

DETERMINANT ATTRIBUTES OF GREEN PRODUCTS

DR. SURYA RASHMI RAWAT

ASSOCIATE PROFESSOR
SYMBIOSIS LAW SCHOOL, PUNE,
SYMBIOSIS INTERNATIONAL UNIVERSITY,
PUNE- 411014, MAHARASHTRA (INDIA).

ABSTRACT

Global warming, pollution and energy crisis in the world are taking a toll over life. Environmental degradation today is the greatest cause of concern for research scholars, corporate and the citizens of Earth. In order to control it, if we slow down the industrial growth, how do we feed & fulfill the demands of population? At the same time how far can one justify the depletion of natural resources in the name of growth!

In this scenario Green Marketing has come as a boon to the marketers as it can prevent the further environmental degradation without preventing industrial growth.

Through this paper an attempt has been made to understand green marketing, green products and their determinant attributes.

The research is based on primary as well as secondary data. The Primary data was collected from Pune, India, through a questionnaire survey conducted over a sample of 400 people belonging to four different Age & Income groups.

Towards the end, the researcher discovered the determinant product attributes for green products.

KEY WORDS: Green Marketing; Green products; Consumer Preference; Green product attributes; conventional products

BIBLIOGRAPHY

1. Mowen, J. & Minor, M. (2006)*Consumer behavior, a framework*. Englewood Cliffs, NJ: Prentice-Hall.
2. Ottman, J. A. Edwin R. Stafford, and Cathy L. Hartman(2006)‘Avoiding Green Marketing myopia’ (June 2006) *Environment*, Volume 48, Number 5, pages 22—36. © Heldref Publications, 2006 at <http://www.heldref.org/env.php> retrieved on 27th of Oct 11
3. Polonsky, Jay. Michael, and T, Alma.WimsattMintu(Eds). (1995) ‘Cleaning up Green Marketing claims: A practical Check list’ by Michael J. Polonsky*Environmental Marketing*, New York: Haworth Press.pg 199

4. Rawat S.R. (2013) 'Consumer Behaviour towards Green Products', *PhD thesis*, Faculty of Commerce and Management Studies, Himachal Pradesh University, Shimla -5. p192
5. Robert V. Krejcie and Daryle W. Morgan (1970) 'Determining sample size for research activities', *Educational and Psychological Measurement*, 1970, 30, 607-610.
6. Schiffman, L. & Kanuk, L. (2004) *Consumer behavior*, Englewood Cliffs, NJ: Prentice-Hall.
7. Shamdasani, P., Chon-Lin, G. and Richmond, D. (1993) 'Exploring green consumers in an oriental culture: Role of personal and marketing mix', *Advances in consumer research*, 20, 488-493.
8. Organic.org, 2011 In *Organic FAQ: What does organic mean*. Retrieved August.19, 2011, from www.organic.org
9. <http://www.surveysystem.com/sscalc.htm>