



## "CUSTOMERS BELIEF ABOUT GREEN PRODUCTS PURCHASE IN CUDDALORE DISTRICT TAMIL NADU"

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### ABSTRACT

The purpose of this study is to find out the behaviour of consumer toward green product and collect information on the same. Here, customers beliefs about green products is analysed. Customers beliefs about environmental is found to be high green products. Save the environment. Customers are ready to use biodegrade products. Furthermore the importance of WOM and Advertisement about green products the fact that consumers believe in green claim explain the variance of the purchase intension. Customers are having positive attitudes concerning willingness to pay an extra price for green products.

**KEYWORDS** : Green marketing, Marketing-mix, Word of mouth, Consumer satisfaction, Consumer attitude, Purchase intention.

### INTRODUCTION

Green marketing has rose attention due to the environmental deterioration and it becomes a global problem. Nowadays, the American Marketing Association (AMA) divides the definition of green marketing in three aspects (marketingpower.com): as "the marketing of products that are presumed to be environmentally safe" (retailing definition) as "the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality" (social marketing definition) and finally as "the efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns"(environments definition). Companies are using green marketing for many reasons as green policies are profit making; the business world is more and more implicated into social responsibilities.

Furthermore consumers are changing their attitude and due to government pressure and competition it is essential for the firms to adopt green marketing strategies. According to some press release and research survey, the Consumer packaged goods (CPG) or FMCG sector should follow 12 trends among these trends some of them concern the environment such as "redefining natural" or "sustainability" such as respect the regulation to say that a product is natural or not and for example continue to reduce packaging (mintel.com). These trends show that the FMCG sector is going to change and become greener.

An eco-friendly product is supposed to reduce the impact of its consumption on the environment thanks to the use of making-processes, components and recycling techniques which are less harm for the natural environment than those of conventional products. The market of green products is more and more increasing. In this thesis "eco-friendly" as well as "green" products will be used to mention environmental products.

### STATEMENT OF THE PROBLEM

The deterioration of the environment led to the adoption and the development of consciousness of consumers' attitude towards eco-friendly products in order to preserve the planet. Therefore, deem it expedient to take measures towards protecting the environment which has become their personal attitude towards eco-friendly foods. Consumers patronize the products and their aims are to make sure the contribution is supporting sustainable environment and contribution the guiding of the climate change. However, it has become global struggling to achieve the purpose of the environmental protection so companies are using various means to persuade the consumers' segments. Who are environmentally conscious to change their attitudes from the conventional products towards green products and also satisfy their needs?. Some of the previous researchers have emphasized on the four concepts on the

"demographics, green lifestyle, green attitudes and green behavioural intentions in the context of the low involvement product category".

There are many studies about the consumer behaviour concerning the environment but most of them are concentrated on one or two marketing-mix elements and they do not make a link with the actors that companies use to make consumers buy green products and their attitudes towards these products. Furthermore, previous findings concerning consumers' attitudes towards eco-friendly products are conflicting e.g. some studies found that consumers think conventional products have high quality compared to eco-friendly ones but in other studies results show the opposite. In some studies we can find that consumers are willing to pay more for green products and in other studies it is not the case or the extra price has to be low.

### LITERATURE OF REVIEW

Wong, et al, (1996) stated that product performance, quality, image and taste are vital to the green consumer especially detergent eco-friendly products because the greenness alone is not adequate to influence the consumer attitude to make purchases. Highlight the benefits gives value to the products and can determine consumer's choice.

Chitra. (2007) explained them and the product to produce is to provide healthy consumption, place as the availability of the products and its awareness, price as the value of the product or service produced, the promotion of eco-friendly approach in the utilization resources and awareness of pollution, physical distribution could be involved in the storage and other logistics should temper or harm to the environment Finally, people are the employees and customers should have eco-friendless or eco mind-set in the production and consumption in order to achieve green marketing objectives. They are very important elements of marketing to safeguard or preserve the environment due to the process of the eco products and final consumption.

Picket-Baker and Ozaki (2008) examined in their research that environmentally conscious consumers were likely to pick or purchase brands they knew produced by companies whose goods and production method were more "environmentally friendly". The experience and satisfaction of the green products have great impact on the feeling and action of the consumers' attitude.

Maheswari and Sakthivel (2015) made a study on the customers' attitude, perception and awareness and satisfaction level towards green marketing products in Coimbatore city. The study revealed that as Coimbatore an educational background city, due to that all respondents are aware of green products. But at the same time, the

utility score of the respondents are average in Coimbatore city. SuboohYusuf and Zeenat Fatima (2015) made a study to explore the concept of green marketing, or greenproducts in relation to consumer behavior. They identified that the major Sources from where the people getinformation about green products are school/university. 60% of the people under study are aware aboutgreen practices.

Anu Varghese and Santhosh J (2015) made a study on consumers' perception with reference to Kollamdistrict in Kerala. 80 consumers were selected on a convenience basis. The majority of the respondents are aware about eco-friendly products. Organic vegetables and food products were mostlypreferred by customers. The major factor influencing the buying behaviour of consumers is quality of theproduct, and the problem faced, by the consumers are lack of availability of products, high price and lawpromotion.

SeemaLaddha and MayurMalviya (2015) conducted a small survey of 150 samples from NavyMumbai. Questions related to Environment and buying behaviour were asked to the respondents. The survey revealed that that there is growing concerns about environment and increasing. It is revealed that Indianconsumers' pro-environmental concerns, knowledge of environmental issues, awareness of eco-friendlyproducts, and educational levels effect on green buying behaviour. The awareness about the products shouldbe done through advertising so that individual buying behaviour can be changed which can have an impacton the welfare of the environment. It is also important that companies aiming at developing new eco-friendlyproducts should ensure that products perform competitively. Green marketing is still in its infancyand a lot of research is to be done on green marketing to fully explore its potential.

**OBJECTIVE OF THE STUDY**

To analyse customers beliefs in green product purchase intension.

**RESEARCH METHODOLOGY**

The primary data was collected through questionnaire to measure consumer general environmental beliefs with the possible responses of strongly agree to totally disagree. Respondents were also asked to name any green product types that they had experience of using. In the empirical analysis for all positive propositions, if one gets on an average a high score (above 2) i.e. towards agreement indicates that the respondents are in right perspectives.

Means and standard deviation analyze the average level of perception of the respondents

**Sampling Design**

A convenient sampling design was followed and intercept method was used for data collection. 140 consumers were surveyed.

**Data Analysis and Findings**

**Table 1. General Environmental Beliefs**

General Environmental Beliefs	Mean	Standard Deviation
Our population size is growing to the limit of the number of people the earth can bear.	2.34	0.92
The equilibrium of nature is very delicate and easily gets upset.	3.18	0.70
Humans have the right to modify the natural environment to suit their needs	3.21	0.83
When humans interfere with nature it often has disastrous consequences	2.86	0.98
Mankind created to rule over the nature.	2.84	0.92
Plants and animals exist primarily to be used by humans.	3.41	0.60

To maintain a healthy economy, we will have to control industrial growth	3.26	0.64
Humans must live in harmony with nature in order to survive.	3.36	0.79
Mankind is severely abusing the environment.	3.29	0.65

Table 1 explains the on consumer general environmental beliefs , six statements mean score is 3 or above on likert-5 point scale for propositions 2,3,6,7,8 and 9 which means most of the respondents are having strongly agreed for these propositions and same is supported by relatively less SD. For the Propositions 4, 5 and 9 respondents gave good mean score ranging from 2.34 to 2.86, which implies respondents more or less agreed on these propositions. For proposition 1 and 9 most of the customers gave average mean score and they are slightly agreeing on these propositions. The respondents have varied opinions on these propositions which are well supported by its SD.

**Table 2. Consumer Environmental Behaviour**

Environmental Behaviour Questions	Mean	Standard Deviation
Use biodegradable products.	2.90	0.86
Avoid buying aerosol products.	2.85	0.90
Read labels to see if contents are environmentally safe.	2.75	0.75
Buy products made or packaged in recycled materials.	2.87	0.79
Buy products in packages that can be refilled.	2.80	0.75
Take your own bags to the supermarket.	2.45	1.00
Cut down on car use.	2.88	0.83

Table 2 explains about environmental behavior, with seven questions related to purchasing behavior. The results were measured on a 5 point scale of never, situational, sometimes, frequently and always used as a benchmark for comparison of all other data in this study.Out of seven statements on consumer environmental behaviour Questions, all the propositions except 6th one are in the range of 2.75 to 2.90 , that means all the respondents more or less agreed and 6th proposition respondents gave average mean score but this proposition the opinion of respondents varied a lot as standard deviation.

**Table 3. Consumer purchase Behaviour**

Consumer Product Questions	Mean	Standard Deviation
I feel good about buying brands which are less damaging to the environment.	3.15	0.73
It is easy for me to identify these products.	3.18	0.85
Green products are inferior in performance to non-green products.	2.72	0.94
I have formed this opinion because people I know and trust told me so.	2.83	0.81
I have formed this opinion because of my own recent experience of a product.	3.18	0.68
I trust well-known brands to make products which work.	3.45	0.70
In the marketing communication about a product, I expect to be informed of new improved Formulas/design.	2.68	0.89
In the marketing communication about a product, I expect to be informed of how environmentally friendly a product is.	2.07	1.04
Green products are marketed to me in a way which I never notice.	3.08	0.72
Green products are marketed to me in a way which I find really engaging and relevant to my lifestyle.	2.23	1.06

Table 3 explains the marketing issues related to attitudes towards green products, designed to explore topics identified in the consumer behavior and advertising industry opinion sections. Respondents were also asked to name any green product types that they had experience of using

Out of 10 factors on consumer product questions, 5 factors mean score is 3 or above on likert-5 point scale for propositions 1,2,5,6 and 9 which means most of the respondents have strongly agreed for these propositions and same is supported by relatively less Standard Deviation.

For the factors 3, 4 and 7 respondents gave above average mean score which means they all agreed on these propositions and for remaining 8 and 10th factors respondents gave poor score and on these two propositions respondents opinion varies a lot which is clear from these proposition Standard Deviation

## FINDINGS

Respondents strongly agree that they would choose eco friendly brands. Respondents reacted positively about buying brands which are less damaging to environment (80 per cent). However, the expectation of the customer is not away from the effective functioning of green brands as that of non green products.

Majority of consumers expressed that identifying environmentally products on the shelves of the store is slightly difficult. When asked, majority of the respondents are unable to name a specific product or product type which are eco-friendly. This speaks about the consumer unawareness of green brands.

Marketing plays a pivotal role in bringing consumer awareness. As the response show consumers would be more likely to choose environmentally friendly brands and were unable to recall green products/brands. This speaks about the gap in marketing effort put by the green marketers in bringing consumer awareness.

Survey reveals that the green product performance was significantly affected by environmental beliefs. Further, it is expressed by as large as of 88 per cent of the respondents that they are likely to trust well known products and judge green products basing on their previous experience.

## CONCLUSION

This paper analysed the customers beliefs in purchasing green products. It is conclude that the product attributes in general have little influence on the attitudes and purchase intention of green products, which is surprising, but that could be due to the fact that some of the consumers buy eco-friendly products for the purpose of preserving the earth such as unselfish reasons. however, the product quality should not be overlooked since consumers relate price with quality when making purchasing decision, and consumers research not only green products claiming environmental values but also products with high quality, because consumers are not ready to make a compromise on quality just for the benefits green attributes and for the moment green products seem still have less quality than conventional ones as our findings and previous researches demonstrated it.

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