

An Analysis of Green Customer Buying Behaviour Towards Natural Herbal Soaps in Coimbatore City



Management

KEYWORDS : Natural herbal soaps, green detergents, bio - degradable, consumer preference, standard deviation.

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ABSTRACT

The study assesses the knowledge level of natural products among purchasers and reasons behind their purchase. It also gives marketing strategies and policy options for green marketing adaptation based on the study. Data is collected with the aid of structured questionnaire and analyzed by applying various statistical tools. Different tools and techniques like weighted mean, Standard Deviation have been used. Purchasers have good knowledge regarding natural products and willing to increase consumption if products give social benefits, health benefits along with eco-benefits. Composition of product is crucial for success of natural products in both markets. Green Marketing involves activities that facilitate exchange for satisfying needs and wants of customers in such a way that satisfaction of needs and wants occurs with minimal detrimental impact on environment. This study investigates green marketing adaptation for natural herbal products in Coimbatore city.

I. Introduction

The term 'Natural' is still ambiguous globally. The International association of Natural products producer had been working on it for the past 16 months and yet to come out with a final definition. It had been variously defined as products that contain natural ingredients derived naturally or contain certain percentage of natural materials. Soap products manufactured should not contain phosphates and synthetic detergents are generally called as natural soaps. Most of the natural brands available in every product category of Indian market are above the requirement of Indian eco-standards. Thiyagaraj V2(2015) Brand name of the product and purchasing store plays a key role in consumer decision-making to differentiate natural personal care and home care product from normal products in India.

In present day Marketing focuses on delivering value to customers apart from selling goods and services to consumers. Marketing uses communication, distribution, pricing strategies to provide consumer and other stakeholders with goods, services, ideas, values and benefits they desire when and where they want them.

1.1 Present Scenario of Indian Soap Industry

India today is one of the largest producers of soaps in the world. Today, the per capita consumption of toilet/bathing soap in India is 800 gms, where as it is 6.5kgs. in U.S.A., 4.0 kgs. in China, 1.1 kgs. in Brazil and 2.5 kgs. in Indonesia. Soaps form the largest portion of the FMCG (Fastmoving Consumer Goods) market with bathing and toilet soaps contributing around 30% of the soap market.

The size of Indian cosmetics industry globally is \$274 billion while that of Indian cosmetics Industry is \$4.6 billion. According to CII (Confederation of Indian Industry) total Indian beauty and cosmetic market size at present stands as US\$950 million and growing between 15% and 20% per annum. The composition of Indian Soap Industry is highly concentrated with the top 50 companies holding almost 90% of the market. Toilet soaps category accounts for more than 10% of the total market of soaps and detergents. In Asia, the countries like China and India are showing a rapid growth in the toilet soap section. Indian companies are trying to gain competitive advantage by re-launching their brands with value-additions to attract consumers across India. This strategy covers both soap and detergent industry.

1.2 Statement of Problem

Natural products consumption level is low among consumers and at growth stage when compared to normal products in all product categories as stated in the review of Linda .Thiyagaraj V¹ (2015) Clare D ' Souza, Mehdi Taghian and Rajiv Khosla (2007) state that there is a need to motivate non-purchasers to buy natural products to increase consumption thereby reducing en-

vironmental impact.

1.3 Limitations of Study

- This research study with a sample size of 200 carried out in Coimbatore cannot be generalized to other areas.
- Personal bias and prejudices of respondents could have affected the study.

1.4 Sources of Data

The data for this study includes primary data and secondary data.

Primary Data: The primary data for this study is collected with a structured questionnaire using interview method.

Secondary Data: This study had collected secondary data from Journals, books, magazines, survey reports, authentic websites, etc.

1.5 Statistical Tools

Different tools and techniques like Weighted mean, Standard Deviation have been used.

II. Review of Literature

Rohit H Trivedi, Jayesh D Patel and Jignasa R savalia (2011) According to this review green research should focus on Green segmentation. Consumers can be segmented into 3 categories.

Energy Economist: These consumers are ready to spend more for green products and ready to change their behaviour for preserving environment.

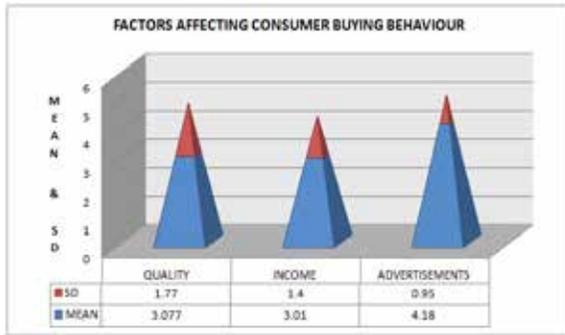
Energy Conservist: Some consumers display the behaviour wherein they take care towards energy conservation.

Environmental Activist: This refers to proactive actions taken by consumers to protect the environment. These consumers check package and ensure they are eco-friendly. Green marketers can use this consumer profile for market segmentation that will help them to take decisions related to product positioning for green products.

Durmaz Yakup and Zenginsevil (2011) This paper finds that green marketing ensures sustained long-term growth with profitability for green marketers, helps in accessing new markets enjoying competitive advantage and most employees feel proud and responsible to be working for environmentally responsible company. If green marketing targeted at right audience, it will make a difference.

III. Data Analysis

Fig.1 Illustrating the Factors affecting consumer buying behaviour



Inference: From the Fig.1 it is inferred that the advertisement plays an important role in consumer buying behavior. The mean and the SD value of advertisement calculated were 4.18, 0.95 respectively. The quality holds the second whereas income holds the third values.

Table.2 Showing Consumer Brand preference of Natural soaps

SL.NO.	BODY SOAP			DETERGENT SOAP		
	BRAND NAME	MEAN	S.D	BRAND NAME	MEAN	S.D
1	CHAN-DRIKA	4.36	0.88	GREEN	4.42	0.81
2	MORINGA	4.16	0.92	TIDE NATURAL	4.50	0.74
3	KHADI NEEM	2.71	1.42	NLLIES	4.36	0.88
4	ALOE VEERA	3.53	1.35	WHEEL	3.77	1.22
5	PANCH TULSI	3.77	1.22	ARIEL	4.16	0.92

Inference: Table.2 reveals that among body soaps Brand Chandrika has been preferred by customers more with mean value of 4.36(SD 0.88).Among the Detergent soaps Tide naturals (mean 4.50, S.D 0.74)has been preferred mostly by the customers.

IV.Findings& Suggestions

The second component of advertising is personality used in commercials. The results indicated that the personality used in commercials of particular brands of soap had the greater impact on consumers.Companies should create those advertisements which look real and can connect to consumers directly because people do not react in favor of things that seem fake.To make advertisement further effective the companies should start or engaged such personality who is matching or truly representing to the products because most of the time, it has been observed through the study that people recall the product by personality who is engaged in that advertisement.

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