

# **A STUDY ON NON-PURCHASERS OF NATURAL PRODUCTS AND THEIR PRODUCT EXPECTATIONS FOR GREEN MARKETING IN CHENNAI AND TRICHY CITIES**

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## **ABSTRACT**

Green marketing can be comprehended as marketing without detrimental impact on environment, in present scenario it is moving towards differentiating product from that of competitors. Existing reviews imply the imperativeness of understanding product expectation of non-purchasers of green products to motivate them to go for green products. It is important motivating non-purchasers to go for green products, comprehending influence of non-purchasers demographic variables regarding natural product buying intention to identify and arrive at basis to segment the market for natural products.

This research found out non-purchasers buying intension and expectation by enquiring their response if natural product or green product is introduced as eco-friendly variant of their regularly buying personal care and home care brands. Kruskal wallis test was done to find influence of demographic variables on buying intention of natural products of non-purchasers, Multiple regression was used to analyse product expectation regarding natural tooth paste among non-purchasers.

**KEYWORDS:** Green Marketing, Environmental Management, Non-Purchasers, Product