



Do Price Influence on Green Product Buying – A Fresh Outlook in Trichy City

THIYAGARAJ .V.,

PG & Research Dept. Of Commerce, Chikkanna Government College, Tiruppur, India.

ABSTRACT

Green marketing is the marketing of products that are presumed to be environmental safe. Green marketing concepts the new concept in the Indian concept but it can be changed only with the help of consumer awareness towards the green products. Attitude determines the Altitude of the human being. It refers to evaluative statement of respond favorable or unfavorable and like or dislike towards the objects, events and people etc. whether it may be positive or negative. Consumer behavior are changed in every minutes due to the changing the marketing trends. This study analyzes the respondent's attitude towards willingness to pay more for green product. By using convenience sampling 586 sample size of the respondents are meet through interviews scheduled method. Collected data are analyzed through by using the statistical tools of percentage analysis, Chi-square.

KEYWORDS : Green products price, buying behavior, chi- square

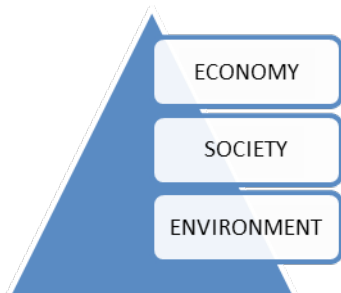
INTRODUCTION

Green marketing is a concept was evolved with the consideration of the issue of environment degradation. Indian industry today strongly faces the challenges of controlling environmental impact of their business i.e., reducing carbon footprint. The degrading environment has raised many questions before the learned group and has demanded for urgent action or else their own survival will be at stake.



Environment is created by god for the comfortable life of the human being but this environment is destructed by the human being for their luxurious life. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. The green marketing concept dictates, amongst other things, less use, recycling and avoiding waste, just some of the ways society reacts at times of recession.

Figure.1. Illustration of interconnection of Economy, Society & Environment



The responsibility of protecting the earth now lies in the hands of every individual and businesses. There exist a close relationship between green marketing and green banking and the ultimate objective of the two is to provide green environment to the society through its protection and judicious use. Though industrialization and developmental activities has provided all comfort and

luxury to human beings it has done so at the cost of our environment. Thiyagaraj.V(2015).

SCOPE OF THE STUDY

This paper attempts

- To analyze impact of socio-economic and demographic characteristics of the samples
- consumers' Willingness to pay more for green products and
- their relationship with consumers' Willingness to pay more for green products

REVIEW OF LITERATURE

Aysel Boztepe (2012) in this paper entitled on "Green marketing and its impact on consumer buying behavior" this study focuses on to study the factors that influence the buying behavior of green products. Questionnaire method was used to collect the data from the 540 samples, tools like percentage, correlation, regression model used to analyze the collected responses. Variable are green awareness, green price, green product features, green promotion are used. All the variables are influencing the purchase behavior of the male consumers but promotion is the only variable influence the purchase behavior of the female consumers. Correlation analysis found that environment awareness, green product features, green price green promotion are significantly related with green purchase behavior. Thakur and Swetha Gupta (2012) they made the study entitled with "Exploration of Green shift: shift from trendy marketing to environmental friendly Green marketing" with the objective of factors that change the consumers from traditional marketing to green marketing. Questionnaire method was used to collect the data, Non probability purposive sampling adopted, cronbach alpha used to check the reliability. Tools like factor analysis, correlation analysis used. From the study found that economy, Investment, clean technology, product attributes (durability and avoidance of single use, Mandatory laws are shift consumers from traditional marketing to green marketing. Correlation analysis reveals that significant relationship between income level and attitude of the consumers. This study suggests that income levels of the consumers are directly related with willingness to pay for green products, so companies may focus on consumers based on the consumer income.

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

hypothesized according to the model of environmental marketing used to guide this study. One of the biggest problems with the green marketing area is that there has been little attempt to academically examine environmental or green marketing, Thiagaraj,V (2015).

ANALYSIS

Demographic Profile of Respondents

This section presents an analysis of the socio-economic and demographic characteristics of the samples as well as their relationship with eco-awareness, their attitude, behavior and perceived barrier to green lifestyle. In order to visualize a better understanding of the basic profile of the sample surveyed and to obtain a description of distribution of responses, percentage to each variable were taken into consideration.

Table No. 1 Demographic profile of the respondents

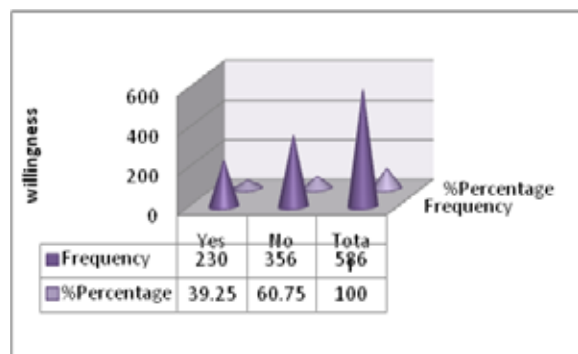
Demographic variables	Classification	No. of respondents	Percentage %
Gender	Male	360	61.4
	Female	226	38.6
Marital status	Married	360	61.4
	Unmarried	226	38.6
Age in years	20 - 30	300	51.2
	31 – 40	212	36.2
	Above 40 years	74	12.6
Monthly income	Below 10,000	344	58.7
	10,001 – 20,000	160	27.3
	20,001 – 30,000	44	7.5
	30,001 – 40,000	26	4.4
	Above 40,000	12	2.0

From the table.1 it is inferred that 360 respondents are male, 226 respondents are female out of 586 respondents in total. The majority (51.2%) of the respondents were young, falling under the age group of 20 - 30 years. 36.2% were of 31 - 40 years of age while above 40 years old people were 12.6%. On the basis of monthly income of the respondents 344 respondents monthly income are below 10000, and 160 respondents monthly income are 10001 to 20000 and 44 respondents monthly income are 20001 to 30000 and 26 respondents monthly income are 30001 to 40000 and only 12 respondents monthly income are above 40000. Consumer Willingness to pay extra price for Green products Green product prices are slightly higher than conventional products. This table explain the customer willingness to pay little extra price for green products.

Table.2 depicting % of consumers' Willingness to pay more for green products

Willingness to pay more for green products	Frequency	%Percentage
Yes	230	39.25
No	356	60.75
Total	586	100

Fig .1 Illustrating the % of consumers' Willingness to pay more for green products



Inference

It is found that maximum of 60.75% of the respondents are say no for willingness to pay extra price for the green products their number in the total responses is 356, minimum of 39.25% of the respondents are say yes for willingness to pay extra price for green products their number in the total responses are 230. Relationship between monthly income and willingness to pay more prices for green products Green products are little extra price than alternative one. The table explains relationship between monthly income and willingness to pay more price for green products.

Table.3 Showing relationship between monthly incomes Vs Willingness to pay for green products- chi square test

Willingness to pay little extra price for green products						
Sl.No.	monthly Income	Yes	No	Total	χ^2	Sign.
1	Below 10000	100	244	344	26.524	.000
2	10001 to 20000	72	88	160		
3	20001 to 30000	34	10	44		
4	30001 to 40000	16	10	26		
5	Above 40000	8	4	12		
Total		230	356	586		

Inference

H0- There is no significant relationship between monthly income and willingness to pay little extra price for green products
 H1- There is a significant relationship between monthly income and willingness to pay little extra price for green products

Calculated value	26.524
P value	.000

At 5% significant level, P value .000 is less than .05 (table value). Hence, the null hypothesis rejected. It depicts that the result is there is a significant relationship between monthly income and willingness to pay little extra price for green products.

RECOMMENDATIONS

- > Price of the green product may be reduced by the green companies because most of the respondents are considering price and affordability and also depend on their financial resources for purchasing the product.
- > Respondents are considering brand and Quality of the product so branded companies may give more importance to the Quality of the products.
- > Respondents are purchasing the product without understanding the green claims in the product so they may be educated through compulsory subject in environment and green marketing.

REFERENCES

- 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 | 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 | Karna, J., Hansen, E. &Juslin, H. (2003).Social Responsibility in Environmental Marketing 7.Planning 8.Kilbourne, W.E. & Beckman, S.C. (1998). Review and Critical Assessment of Research on Marketing | 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. | Sharma Yogita,(2012) 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 | Thakur, & Gupta, S. (2012). Exploration of Green shift: shift fromtrendy marketing to environmental friendly Green marketing. *International Journal of Arts and Science*, 1 (7), 1-6. | Thiyagaraj,(2015),Transition to green marketing- an exploratory research on consumers in Tiruppur city.*International Journal of Scientific Research*, Vol.4, issue.4-April.2015 |