectively. The index for the present solution accounts for 62.209% of the total variations for the factors of brand equity. It is a pretty good extraction because we are able to economise on the number of choice factors (from 16 to 5 underlying factors), we lost 37.791% of information content for choice of variables. The percentages of variance explained by factors one to five are 25.328 %, 12.614%, 9.056%, 8.222%, and 6.988% respectively. Large communalities indicate that a large number of variance has been accounted for by the factor solutions. Varimax rotated factor analysis results for factors are shown in table 9 which indicates that after 5 factors are extracted and retained the communality is 0.562 for variable1, 0.648 for variable 2 and so on. It means that approximately 56.2 % of the variance of variable1 is being captured by 5 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 9: ROTATED COMPONENT MATRIX^a

	Component					Communalities
	1	2	3	4	5	
Green Marketing is used to maintain reasonable price and its accessibility in the market.	.694					.562
Green Marketing is helpful in promoting taste for Good Quality products	.677					.648
I am willing to pay premium price for eco-friendly products	.514					.447
Green marketing bring consciousness towards Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior.	.459					.492
Consumer concern for environmental protection is high these days.		.804				.719
Consumers these days have developed liking for environmental friendly products i.e. green products (green brands).		.689				.669
Consumers these days are ready to pay appropriate extra price for green products.		.580				.654
Green marketing is Good For Environment protection			.833			.740
Green marketing is helpful in creating healthy environment			.676			.646
Now days Organizations perceive green environmental marketing to be an opportunity that can be used to achieve its objective			.617			.695
Consumers feel that the companies enjoying a green image will have competitive advantages				.650		.614
Eco friendly competitor pressure makes the firms to change their environmental marketing Activity				.631		.418
Through green marketing, Governmental bodies are forcing firms to become more responsible				.533		.702
Green marketing Organizations become more ethical and socially responsible				.490		.575
I recommend eco-friendly products to my friends/family					.777	.702
I hear and pay attention to my friends/family opinion concerning eco- friendly products					.762	.671
Initial Eigenvalues	4.053	2.018	1.449	1.316	1.118	
% of Variance	25.328	12.614	9.056	8.222	6.988	
Cumulative %	25.328	37.942	46.999	55.221	62.209	
Extraction Method: Principal Component Analysis.						
Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 12 iterations.						

TABLE 10: FACTOR LOADING AND ASSOCIATED VARIABLE

Factor	Name of Dimension	Statement	Factor Loading
F1	Price factor	Green Marketing is used to maintain reasonable price and its accessibility in the market.	.694
		Green Marketing is helpful in promoting taste for Good Quality products	.677
		I am willing to pay premium price for eco-friendly products	.514
		Green marketing bring consciousness towards Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior.	.459
F2	Environmental conscious approach	Consumer concern for environmental protection is high these days.	.804
		Consumers these days have developed liking for environmental friendly products i.e. green products (green brands).	.689
		Consumers these days are ready to pay appropriate extra price for green products.	.580
F3	Marketing Approach	Green marketing is Good For Environment protection	.833
		Green marketing is helpful in creating healthy environment	.676
		Now days Organizations perceive green environmental marketing to be an opportunity that can be used to achieve its objective	.617
F4	Environmental responsiveness approach	Consumers feel that the companies enjoying a green image will have competitive advantages	.650
		Eco friendly competitor pressure makes the firms to change their environmental marketing Activity	.631
		Through green marketing, Governmental bodies are forcing firms to become more responsible	.533
		Green marketing Organizations become more ethical and socially responsible	.490
F5	Cognition and conviction factor	I recommend eco-friendly products to my friends/family	.777
		I hear and pay attention to my friends/family opinion concerning eco- friendly products	.762

Table 10 represents Solemnized Principal components & associated Variables which indicate that first factor (F1) is the **Price Factor** which is one of the important factors of Green Marketing. This factors accounts for 25.328% variance of the total variances. The second Factor (F2) is the **Environmental conscious approach** and accounts 12.614 % variance of total variance. Third factor (F3) is the **Marketing Approach** and that account 9.056 % variance of the total variances. Fourth factor (F4) is the **Environmental responsiveness approach** that accounts for 8.222%.Fifth factor (F5) is the **Cognition and conviction** and account for 6.988% of variance

TABLE 11: MEAN OF VARIOUS FACTORS OF GREEN MARKETING DIFFERENT DEMOGRAPHY: AGE

Age	Price factor	Environmental conscious approach	Marketing Approach	Environmental responsiveness approach	Cognition and conviction
Upto 20 Years	3.8553	3.7368	4.1404	3.9079	4.0789
20-30 Year	3.7083	3.5972	4.1806	3.5833	4.1458
30-40 Years	3.7500	3.5556	4.1111	3.7500	3.7500
40-50 Years	3.7500	4.6667	4.3333	3.8750	4.0000
50-60 years	3.5833	4.1111	4.2222	3.7500	4.1667
Above 60 years	4.0000	4.3333	4.0000	3.7500	4.5000
Total	3.7636	3.7212	4.1636	3.7364	4.0818

Mean of different variable constructed for various factors i.e. price factor, environmental conscious approach, marketing approach, environmental responsiveness approach, cognition and conviction identified of Green Marketing as environment protection tool across different demographic characteristics

i.e. Age was calculated with the help of SPSS software. The information presented in the table 11 indicates that the mean of different factor: Marketing Approach scored highest mean(4.1636) however the factor like Environment conscious approach scored the least mean(3.7212) among all the variables.

TABLE 12: ONE WAY ANOVA WITH AGE

		Sum of Squares	df	Mean Square	F	Sig.
Price factor	Between Groups	.388	5	.078	.251	.938
	Within Groups	15.164	49	.309		
	Total	15.552	54			
Environmental conscious approach	Between Groups	3.157	5	.631	.901	.488
	Within Groups	34.346	49	.701		
	Total	37.503	54			
Marketing Approach	Between Groups	.128	5	.026	.065	.997
	Within Groups	19.399	49	.396		
	Total	19.527	54			
Environmental responsiveness approach	Between Groups	1.161	5	.232	.684	.638
	Within Groups	16.641	49	.340		
	Total	17.802	54			
Cognition and conviction	Between Groups	.969	5	.194	.424	.830
	Within Groups	22.413	49	.457		
	Total	23.382	54			

Analysis of variance (ANOVA) is a collection of statistical models used to analyze the differences between group means and their associated procedures (such as "variation" among and between groups). The table 12 shows the output of the ANOVA analysis and whether we have a statistically significant difference between our group means. We can see from the table above that there is a no significant difference between various factors of green marketing in purchasing of eco friendly product by different age group as **Price Factor** ($p = 0.938$)($0.938 > 0.05$), **Environmental conscious approach** ($p = 0.488$)($0.488 > 0.05$), **Marketing Approach** ($p = 0.997$)($0.997 > 0.05$), **Environmental responsiveness approach** ($p = 0.638$)($0.638 > 0.05$), **Cognition and conviction** ($p = 0.830$)($0.830 > 0.05$). There is no statistically significant difference because the significance level of all the factors are much above 0.05, whereas mean difference is significant at 0.05.

CONCLUSION AND SUGGESTIONS

The study has found that Green marketing is a tool for protecting the environment for the future generation, it has a positive impact on environmental safety. The null hypothesis: "The impact of Environmental Protection Tool on consumer behavior does not differ significantly across the different demographics" has been proved true. The factors that are considered valuable are Price factor, Environmental conscious approach, Environmental conscious approach, Cognition and conviction and Marketing approach. Green marketing approach can be enhanced as a environment protection tool if these factors are taken into consideration. Green marketing provides opportunity for innovation and is helpful in making people more eco-responsible. Green marketing has proved effective in bringing change in the behavior of the consumer and inspire them for purchasing eco friendly products. It is clearly evident from the above findings and analysis that though eco-friendly attitudes have increased but large group of the consumers still lack 'green' knowledge because of low awareness. Therefore, the initiatives has to be taken to increase the awareness among the customer regarding green products and green marketing keeping the various factors into consideration so that people can become more eco-responsible for preserving earth. There should be follow up by the government towards CSR policies and mandate policy for green marketing to protect the environment. The price sensitivity shows that the green products are safe, secure and affordable and consumers are also ready to pay premium price if it is applicable. The environment consciousness proves that the green product is the tool for environment protection.

REFERENCES

1. Bhatnagar Vidushi & Grewal H., P. (2012). An environmental protection tool: green marketing and its effect on consumer buying behavior. *International journal of emerging research in management and technology* ISSN:2278-9359
2. Chen Tan Booi and Chai Lau Teck (2010). Attitude towards the environment and green products. *Management Science and Engineering Vol. 4, No. 2, 2010*, pp. 27-39, 201
3. Crane, A. (2000). Marketing and the Natural Environment: What Role for Morality
4. Dosi, C. and Moretto, M. (2001). Is Eco-Labeling a Reliable Environmental Policy Measure?
5. Jacob Cherian & Jolly Jacob (2012), Green Marketing: A Study of Consumers' Attitude towards Environment Friendly products. *Asian Social Science*; Vol. 8, No. 12; 2012 ISSN 1911-2017 E-ISSN 1911-2025 Published by Canadian Center of Science and Education
6. John Moxen and Alistair McCulloch (1994), The Green Market and Environmental Policy: An Assessment of A Non-Interventionist Strategy
7. Karna, J., Hansen, E. & Juslin, H. (2003). Social Responsibility in Environmental Marketing Planning
8. Kilbourne, W.E. & Beckman, S.C. (1998). Review and Critical Assessment of Research on Marketing
9. Magali Morel and Francis Kwakye (2012), Green Marketing: Consumers' attitude towards Eco-friendly products and purchase intention in the FMCG Sector.
10. Menon, A., Menon, A., Chowdhury, J., & Jankovich, J. (1999). *Evolving Paradigm for Environmental Sensitivity in Marketing Programs: A Synthesis of Theory and Practice*
11. Meriläinen, S., Moisander, J. & Personen, S. (2000). The Masculine Mindset of Environmental Management and Green Marketing. *Business Strategy and the Environment*, 9(3), pp. 151-162.
12. Neagu, (2011) Influencing the environmental behavior through the green marketing. The Case of Romania. *2011 International Conference on Financial Management and Economics IPEDR vol.11 (2011) © (2011) IACSIT Press, Singapore*
13. Oyewole, P. (2001). Social Costs of Environmental Justice Associated with the Practice of Green Marketing. *Journal of Business Ethics*, 29(3), Feb, pp. 239-252.
14. R. Shrikanth, D. Surya Narayana Raju (2012), Contemporary Green Marketing – Brief Reference To Indian Scenario. *International Journal of social Sciences & Interdisciplinary Research Vol.1 No. 1, January 2012, ISSN 2277 3630*.
15. Rashad Yazdanifard, Igbazua Erdoo Mercy (2011), The Impact of green marketing on consumer satisfaction and environmental safety. *2011 International Conference on Computer Communication and Management Proc. of CSIT vol.5(2011) IACSIT Press, Singapore*
16. Schlegelmilch, B.B., Bohlen, G. M., & Diamantopoulos, A. (1996). *The Link Between Green Purchasing Decisions and Measures of Environmental Consciousness*
17. Sharma Yogita, Changing Consumer Behavior With Respect To Green Marketing – A Case Study Of Consumer Durables And Retailing. *International Journal of Multidisciplinary Research Vol.1 Issue 4, August 2011, ISSN 2231 5780*

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

