



CONSUMER BEHAVIOUR TOWARDS GREEN MARKETING

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ABSTRACT

The green movement has been expanding rapidly in the world. With regards to this consumers are taking responsibility and doing the right things. Consumer awareness and motivation continue to drive change in the market place, notably through the introduction of more eco-friendly products. The various review of literature shows that so many studies were conducted to examine the perception and preferences of consumers towards Green Marketing. Only few studies were conducted in Kerala to identify perception of Green Marketing among common people. Most of the studies on Green Marketing were focused on other states except Kerala. This study is also essential as it helps to know the various factors that influence the consumer persuasion to buy green products.

KEYWORDS : Green Product, Green Market, Influential Factors, Customers Awareness, Perception

INTRODUCTION:

The term 'green' indicates purity. Green means pure in quality and fair or just in dealing. For example, green advertising means advertising without adverse impact on society. Concept of green marketing concerns with protection of ecological environment.

According to the American Marketing Association Green Marketing of products that are presumed to be environmentally safe. At present green marketing is widely becoming a phenomenon throughout the world as concerns towards environment have begun in the past few decades. Every year the populations of people who are turning towards green brands or environmental friendly products are increasing thus magnifying the phenomenon.

Green Marketing is the holistic management process responsible for identifying and satisfying the requirements of customers and society, in a profitable and sustainable way. Green Marketing is not just one of the processes of marketing activities; it is a larger picture which takes about developing and sustaining consumer's eco-friendly attitudes and behaviors.

Green Marketing is collection of activities, which includes undertaking market analysis to identify the market for green products and ideas, studying consumer's green attitudes and behaviors, dividing the green market into different segments based on consumer's perception and keenness towards greenness developing a green positioning strategy and evolving a green marketing mix programme.

The core idea of green marketing is to create awareness among people on the environmental issues and how consumers would be helping the environment if they switch over to green products. Thus green marketing aims to provide more information to people and also gives more choices to switch over to green lifestyle.

Scope of the study:

Green Marketing has now evolved as one of the major area of interest for marketers as it may provide competitive advantages. However it requires 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 consumers worldwide. 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. Therefore the attitude of

consumers towards Green Marketing and preference to green products is also questionable.

This study aims to resolve the research question that whether consumers are aware about green marketing and also their preference towards green products. This study is also essential as it helps to know the various factors that influence the consumer persuasion to buy green products.

Review of literature:

1. Katiyar Shilpi (2015), attempts to throw light on the conceptual issues associated with green marketing. The study is based on secondary data. The study concludes that Green marketing will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. It also reveals that green marketing assumes even more importance and relevance in developing countries like India.
2. Varghese Anu and J.Santhosh (2015), conducted a study to find out the impact of eco-friendly products on consumer behavior in Kollam district, Kerala. The study was designed as descriptive in nature based on survey method. Both primary and secondary data was used for study. Sample for the study was around 80 consumers selected on convenience basis. The study reveals that one should know the importance of being nature friendly. Environmental sustainability has become an essential ingredient to doing business responsibly and successfully.
3. Digel Aman and Dr.Yazdanifard Rashad (2014), focused on what makes green marketing successful, consumer's behavior and their perceptions towards green products, the reason why marketers decided to adopt green marketing and how marketers can implement the green marketing mix. The study is descriptive in nature. The study reveals that nowadays people are more concerned about the environment and they are worried whether the natural resource could be sustained for the upcoming generation. Even if the eco-friendly products were found as expensive, they preferred green marketing.
4. Kaur Supreet (2014), focuses on how people respond to greener products and what impact does green marketing creates in minds of consumers. Based on both primary and secondary data. The study comprised of 60 respondents. It reveals that going green can save our planet from pollution, global warming and threat of ozone depletion.
5. Dr.Deshwal Parul (2012), emphasizes to study Green marketing: issues and challenges. The study is descriptive in nature. The study reveals that green marketing is still in its

infancy and a lot of research is to be done on green marketing to fully explore its potential. Green marketing should not be considered as just one approach to marketing, but has to be pursued with much greater aspect, as it has an environmental and social dimension to it.

OBJECTIVES:

1. To identify the factors that influences consumers to buy green products.
2. To understand the issues faced by consumers in connection with green marketing practices.

Research methodology:

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information. There are several important aspects to research methodology. This is a summary of the key concepts in scientific research and an attempt to erase some common misconceptions in science. Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. A research design is one that minimizes bias and maximizes the reliability of the data.

Here, Primary data are considered as the questionnaire to which the statistical methods are applied for the purposes of analysis and interpretation. The secondary data are those data, which have already been collected, tabulated and presented in some form by someone else for some other purposes. It means data that are already available. It is in the form of finished products.

Sample size of this study is 100 respondents. The data collected were classified and presented using tables and graphs. The data analysis has been done by using appropriate mathematical and statistical tools such as percentage, weighted average, chi-square method and Likert 5 point scale.

Data analysis and interpretation:

Objective 1. To identify the factors that influences consumers to buy green products.

Table 1 Ranking of various factors influencing consumers to buy green products

Factors	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Weighted Average
Healthy	46	50	4	-	-	29.47
Good for environment	48	47	5	-	-	29.53
Good quality	37	43	20	-	-	27.8
Better than normal products	29	46	25	-	-	26.93
Reasonably priced	19	22	43	13	3	22.73
Easily accessible in stores	17	29	33	20	1	22.73
Well promoted	17	26	32	17	8	21.8

Source: Primary Data

Table 1 reveals the personal opinion of the respondents

regarding the various factors influencing them to buy green products. Table shows that about 46% of the respondents strongly agreed with the statement green products are healthy, 50% agreed and the remaining 4% have neutral opinion with the same. The statement green products are good for environment is strongly agreed by 48% of the respondents, 47% agreed and 5% have a neutral opinion with the same.

About 37% of the respondents strongly agreed with the statement green products are of good quality, 43% agreed and remaining 20% have a neutral opinion. The statement green products are better than normal products are strongly agreed by 29% of the respondents, forty six per cent agreed and 25% have a neutral opinion with the same. About nineteen per cent of the respondents strongly agreed with the statement that green products are reasonably priced, 20% agreed, 43% have a neutral opinion, 13% disagreed the statement and the remaining 3% strongly disagreed with the same. The statement green products are easily accessible in stores are strongly agreed by only seventeen per cent of the respondents, agreed by twenty nine per cent, thirty three per cent have a neutral opinion, twenty per cent disagreed the statement and remaining one per cent strongly disagreed with the same. About seventeen per cent of the respondents strongly agreed with the statement that green products are well promoted, twenty six per cent agreed, thirty two per cent have a neutral opinion, seventeen per cent disagreed and remaining eight per cent strongly disagreed with the same.

In order to analyse the opinion of the respondents regarding various factors influencing their purchase decision, ranking method is adopted. And for that weighted average for each statement is calculated and the same is arranged in ascending order. So it is identified that the statement good for environment occupied first rank, healthy got second rank, good quality occupied the third rank, the statement better than normal products occupied fourth rank, the statements reasonably priced and easily accessible in stores got fifth rank and the sixth rank goes to the statement that green products are well promoted.

Objective 2. To understand the issues faced by consumers in connection with green marketing practices.

Table. 32 Ranking of various problems faced by consumers while purchasing green products

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Weighted Average
Lack of awareness	14	42	34	7	3	23.8
Very expensive	17	39	37	6	1	24.33
Not promoted properly	13	45	37	5	-	24.44
Lack of confidence in using green products	10	17	37	29	7	19.6
Not easily available in shopping outlets	11	35	40	11	3	22.67
Labels of green products are not informative about the product	13	25	50	10	2	22.47

Source: Primary Data

Table 2 reveals the personal opinion of the respondents regarding the various problems faced by consumers while purchasing green products. Table shows that about fourteen per cent of the respondents strongly agreed that unawareness is the major problem, forty two per cent agreed, thirty four per cent have neutral opinion, seven per cent disagreed and remaining three per cent strongly disagreed with the same. The statement green products are very expensive is strongly agreed by seventeen per cent of the respondents, thirty nine per cent agreed, thirty seven per cent have a neutral opinion, six per cent disagreed and one per cent strongly disagreed with the same. About thirteen per cent of the respondents strongly agreed with the statement green products are not promoted properly, forty five per cent agreed, thirty seven per cent have a neutral opinion and remaining five per cent disagreed with the same. The statement lack of confidence in using green products are strongly agreed by ten per cent of the respondents, seventeen per cent agreed, thirty seven per cent have a neutral opinion, twenty nine per cent disagreed and seven per cent strongly disagreed with the same. About eleven per cent of the respondents strongly agreed with the statement that green products are not easily available in shopping outlets, thirty five per cent agreed, forty per cent have a neutral opinion, eleven per cent disagreed the statement and the remaining three per cent strongly disagreed with the same. The statement labels of green products are not informative is strongly agreed by only thirteen per cent of the respondents, agreed by twenty five per cent, fifty per cent have a neutral opinion, ten per cent disagreed the statement and remaining two per cent strongly disagreed with the same. In order to analyze the opinion of the respondents regarding various problems while purchasing green products, ranking method is adopted. And for that weighted average of each statement is calculated and the same is arranged in ascending order. So it is identified that the statement labels of green product are not informative occupied first rank, green products are not promoted properly got second rank, green products are very expensive occupied the third rank, the statement lack of confidence in using green products occupied fourth rank, the statement green products are not easily accessible in stores got fifth rank and the sixth rank goes to the statement lack of awareness about green product.

Findings:

In order to analyse the opinion of the respondents regarding various factors influencing their purchase decision, ranking method is adopted. And for that weighted average for each statement is calculated and the same is arranged in ascending order. So it is identified that the statement good for environment occupied first rank, healthy got second rank, good quality occupied the third rank, the statement better than normal products occupied fourth rank, the statements reasonably priced and easily accessible in stores got fifth rank and the sixth rank goes to the statement that green products are well promoted. labels of green product are not informative occupied first rank, green products are not promoted properly got second rank, green products are very expensive occupied the third rank, the statement lack of confidence in using green products occupied fourth rank, the statement green products are not easily accessible in stores got fifth rank and the sixth rank goes to the statement lack of awareness about green product. There is no significant relationship between level of awareness and spending pattern of respondents on green products.

CONCLUSION:

Green marketing involves product modification and production process and packaging which will be beneficial for the environment.

From the study it was concluded that people have only average level of awareness about green products. They are aware of the benefits of green products for health as well as for the environment. Lack of perception was found among the respondents regarding the various brands and symbols or certifications of green products. Respondents claim that they are highly concerned about the environment. So the main factor which influences them to buy green products is that they are good for environment as well as healthy. The study revealed that consumers were facing various problems while purchasing green products. Majority of them have the opinion that eco-friendly products have to be promoted properly.

Green marketing is not just one of the processes of marketing activities, it is a larger picture which takes about developing and sustaining consumer's eco-friendly attitude and behavior.

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