

Green Marketing and Its Impact on Consumer Buying Behaviour on Green Products with Special Reference to Selected Districts of Tamilnadu

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ABSTRACT: Green marketing is going to be proactive topic with it steps into the world of the consumers where consumers are not only aware for the multiple brands and their perceived quality but also they have started to pay more attention to the environment and thereby becoming more eco friendly. Therefore the companies are also exploring the various ways for communicating with the customers so that customers can be retained as loyal for long by adopting green marketing. The aim of the study is how consumer buying behavior is affected by the green marketing. How demand could be enhanced by pursuing the green strategies. The results from this illustrates that companies need to increase their communication with the customers for going green, and that attributes like price and quality are more important than “environmental responsibility”. The research study took place in selected districts of Tamilnadu. The data has to be collected from well structured questionnaire to understand the importance of green and sustainable development, in addition to books, journals, and websites.

Keywords: Green marketing, consumer behavior, green management, sustainability.

Date of Submission: 30-09-2017

Date of acceptance: 10-11-2017

I. INTRODUCTION

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally 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. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product - an assumption that, in my opinion, has not been proven conclusively. While green marketing is growing greatly as increasing numbers of consumers are willing to back their environmental consciences with their dollars, 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. Simply put, green cleaning is about using products that are safe and healthy for you and the environment and about employing eco-friendly cleaning practices, like reducing water usage. It's also about using products from conscientious companies with sustainable business practices. "Green" is an umbrella term that refers to products and practices that are organic, sustainable and/or otherwise environmentally friendly.

A product may be considered —green if it:

- Conserves water and energy
- Prevents contributions to air, water and land pollution
- Protects indoor air quality
- Uses renewable, responsibly sourced materials
- Produces little environmental impact
- Is manufactured in an environmentally conscious way
- Using one's own bag, rather than a plastic carrier provided by a shop.

Broad and fairly ambiguous, the terms "green" and "eco-friendly" may be misleading. For example, a product labeled "green" may have been responsibly sourced but may not necessarily be organic. What's more, some manufacturers have been known to intentionally mislead consumers in a practice known as "green-washing" Products and businesses that have been green-washed may appear to be eco-friendly, but upon closer inspection, often amount to little more than a well-executed green marketing campaign.

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 a) that you are actually doing what you claim to be doing in your green marketing campaign and b) that the rest of your business policies are consistent with whatever you are doing that's environmentally 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 environmentally friendly actions, normally through letting the customer take part in positive environmental action.

1.2 GREEN PRODUCTS

Green products are Energy efficient, durable and often have low maintenance requirements. Free of Ozone depleting chemicals, toxic compounds and don't produce toxic by-products. Often made of recycled materials or content or from renewable and sustainable sources.

The terms "green" or "sustainable" often refer to products, services or practices that allow for economic development while conserving for future generations. It prefers to describe a green product as one that has less of an environmental impact or is less detrimental to human health than the traditional product equivalent. While on the topic of defining a green product, they must realize that almost no product will ever be 100% "green," since all product development will have some impact on the surrounding environment. It all comes down to degrees of impact and as we discussed above, trading off between impacts.

To understand the trade-offs they should realize that there are select attributes that describe green products and services; we list them below to help you further understand what a green product truly is.

Green products are

- Energy efficient, durable and often have low maintenance requirements.
- Free of Ozone depleting chemicals, toxic compounds and don't produce toxic by-products.
- Often made of recycled materials or content or from renewable and sustainable sources.
- Obtained from local manufacturers or resources.
- Biodegradable or easily reused either in part or as a whole.

II. LITERATURE REVIEW

Tiwari (2016) in her study entitled, "Green marketing in India: An Overview", Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still evolving. Organizations and business however have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. In the modern era of globalization, it has become a challenge to keep the consumers in fold and even keep our natural environment safe and that is the biggest need of the time. Green marketing is a phenomenon which has developed particular importance in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development. In this research paper, main emphasis has been made of concept, need and importance of green marketing. Data has collected from multiple sources of evidence, in addition to books, journals, websites and news papers. It explores the main issues in adoption of green marketing practices. The paper describes the current Scenario of Indian market and explores the challenges have with green marketing.

Sharma and Trivedi (2016) in their study entitled, "Various Green Marketing Variables and Their Effects on Consumers" Buying Behaviour for Green Products", "Green" is the word of the day. The government, companies and consumers in general know the importance of the environment and the contribution done by all to degrade it. It becomes very much crucial now to alter the way of living to save the existence of our own. And marketing can do wonders to bring this change. What is required is to identify the needs and wants of consumers and the variables which affect them the most. This paper identifies those variables and the effect of each on consumer's green buying behaviour. There are eight such variables namely eco-labels, eco-

brands, environmental advertising, environmental awareness, green product, green price, green promotions and demographics. Each variable is equally significant for the green marketer. He should know which variable to emphasize more as per the market segment he is concentrating. This paper gives a vivid description of each variable.

Khan and Mohsin (2017), in their study entitled, "The power of emotional value: Exploring the effects of values on green product consumer choice behavior", Using the theory of consumption values, this research proposes to explore the consumer choice behavior for green products in Pakistan. Functional value (price and quality), social value, conditional value, epistemic value, and emotional value and environmental value were used to study the consumer choice behavior for green products. It also gauges the extent to which emotional value moderates the impact of other consumption values on green product consumer choice behavior. Based on a sample of 260 respondents, the results indicate that functional value (price), social value and environmental value have a positive impact on green product consumer choice behavior, while conditional value and epistemic value have a negative effect. Functional value (quality) and emotional value do not influence green product consumer choice behavior. As a moderator, emotional value has a significant effect on the role of functional value, social value, conditional value, epistemic value and environmental value. This confirms and significantly adds to the literature of green product consumer choice behavior in a developing market.

III. OBJECTIVES OF THE STUDY

The overall objective of the study is to analyze the consumer awareness on environmental issues and its impact on purchase behaviour of green products. The specific objectives of the study are:

- To study the conceptual framework of consumer buying behaviour in green marketing and attitude of green products.
- To analyze the consumers awareness towards green marketing and its impact on purchase behaviour of selected green products.
- To study the relevant attributes or sources of information which influence purchasing of green products.
- To find out the factors influencing in green marketing and the customer to prefer green products.
- To examine about the level of satisfaction of consumer behaviours in green marketing.
- To identify the common problems faced by the consumers in green marketing.

IV. RESEARCH METHODOLOGY

The area of study is confined to Selected Five Districts of Tamilnadu such as Erode Salem, Tirupur, Namakkal and Karur. The data collected for the study through a Interview Schedule adapted from a various research. The study consists of both primary and secondary data. Multistage sampling technique was adopted to determine the sample size. The data for the study were collected from 1000 respondents.

V. ANALYSIS AND DISCUSSION

5.1 CORRELATION ANALYSIS:

DEGREE OF RELATIONSHIP BETWEEN SELECTED INDEPENDENT VARIABLES AND LEVEL OF SATISFACTION TOWARDS GREEN PRODUCTS - CORRELATION ANALYSIS

With a view to find the relationship between selected independent variables of the sample respondents and their level of satisfaction towards green products, correlation analysis has been employed in this section. The independent variables are viz., age, educational qualification, annual income, monthly income and family size. The goal of the correlation analysis is to observe what extent the selected independent variables predict the dependent variable level of satisfaction towards green products. The result of the correlation between the independent and dependent variables is discussed in the following table.

TABLE NO.: 1
DEGREE OF RELATIONSHIP BETWEEN SELECTED INDEPENDENT VARIABLES AND LEVEL OF SATISFACTION TOWARDS GREEN PRODUCTS (CORRELATION ANALYSIS)

No.	Independent variables	'r' value	'p' value
1.	Age	0.460	0.000*
2.	Educational Qualification	0.242	0.000*
3.	Annual Income	0.122	0.000*
4.	Monthly Income	0.082	0.009*
5.	Family Size	0.249	0.000*

Note : * - Significant at 1% level.

It is examined from the above table that how the selected independent variables affect the level of satisfaction towards green products. It is observed that all the selected independent factors, viz. age, educational qualification, annual income, monthly income and family size are having positive correlation with the level of satisfaction towards green products in the study area. It is found that whenever the age, educational qualification, annual income, monthly income and family size increase their level of satisfaction towards green products also positively increases.

5.2 LEVEL OF SATISFACTION TOWARDS GREEN PRODUCTS (MULTIPLE REGRESSION ANALYSIS)

The relationship between the selected independent variables and the dependent variable level of satisfaction perceived towards green products has been studied by using multiple regression analysis. The result of the regression between the independent and dependent variables are discussed in the following table.

**TABLE NO. 2
LEVEL OF SATISFACTION TOWARDS GREEN PRODUCTS
(MULTIPLE REGRESSION ANALYSIS)**

No.	Variables	Coefficient	SE	't' value	'p' value
	(Constant)	3.290			
1.	Age	0.108	0.016	6.750	0.000*
2.	Educational Qualification	0.039	0.016	2.472	0.014**
3.	Annual Income	0.060	0.018	3.315	0.001*
4.	Monthly Income	0.075	0.017	4.412	0.000*
5.	Family Size	0.077	0.017	4.529	0.000*
	R Value	0.954			
	R² Value	0.910			
	F Value	84.811*			

Note :* - Significant at 1% level; ** - Significant at 5% level; NS – Not Significant

The resulted equation is formulated as follows :

Level of satisfaction towards green products

$$\begin{aligned}
 &= 3.290 \\
 &+ 0.108 (\text{Age}) \\
 &+ 0.039 (\text{Educational Qualification}) \\
 &+ 0.060 (\text{Annual Income}) \\
 &+ 0.075 (\text{Monthly Income}) \\
 &+ 0.077 (\text{Family Size})
 \end{aligned}$$

The multiple linear regression co-efficient is found to be statistically fit as R² is 0.910 for level of satisfaction towards green products. It shows that the independent variables contribute about 91.0 percent of the variation in the level of satisfaction towards green products and this is statistically significant at 1 percent level. It is found from the analysis that the age, educational qualification, annual income, monthly income and family size are having positive association.

The resulted equation shows that level of satisfaction towards green products is predicted by the 0.108 unit increase of age, 0.039 unit increase of educational qualification, 0.060 unit increase of annual income, 0.075 unit increase of monthly income and 0.077 unit increase of family size.

VI. FINDINGS

The **Correlation Analysis** clearly indicates that the respondents' age, educational qualification, annual income, monthly income and family size increase their level of satisfaction towards green products also positively increases.

It is examined from the **Multiple Regression Analysis** that the factors like age, educational qualification, annual income, monthly income and family size are having positive association. The level of satisfaction towards green products is predicted by the 0.108 unit increase with age, 0.039 unit increase with educational qualification, 0.060 unit increase with annual income, 0.075 unit increase with monthly income and 0.077 unit increase with family size.

VII. CONCLUSION

The increasing knowledge of globalization, liberalization and privatization, rapid changes in technology, humans are also need changes. But, the depletion of our natural resources and increased population levels, every human concerns the health and environmental safety. The increase use of green products are adequately influence the consumers mind, and the damage can be reduced to minimum levels. As there are some adverse effects on the green products, consumers are in a positive way towards the purchase of green products, the marketers should take a keen note of them in order to get the best marketing strategy.

It can be suggested that prices of the green products should be kept at an affordable levels so that even an average income earner can also avail the green products and use them. The biggest barrier in the purchase of green products is high prices. There is also a need to spread awareness about the labels and brands of eco-friendly products. Environmental advertising should be done in an attractive way by using celebrity endorsed to intrude consumers minds about the concept of green products. It will increase the awareness about the green products among the consumers that increase the purchase behavior and satisfaction in the study area. If the suggestions and recommendations have to be implemented by the marketers, manufacturers and consumers, it is a rewarding exercise to the researcher.

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IOSR Journal of Humanities and Social Science (IOSR-JHSS) is UGC approved Journal with Sl. No. 5070, Journal no. 49323.

Mrs. S. Gowri, Green Marketing and Its Impact on Consumer Buying Behaviour on Green Products with Special Reference to Selected Districts of Tamilnadu." IOSR Journal Of Humanities And Social Science (IOSR-JHSS), vol. 22, no. 11, 2017, pp. 78-82.