A Study on Consumer Behaviour towards Eco Green Products in Tiruchirappalli City

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Abstract: Issues like climate changing, Global warming and depletion of ozone umbrella are the main for the healthy survival. Every person rich or poor would be interested in quality life with full of health and vitality and so would the corporate class. Financial benefit and economic profit is the main aim of any corporate business. But harm to environment and its characteristics by sustain business across the globe is realized now though off late. This sense is constructed corporate citizenship in the business class. The sample size is selected for the study is 100 respondents who are used in the eco friendly green products in Tiruchirappalli city. The convenience sampling technique was adopted for the present study. It is suggested to Companies should look for look for opportunities to prove the greenness of their product to add more credibility and demonstrate how their product's effectiveness and quality compare to a non-green product. Marketers who can do this the best and most often are more likely to win over consumers.

I. INTRODUCTION

Green Marketing is a new phenomenon which has emerged exacting importance in the modern market. Green marketing is a approach to use the environmental benefits of a product or service to promote sales. Many consumers will prefer products that do not damage the environment and over less environmentally friendly products, even if they cost more. With emergence of green marketing, advertisers focus on environmental benefits to sell products such as biodegradable diapers, energy-efficient light bulbs, and environmentally safe detergents.

American Marketing Association defines green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates abroad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

Issues like climate changing, Global warming and depletion of ozone umbrella are the main for the healthy survival. Every person rich or poor would be interested in quality life with full of health and vitality and so would the corporate class. Financial benefit and economic profit is the main aim of any corporate business. But harm to environment and its characteristics by sustain business across the globe is realized now though off late. This sense is constructed corporate citizenship in the business class. So green marketing consider as business with conscience approach but some people is still in the selfish perspective, they never think about long term sustainable business. Industries in Asian countries are catching the need of green marketing from the developed countries but still there is a wide gap between their understanding and implementation.

II. Review of Literature

Wong FuiYeng (2015)[1] discusses the green marketing and its sustainability as well as the tools and marketing mix of green marketing. Other than that, the green consumer and branding will be discussed in further in this paper as this will attract more consumers. Lastly, firm will be benefited once green marketing strategy is applied.

Driessen (2005)[2] finds that in order to maintain a competitive advantage, an optimum level of greenness needs to be identified between innovation performance and greenness, thus avoiding merely capturing the niche green market. So, if the market for environmentally sustainable products is to become main stream, it is important to look at what factors influence the consumer's selection process.

Bhatia ed. al. (2013)[3] provides a brief review of environmental issues and identifies the green values of the consumers, their level of awareness about environmental issues, eco-friendly green productsand practices. This paper highlights the consumers' perception and preferences towards green marketing practices and products with the help of a structured questionnaire. A study was conducted on 106 respondents. High level of awareness about green marketing practices and products was found among the consumers. Green values were also found to be high among the respondents. Research has given good insights for marketers of the eco-friendly green products and suggests the need of designing the marketing communication campaigns promoting eco-friendly green products due to high green value among the consumers.

III. Statement of Problem

Green marketing has growing as one of the major area of interest for marketers as it may provide competitive advantages. However it requires huge amount of investment in terms of technology enhancement, process modification, communicating benefits to customers etc. Many of the companies in India have now started marketing themselves as green organizations due to certain government regulations and shift in the preference of the consumers worldwide. However, not much research with respect to green marketing has been done in India and there is question about the awareness of eco-friendly green products among consumers. The attitude of Indian consumers towards eco-friendly green products and the relationship between the attitude and behavior is also questionable. As green marketing is different from the marketing in traditional way, marketers need to know the factors that persuade the consumer to buy the green products. This study is an attempt to know what factors influence the consumer persuasion to buy the green product or not.

IV. Objectives

1. To study the level of awareness of Indian consumers about eco-friendly green products and practices.

2. To identify the factors that influences the customer persuasion to buy green products.

3. To understand the issues and challenges of green marketing practices.

V. Methodology

The methodology adopted for the study is descriptive by nature. The present study is used primary data and secondary data for research. The primary data were collected by using of systematically and scientifically designed questionnaire. The secondary data were collected through relevant books, articles in journals, treatises by agricultural experts, Planning Commission Reports, secondary data compiled by various agencies have been analysed and data has been obtained. Further

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[1] "Green Marketing: A Study of Consumers' Buying Behavior in Relation to Green Products", Global Journal of Management and Business Research: E Marketing, Volume 15, Issue 5, pp -17-22.

[2] Driessen, P. H. (2005). Green product innovation strategy Tilburg: Center for Economic Research

[3] Bhatia ed. al. (2013) Green Marketing: A Study of Consumer Perception and Preferences in India, Electronic Green Journal, Volume 1, Issue 36, available at: http://escholarship.org/uc/item/5mc39217

various websites were visited and extensive data has been collected. The standard form of super script system has been adopted for the study.

VI. SAMPLE SIZE

The sample size is selected for the study is 100 respondents who are used in the eco-friendly green products in Tiruchirappalli city. The convenience sampling technique was adopted for the present study.

VII. LIMITATION OF THE STUDY

1. The present study is limited to the Tiruchirappalli city only. So the present study suggestions may not applicable for other area.

2. The study limited period between 1st June 2017 – 31st August 2017. So it is time limited.

3. The respondents were not cooperating in the data collection process, so that researcher overcomes difficulties in the process of data collection.

Analysis and Interpretations Karl Pearson co-efficient correlation Test

Gender	Mean	Std. Deviation	Correlation value	Statistical inference
Awareness about green products	2.34	.985	.202**	.020>0.05 Not significant
Availability of green products	2.50	1.446	0.781	.284>0.05 Not significant
Concern for environment	2.09	1.041	.122	.530>0.05 significant
Purchase behavior	2.76	.990	.141*	.093>0.05 Not significant
Green product pricing	2.48	1.173	.123	.028>0.05 significant
Overall perception about green products	3.84	1.136	.024	.941>0.05 Not significant

Research hypothesis

There is a significant relationship between the gender of the respondents and their overall perception about their green products.

Null hypothesis

There is no significant relationship between the gender of the respondents and their overall consumer perception about their green products.

Statistical tools

Karl Pearson co-efficient correlation Test was used for the above table.

Findings

The above table reveals that there is no significant relationship between the gender of the respondents and their overall consumer perception about their green products. Hence, the calculated value is greater than table value (P>0.05). So the research hypothesis is rejected and the null hypothesis is accepted

One way ANOVA Test

	Mean	S D	SS	Df	MS	Statistical Inference
Awareness about green products						
Between groups			.362	3	.121	F = 0.124 0.946>0.05 Not significant
up 20 years (13)	1.61	.912				
21-30 years (52)	1.53	.949				
31 -40 years (18)	1.50	1.042				
40 and above(17)	1.53	1.133				
With in groups			196.350	96	.977	
Availability of green products						
Between groups			3.320	3	1.107	F = 1.078 0.360>0.05 Not significant
up 20 years (13)	1.77	1.047				
21-30 years (52)	1.65	1.007				
31 -40 years (18)	1.77	1.006				
40 and above(17)	1.42	.976				
With in groups			206.455	96	1.027	
Concern for environment						
Between groups			2.211	3	.737	F = 1.071 0.362>0.05 Not significant
up 20 years (13)	1.60	.858				
21-30 years (52)	1.56	.775				
31 -40 years (18)	1.33	.802				
40 and above(17)	1.68	.904				
With in groups			138.277	96	.688	
Purchase behavior						
Between groups			1.352	3	.451	F = 0.623 0.601>0.05 Not significant
up 20 years (13)	1.21	.852				
21-30 years (52)	1.23	.894				
31 -40 years (18)	1.33	.711				
40 and above(17)	1.42	.858				
With in groups			145.351	96	.723	
Green product pricing						
Between groups						F = 0.777 0.508>0.05 Not significant
up 20 years (13)			1.881	3	.627	
21-30 years (52)	1.31	.898				
31 -40 years (18)	1.28	.894				
40 and above(17)	1.57	1.040				
With in groups	1.34	.781				
With in groups			162.217	96	.807	
Overall perception about green products						F = 0.668 0.573>0.05 Not Significant
Between groups			2.933	3	.978	
up 20 years (13)	1.10	.783				
21-30 years (52)	1.29	.927				
31 -40 years (18)	1.10	.845				
40 and above(17)	1.39	.823				
With in groups			146.745	96	.730	

Research hypothesis

There is a significant difference between age of the respondents and their overall consumer perception about green products.

Null hypothesis

There is no significant difference between age of the respondents and their overall consumer perception about green products.

Statistical tools

One way ANOVA Test was used for the above table

Findings

The above table reveals that there is no significant difference between age of the respondents and their overall consumer perception about green products. Hence, the calculated value greater than table value ($P>0.05$). So the research hypothesis is rejected and the null hypothesis is accepted

VIII. SUGGESTIONS

➢ The marketers also need to adopt a better marketing mix for their products in order to change consumers' negative perception towards green products. Successful green marketing entails much more than simply adding an environmental attribute into a product.

➢ in order to popularize eco-friendly products among masses, government agencies and corporate should work together, not in worrying about people's attitudes but by start paying attention to shaping their behaviors. Some of the policy tools that government can use to encourage adoption of eco-friendly products.

➢ Since there is lack of awareness regarding availability of eco-friendly products, companies should focus on advertising eco-friendly branding, in-store displays and pamphlets. Promotional campaigns may be used to further promote the use of eco-friendly products.

➢ Companies should look for look for opportunities to prove the greenness of their product to add more credibility and demonstrate how their product's effectiveness and quality compare to a non-green product. Marketers who can do this the best and most often are more likely to win over consumers.

IX. CONCLUSION

The consumer awareness about global warming is not sufficient to accept green products. Indian brands need to help raise consumer consciousness and awareness. Indian manufacturers are not willing to produce eco-friendly green products and also consumers have a low awareness of them because of the insufficient efforts made by the marketers. But by implementation the green necessary approach, needs huge amount of investment in green initiatives and consumer awareness. Indian brands can break this vicious cycle. Overall, it is clear that the Indian market for greener products is under-exploitation by marketers within consumer groups with pro-environmental values. This finding suggests the there is greater use of green marketing brands to sell consumers considers as eco-friendly life will exist in our midst.

References

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2. Abeliotis, K., Koniari, C. & Sardianou, E. (2010). The profile of the green consumer in Greece. International Journal of Consumer Studies, 34, pp. 153–160.