



Green Marketing – An Intensive Study of Consumer Buying Behaviour of Herbal Shampoo Brands in Coimbatore City

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ABSTRACT

Consumers are the ultimate destination of any products or services. The study of these individuals, groups, or organizations is what we call Consumer behavior. Since, they are the ultimate end users of any product or services, thus, the success of any organization depends upon the satisfaction of the consumers, if not they will switch to other brands. Due to this reason, the satisfaction of the consumers becomes priority for any organizations. For satisfying the consumers, one has to know about what consumer buy, why they buy it, when they buy it, how and how often they buy it and what made them to switch to other brands. Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. The present paper is an attempt to study the herbal shampoo buying patterns among the individuals. The study also examines the various factors which influence the consumers to buy a shampoo of particular brand and reasons for their switching to other brands.

KEYWORDS : Customer attitude, herbal shampoo brands, bio- degradable, and statistical tools –chi square.

Introduction

Green consumers are more internally-controlled as they believe that an individual consumer can be effective in environmental protection. Thus, they feel that the job of environmental protection should not be left to the government, business, environmentalists and scientists only; they as consumers can also play a part. They are also less dogmatic and more open-minded or tolerant toward new products and ideas. Their open-mindedness helps them to accept green products and behaviors, more readily (Shamdasaniet al. 1993). There are serious changes for awakening in the business world regarding the responsibility towards the environment and the society. Strategies targeting not only making a profit for the day but also for long-term profitability and environmentally friendly sustainability have started to become agendas of the companies. Corporate ethical code of the 21st century is being green. The ideology of “always me, always me” of profit-making companies has no longer any effect. (Thiyagaraj.V¹, 2015).

Objectives of the Study

- 1) To examine the consumer awareness of herbal shampoo usage.
- 2) To study the reasons for consumer switching to herbal shampoo brands.

Limitations of the Study

- ❖ The sample has been taken only from 150 respondents.
- ❖ The study is being conducted by only for selected brands of herbal shampoo and hence the results cannot be generalized to whole brands.

Review of Literature

Consumers encounter with terms such as ozone-friendly, environment-friendly and recyclable products in green marketing. However, green marketing isn't limited to these terms but is a much wider concept of marketing activity which can be applied to consumer goods, industrial goods and even to services (Erbaslar, 2010).

Green marketing is not going to be an easy concept. The firm has to plan and then carry out research to find out how feasible it is going to be. Green marketing has to evolve since it is still at its infancy stage. Adoption of Green marketing may not be easy in the short run, but in the long run it will definitely have a positive impact on the firm. Green Marketing is still in the stage of childhood in the Indian companies. Green marketing should not be considered as just one more approach to marketing, instead should be pursued with greater vigor as it has societal and environmental dimensions (Thiyagaraj.V²;2015).

Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones and the benefits they can reap in the future. (R. Shrikanth , D.SuryaNarayana Raju,2012).

Methodology

The present paper is an attempt to study the herbal shampoo buying patterns among the individuals. The study also examines the various factors which influence the consumers to buy anherbal shampoo of particular brand and reasons for their switching to other brands. For the purpose of the given study primary as well as secondary data has been used. The Secondary data has been collected from various books, journals, published research papers, websites etc. The primary data was collected by means of a questionnaire. In this study is used to convenient sampling. The sample size of the studying is taken as 150. The study was conducted at Coimbatore city for a period of one year i.e., from January 2015March.2015.

Data Analysis and Interpretations: The responses from the respondents were subjected to simple percentage method, in order to know the inferences out of the collected data. The study deals with the analysis of consumer awareness towards herbal shampoo usage.

3.1 The tools used for analysis were:

- Percentage analysis
- Chi-Square Analysis

Table 1. Showing the Classification of Respondents according To Their Demographic Profile & Study Factors

S. No	Variables	Categories	No. of Respondents	Percentage
1	Age	Below 20 years	10	06.7
		20 – 30 years	84	56.0
		31 – 40 years	49	32.6
		Above 40 years	07	04.7
2	Gender	Male	77	51.3
		Female	73	48.7
3	Marital Status	Married	72	48.0
		Unmarried	78	52.0
4	Education	Illiterate	11	07.3
		School Level	29	19.3
		Graduate Level	84	56.0
		PG & Professional	26	17.4

5	Occupation	Agriculture Business Govt. Em- ployed Private Employed Student	13 32 27 48 30	08.7 21.3 18.0 32.0 20.0
6	Income	Below Rs.5000 Rs.5001- 10000 Rs.10001- 15000 Above Rs.15001	41 53 48 08	27.3 35.3 32.0 05.3
7	Brand	Sunsilk herbal Vatika Meera V Care	34 36 70 10	22.7 24 46.7 6.6
8	Usage Period	Below 1yr 1 – 3yrs 3 – 5yrs 5 – 8yrs above 8yrs	50 29 40 22 09	33.3 19.3 26.7 14.7 0.6
9	Advertisement influence	TV Newspapers Magazines Others	106 22 20 02	70.6 14.7 13.3 1.4
10	Attitude	Excellent Good Average Below Average Poor	71 53 22 04 00	47.3 35.3 14.7 02.7 00
11	Buying Motive	Quality Ad- vertisement Comple- ments Price Taste	108 36 0 0 06	72 24 0 0 4

Inference

The above table.1 reveals that the majority of the respondents are aged 20-30yrs(56% of respondents), the Majority of the respondents are male(51.3% of respondents), The Majority of the respondents are Unmarried(52% of respondents), The Majority of the respondents are Graduate(56% of respondents), The Majority of the respondents are Private Employee (32% of respondents), The Majority of the respondents monthly income are Rs.5001-10000 (35.5% of respondents), The Majority of the respondents preferred Meera herbal shampoo(46.7% of respondents), The Majority of the respondents used Below 1yr(33.3% of respondents), The Majority of the respondents are Influenced by TV (70.6 % of respondents), The Majority of the respondents attitudes is excellent (47.3% of respondents), The Majority of the respondents buying motive is Quality (72% of respondents).

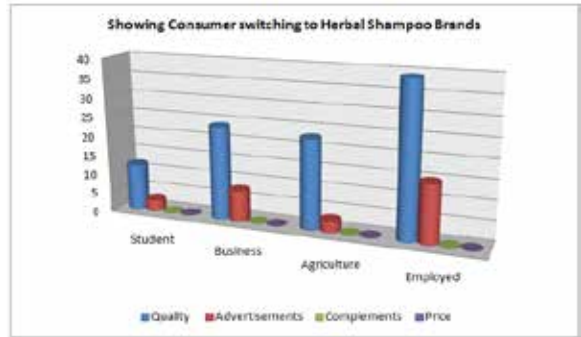
Chi-Square Test

Chi-square test is a non-parametric test. It can be used to determine if categorical data show dependency or the classification are independent. It can also to make comparisons between theoretical populations and actual data.

➤ **Relationship Between Occupation and Switching Buying herbal shampoo Brands**

- ❖ **Null Hypothesis (Ho)** There is no significant relationship between occupation and herbal shampoo buying motive.
- ❖ **Alternative Hypothesis (H_a)** There is a significant relationship between occupation and herbal shampoo buying motive.

Figure.3 Showing the Consumer Switching to herbal shampoo Brands



Inference

Calculated value = 6.7125

Degree of freedom = (4 - 1) (5 - 1) = 12

- Table value of degree of freedom 12 with 5% level of significance is 21.026.
- By comparing the table value and calculated value of X² we found that the table value is higher than the calculated value. So, we can accept the hypothesis.
- So there is no significant relationship between occupation and herbal shampoo buying motive.

FINDINGS

- In chi-square test found that there is no significant relationship between occupation and herbal shampoo buying motive.
- 72% of the respondents buying motive is Quality.
- 32.7% of the respondents purchase decision is Self.
- 56% of respondents are belonging to the age under 20-30yrs.
- 51% of the respondents are male.
- 52% of the respondents are Unmarried.
- 56% of the respondents are Graduate.
- 32% of the respondents are Private Employed.
- 35.5% of the respondents monthly income are Rs.5001-10000

SUGGESTIONS

The study revealed that if the following factors are considered by the consumer goods it would improve the positive attitude of the consumer towards the buying of products.

- ❖ The supplies should that takes steps to meet the demand for the product in time by regular supply of goods to the retailers' event to them to increase the quantity of the products i.e., herbal shampoo brands.
- ❖ On the basis of the opinion of the respondents, it is suggested that the distributor has to take necessary steps to improve the supply of products of fulfill their requirements.

CONCLUSION

The consumers have expressed their opinion on certain aspects of goods to the extent they are satisfied. Performance of service may act as motivational factors to other companies engaged in the production and supply of products. It is evident from the study that to have a permanent place in the minds of the consumer. The researcher after an in depth study on the consumer behavior towards products has come to the conclusion that among the FMCG manufactured companies. That is brand loyalty; company has to devote my attention to the cardinal factors like quality, pricing, a well-knit distribution network, and incentives to the middlemen and so on. The research has revealed that the awareness and satisfaction towards selected products among the Coimbatore consumers.

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