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Commerce

CONSUMER DEMOGRAPHICS AND AWARENESS TOWARDS GREEN MARKETING

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ABSTRACT Consumer's awareness about green products to important to guiding the green consumer purchasing behaviour. Consumers are becoming more ecologically conscious and desirous of purchasing green products. The main objective of this study is to know the consumer awareness about the green products and willingness to purchase green product. The data has been collected from 286 respondents in different areas from urban, semi-urban and rural. Secondary data was collected from the available literature sources. This paper tries to explore the consumer awareness about the green products. It analyses whether the consumer are aware about the green products and willingness to purchase green products. Finally, the implication of the research are discussed. It will help the marketers in market segmentation and target marketing by assisting them in identifying and understanding consumers on the basis of their awareness level.

1.INTRODUCTION
Green marketing is a continuous process that requires constant inputs from the suppliers, government legislations and policies and the people. Governments establish regulations designed to control the amount of hazardous wastes produced by firms. While firms must bear much of the responsibility for environmental degradation, ultimately it is consumers who demand goods, and thus create environmental problems. Green marketing requires that consumers want a cleaner environment and are willing to "pay" for it, possibly through higher priced goods, modified individual lifestyles, or even governmental intervention. It needs coordination between consumer and organization which can to lead the green marketing revolution.

2. LITERATURE REVIEW
Consumers are price sensitive toward green products and the price attribute will affect consumers' purchasing decision toward green products (Anderson and Hansen, 2004; Ottman, 2000). This awareness is congruent with the belief that the world's supply of natural resources is finite and the ecological balance of the environment may be at a critical disruption stage (Hayes, 1990). Braimah and Tweneboah-Koduah (2011) studied the behaviour of consumers in Ghana and found there was low level of awareness towards green marketing issues which affected that purchase decision of the consumers. Price of green products was also found to be one of the factors that influence the purchase of green products. However, it was found that young consumers are more likely to be influenced by green issues. Elder consumers show indifference, as they are not able to relate to Green Marketing.

3. RESEARCH PROBLEM
Every company has its own favorite 4p's marketing mix. Green marketing mix differs from traditional marketing. All the 4Ps are based on the consumer awareness about green products. Thus, to achieve the end of survival and succeeding in the market place, tracing the changing interest and behaviour of consumers in evitable. This demanded the study on consumer awareness. In the contest of the above the present study entitled 'Consumer Demographics and Awareness towards Green Marketing' is undertaken.

4. OBJECTIVES OF THE STUDY
The research objectives have been developed accordingly are as follows:
1. To study the awareness towards green marketing.
2. To identifying the association between consumer demographics and awareness towards green marketing.
3. To examine the relationship between consumers' awareness and their intention of purchasing green products.

5. RESEARCH METHODOLOGY
For the data, a constructive questionnaire was framed and the primary data is collected from the consumers of Coimbatore Urban, Sub-Urban, and Rural. The questionnaire consists of questions on consumers' demographics, awareness on green products and their purchase intention. For this purchase 5 point likert scale technique was followed. Regarding statistical tools are descriptive statistics, Chi-square, and Correlation were applied. The results of the analysis are given below in the following sections.

5.1. Consumers Awareness towards Green Products:
The consumer awareness towards green products was examined using descriptive statistic the results given in the following Table-1

Table-1

CONSUMERS AWARENESS ON GREEN PRODUCTS					
Green Product Awareness	N	Minimum	Maximum	Mean	Std. Deviation
1.Aware of the products those are organically grown	286	2	5	4.14	.836
2.Aware of the products those are recyclable, reusable and biodegradable	286	1	5	4.05	.764
3.Aware of the products with natural ingredients	286	1	5	3.48	.969
4.Aware of the products containing recycled contents, non-toxic chemical	286	1	5	2.41	.157
5.Aware of the products with contents under approved chemicals	286	1	5	2.77	.880
6.Aware of the products that do not harm or pollute the environment	286	1	5	3.79	1.050
7.Aware of the products that will not be tested on animals	286	1	5	3.86	.991
8.Aware of the products that have eco-friendly packaging i.e. reusable, refillable containers etc	286	1	5	4.04	.967
Valid N	286	Total Mean score		3.56	

From the above table it can be seen that the mean value of all the statements of awareness are (except the statements four and five) are more than the midpoint of 3. And the overall mean score is also more than 3. This reveals that the awareness of the consumers on green products is high and it is above average level.

5.2. Association Between Consumer Demographics and Consumer Awareness on Green Marketing:

In the present study to examine the association between consumer demographics and consumer awareness on green marketing, a chi-square test of independence was conducted. For this purpose, the consumer demographics, consumers' gender, age, education, employment, income and their residential Area were considered. And for the awareness their awareness about green products was taken for the study. The results of the analysis are given below:

5.2.1. Gender and Consumer Awareness about Green Products:
Gender may influence the awareness of consumers. Hence for the present study the following hypotheses was framed and tested.

Ho1: There is no association between gender and consumer awareness towards green products.

The results are given below.

Table - 2
Gender * Consumer Awareness Cross tabulation

			Consumer Awareness			Total
			Aware	Somewhat Aware	Not Aware	
Gender	Male	Count	91	33	34	158
	Female	Count	82	37	9	128
Total		Count	173	70	43	286

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.219[a]	2	.002
Likelihood Ratio	13.034	2	.001
Linear-by-Linear Association	5.640	1	.018
N of Valid Cases	286		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.24.			

There is a statistically significant association between Gender and Consumer Awareness on Green Products, $\chi2(6) = 12.219$, p < .05. Therefore, the null hypothesis is rejected.

5.2.2. Age and Consumer Awareness about Green Products
Age may influence the awareness of consumers. Hence for the present study the following hypotheses was framed and tested.

Ho2: There is no association between age and consumer awareness towards green product. The results are given below.

Table - 3
Age * Consumer Awareness Cross tabulation

		Consumer Awareness			Total
		Not Aware	Somewhat Aware	Aware	
Age	Below 20years	4	16	22	42
	21years – 30years	14	18	61	93
	31years – 40years	17	23	61	101
	Above 40 years	8	13	29	50
Total		43	70	173	286

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.630[a]	6	.006
Likelihood Ratio	29.489	6	.003
Linear-by-Linear Association	1.440	1	.230
N of Valid Cases	286		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.52.			

There is a statistically significant association between Age and Consumer Awareness on Green Products, $\chi2(6) = 27.630$, p < .05. Therefore, the null hypothesis is rejected.

5.2.3. Education and Consumer Awareness about Green Products
Education may influence the awareness of consumers. Hence for the present study the following hypotheses was framed and tested.

Ho3: There is no association between Education and consumer awareness about green product. The results are given below.

Table - 4
Education * Consumer Awareness Cross tabulation

		Consumer Awareness			Total
		Not Aware	Somewhat Aware	Aware	
Educational Qualification	No Formal Education	5	12	12	29
	School Education	15	25	68	108
	Degree/Diploma	15	22	59	96
	Professional	8	11	34	53
Total		43	70	173	286

Chi-Square Tests

	Value	Df	Asymptotic Significance (2 sided)
Pearson Chi-Square	6.061[a]	6	.416
Likelihood Ratio	5.709	6	.457
Linear-by-Linear Association	.840	1	.360
N of Valid Cases	286		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 4.36.			

There is no statistically significant association between Education and Consumer Awareness on Green Products, $\chi2(6) = 6.061$, p < .05. Therefore, the null hypothesis is accepted.

5.2.4. Occupational Status and Consumer Awareness on Green Products
Occupational Status may influence the awareness of consumers. Hence for the present study the following hypotheses was framed and tested.

Ho4: There is no association between occupation and consumer awareness on green product.

The results are given below.

Table - 5
Occupational Status * Consumer Awareness Cross tabulation

		Consumer Awareness			Total
		Aware	Somewhat Aware	Not Aware	
Occupational Status	Employee	43	30	13	86
	Agriculture	14	13	10	37
	Business	30	10	6	46
	Professional	71	11	8	90
	Others	15	6	6	27
	Total	173	70	43	286

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.109a	6	.000
Likelihood Ratio	29.489	6	.003
Linear-by-Linear Association	1.440	1	.230
N of Valid Cases	286		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is.22.			

There is a statistically significant association between Occupational Status and Consumer Awareness on Green Products, $\chi2(6) = 28.109$, p < .05. Therefore, the null hypothesis is rejected.

5.2.5. Income and Consumer Awareness on Green Products
Income may influence the awareness of consumers. Hence for the present study the following hypotheses was framed and tested.

Ho5: There is no association between Income and consumer awareness on green product.

The results are given below.

Table - 6

Income * Consumer Awareness Cross tabulation

		Consumer Awareness			Total
		Not Aware	Somewhat Aware	Aware	
Income	Below ₹.20000	3	7	16	26
	₹.20001 – ₹.40000	14	27	67	108
	₹.40001 – ₹.60000	18	27	63	108
	Above ₹.60000	8	9	27	44
	Total	43	70	173	286

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.068ᵃ	6	.913
Likelihood Ratio	2.109	6	.909
Linear-by-Linear Association	.412	1	.521
N of Valid Cases	286		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.27.			

There is no statistically significant association between Income and Consumer Awareness on Green Products, $\chi2$ (6) = 2.068, p > .05. Therefore, the null hypothesis is accepted.

5.2.6. Marital Status and Consumer Awareness about Green Products

Marital status may influence the awareness of consumers. Hence for the following hypotheses was framed and tested.

Ho6: There is no association between marital status and consumer awareness about green products.

The results are given below.

Table - 7

Marital Status * Consumer Awareness Cross tabulation

		Consumer Awareness			Total
		Not Aware	Somewhat Aware	Aware	
Marital_Status	Married	33	48	123	204
	Unmarried	10	22	50	82
	Total	43	70	173	286

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.881ᵃ	2	.644
Likelihood Ratio	.903	2	.637
Linear-by-Linear Association	.231	1	.631
N of Valid Cases	286		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.33.			

There is no statistically significant association between Marital status and Consumer Awareness on Green Products, $\chi2$(6) = .881, p>05. Therefore the null hypothesis is accepted.

5.2.7. Residential Area and Consumer Awareness about Green Products

Residential Area may influence consumer awareness. Hence for the following hypotheses was framed and tested.

Ho7: There is no association between Residential Area and consumer awareness about green product.

The results are given below.

Table - 8

Residential Area * Consumer Awareness Cross tabulation

		Consumer Awareness			Total
		Not Aware	Somewhat Aware	Aware	
Residential Area	Urban	26	32	89	147
	Semi Urban	5	13	31	49
	Rural	12	25	53	90
	Total	43	70	173	286

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.648ᵃ	4	.618
Likelihood Ratio	2.713	4	.607
Linear-by-Linear Association	.123	1	.726
N of Valid Cases	286		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.37.			

There is no statistically significant association between Residential Area and Consumer Awareness on Green Products, $\chi2$(6) = 2.648, p > .05. Therefore, the null hypothesis is accepted.

5.2.8. Consumer Awareness and Willingness to Purchase Green Products:

In the present study, the data on consumers' willing to purchase green products was collected using five point Likert Scale statements.

Willingness to Purchase Green Products
I like to purchase environmental friendly products
I like to consider purchasing environmental friendly products first
I like to practice green consumption
I like to recommend others to purchase environmental friendly products

In order to examine the relationship between consumer awareness and their willingness to purchase green products, Spearman's correlation analysis was applied. For this purpose, the composite score of consumers' willingness to purchase green products were computed and used for the correlation analysis. The following Null hypothesis was framed:

Ho8: There is no relationship between consumer awareness and their willingness to purchase green products

The result of the analysis is given below:

Table - 9

Correlations

			Awareness on Green Products	Willingness to Purchase Green Products
Spearman's rho	Awareness on Green Products	Correlation Coefficient	1.000	.659**
		Sig. (2-tailed)	.	.000
		N	286	286
	Willingness to Purchase Green Products	Correlation Coefficient	.659**	1.000
		Sig. (2-tailed)	.000	.
		N	286	286
**. Correlation is significant at the 0.01 level (2-tailed).				

In this study, there is a statistically significant relationship (.659, significant at the 0.01 level) between Consumer Awareness and willingness to purchase Green Products. Therefore, the null hypothesis is rejected.

6. FINDINGS

The analysis is based on the information provided by the respondent through various aspect of consumer awareness towards green marketing.

Consumers Awareness towards Green Products:

The majority of mean score (4.14) were high in awareness of the product those are organically grown and the overall mean sore is also more than midpoint of 3. This reveals that the awareness of the consumers on green products is high and it is above average level.

Association Between Consumer Demographics and Consumer Awareness on Green Marketing:
1. There is a statistically significant association between Gender and Consumer Awareness on Green Products
2. There is a statistically significant association between Age and Consumer Awareness on Green Products.
3. There is no statistically significant association between Education and Consumer Awareness on Green Products.
4. There is a statistically significant association between Occupational Status and Consumer Awareness on Green Products.
5. There is no statistically significant association between Income and Consumer Awareness on Green Products.
6. There is no statistically significant association between Marital status and Consumer Awareness on Green Products.
7. There is no statistically significant association between Residential Area and Consumer Awareness on Green Products.
8. There is a statistically significant relationship between Consumer Awareness and willingness to purchase Green Products.

7. CONCLUSION
The study has been undertaken with an objective to explore the consumer awareness about green products and its effect on purchase intention. Green product awareness is an important tool to guide the consumers for purchasing of green products. As the consumers are getting more awareness about green products and their features the frequency of green buying behaviour increases. In the analysis of determinant of consumer's awareness of green products are categorized into demographic variables i.e. gender, age group, education, occupation, income, marital status and residential area. The present study results shows that significant association between consumer's gender, age and occupational status are more aware of green products so the marketers should focus on these consumers. Since there is a lack of awareness regarding the products containing recycled contents, non-toxic chemicals, products with contents under approved chemicals and availability of green products. Government and companies should focus on advertising eco-friendly branding, in-store displays and pamphlets. Then only consumers' are willing to purchase more green products.

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