

A Study on Consumer Buying Behavior in Relation to Green Products Available in Pudukkottai District

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Abstract

Green marketing activities have become one of the business strategies that can be done to maintain environmental sustainability. The quality of a product will be more qualified when certified environmentally friendly. Consuming such environmentally friendly products adds value to the consumer because in addition to getting the functions offered, the product is also safe for the environment. This study aims to give information about the effect of green marketing on consumers buying behavior. Today's consumers are becoming more and more conscious about the environment and are also becoming socially responsible.

Keywords: Green Marketing, Environment - friendly, Consumer Behavior, Green products.

I.INTRODUCTION

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way. The term Green Marketing was first discussed in a seminar on “ecological marketing” organized by American Marketing Association (AMA) in 1975 and took its place in the literature. In this seminar where the impact of marketing on natural environment was analyzed with the contribution of academicians, and other participants, ecological marketing concept was defined as follows: Studies regarding adverse or positive impacts on environmental pollution, energy consumption and consumption of other resources as result of marketing (Cevreorman, 2010).

There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

Consumer behavior is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including consumers’ emotional, mental, and behavioral responses. Understanding consumer behavior is crucial for businesses to create effective marketing strategies that can influence consumers’ decision-making processes. This knowledge can also help businesses stay ahead of their competition and adapt to changes in consumer behavior. In conclusion, understanding consumer behavior is vital to any successful marketing strategy. By analyzing the factors that influence consumer behavior, businesses can develop effective marketing campaigns that cater to the needs and wants of their target audience.

Green Consumerism

The marketing industry has adopted a green consumerism approach in response to the growing demand for green products. As companies focus on environmental sustainability, marketing their efforts will be important for influencing consumer choice. Consumers pay attention to sustainability in packaging products, messaging and brand intent- looking into all the other sustainability initiatives taken by the brand.

Green Consumers

The green consumer is generally defined as one who adopts environmentally-friendly behaviors and/or who purchases green products over the standard alternatives. 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. (Shamdasani et al. 1993:491)

Review of Literature

A study by **Peter Kangis (1992)**, proposes that the challenges both for marketing specialists and for consumers, raised by the concept of green marketing, are due to several issues, such as the lack of an acceptable definition for green marketing, the absence of a clear understanding of cause-and-effect relationships in matters affecting the environment, and the overt and covert reasons for concern about such issues. Suggested that, in the hands of unscrupulous marketers, green marketing can turn into green gold.

Johri et al (1998) in their study on "Green marketing of cosmetics and toiletries in Thailand" analyzed the green marketing strategy of Thai market. The study was based on case method framed with questionnaire survey to analyze the consumer attitude and brand loyalty towards green marketing strategies. The study found that few companies have made honest attempts to adopt environmental marketing strategy even though Thai customers purchasing decision has not focused more on green attributes.

Chamorro and Banegil (2006), that "the objective of the green marketing is to lessen the impact on the natural environment during the process of planning and implementation of products or services, price, place and promotion. "

Purohit (2011) in his study on "Consumer buying behaviour on green products" analysed the consumer attitude, role of marketing mix in buying intention and relationship between consumer attitude and buying intention towards green marketing. The study was conducted with 238 post graduate students. The study found that product, price, place and promotion had significant correlation with buying intention of eco-friendly products. The study concluded that consumers were ready to pay high price for eco-friendly which cause less pollution to the environment were consumer ready to compensate quality of the product for the benefit of the environment.

(Miranti, 2012). Green purchasing behavior is a consumption behavior of products that are beneficial to the environment, which can be recycled or can be conserved, and responsive to ecological problems.

M.Nagamani and B.Navaneetha (2014), in their research work “A study on awareness and usage of green products among woman students – An empirical study”, analyzed the awareness and usage of green products among the women students in Coimbatore collected through primary data from 100 green consumers using random sampling method and the respondents had the awareness about green products like paper bag, plates, cups, areca plates and eco bowls in green marketing. People who are concerns about environmental safety, follow green buying behaviour and consume green product are considered as green consumer.

Objectives of the Study

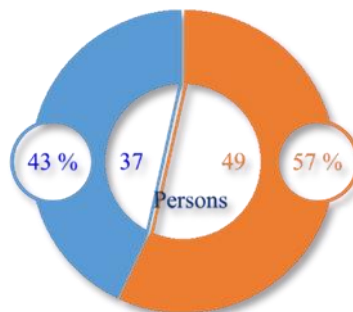
- To study about the consumers behavior on environment friendly products.
- To identify the green products available in Pudukkottai District.
- To identify the level of responsibility of different demographic consumers towards environment.

Research Methodology

The present paper consists of both primary and secondary data. The primary data were collected by a survey method with a structured questionnaire. The questionnaire was designed to find the consumers responsibility towards green marketing and Eco-friendly products in Pudukkottai District. The consumers were selected through convenience sampling technique and the sample size considered for this study is 86 respondents. The secondary data were taken from various websites, books, published journals, Magazines and other relevant academic resources.

Analysis and Interpretation

The following are the questions asked during survey and the responses are analysed by graphical representation.

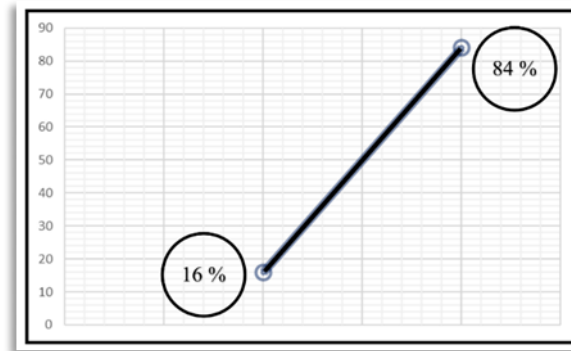


The respondents of this study were both male and female. The Male respondents were 43% (37 persons) whereas the female respondents were 57% (49 persons).

I am aware of green products.

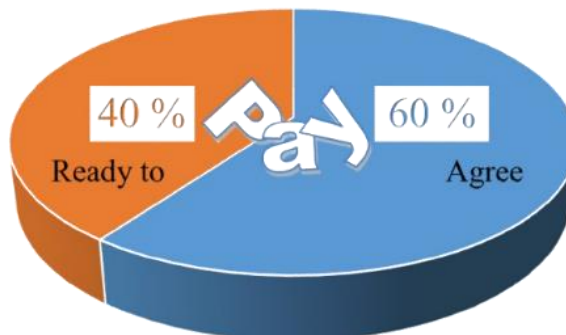
Most respondents gave a positive response for this question. This shows that consumers are socially responsible, and they do not want to use products that are harmful to the environment.

I appreciate the package/design of Eco-friendly product.



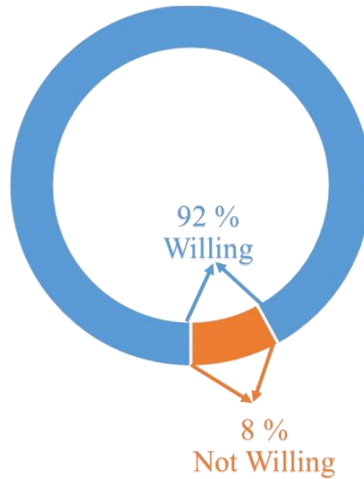
Cent percent of the consumers are intended to switch to other brands for ecological reasons. 16% are strongly agreed and 84% are agreed.

I am willing to pay a premium price for Eco-friendly product.



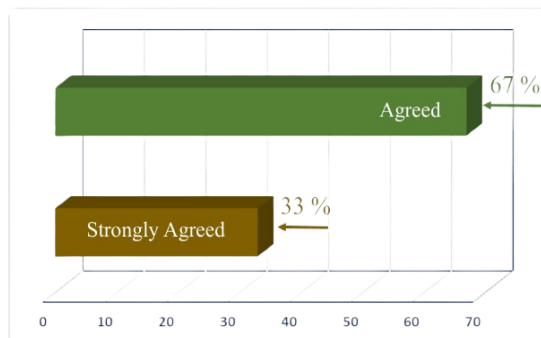
60% of the respondents are agree with the statement to pay more price. 40% of them are ready to pay more for Eco-friendly products.

I buy green products even if they are more expensive than non-green ones.



This statement shows 92% are ready to buy the product even if they are more expensive than non-green ones. Unfortunately, 8% of them are not willing to spend more. It may be due to their financial crisis.

I pay attention to Eco-friendly Advertising.

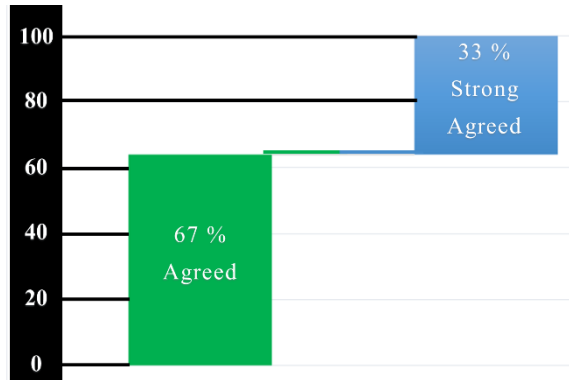


Advertising is one of the powerful tool to attract the consumers. Eco-friendly advertising gives benefits to the environment. 33% are strongly agreed and 67% are agreed with this statement. It shows a positive attribute on green marketing.

It is important to me to the product I use do not harm the environment.

This shows that the consumers prefer eco-friendly packages than plastic packages. The decision to go with eco-friendly packages has two motivational factors, that is saving by recycling and protecting the environment.

I intend to switch to other brand for ecological reasons.



67% of the respondents were agreed and 33% of them were strongly agreed. This shows that 100% consumers are aware of green products.

I recommend eco-friendly products to my family & friends.



This shows that everyone has a responsibility to save the planet for future generation. 60% agreed and 40% strongly agreed.

Limitations of the Study

- This study is limited to the 86 respondents only.
- The consumers are surveyed from the super markets and green shops in Pudukkottai District only.

Findings

- This study reveals a significant positive correlation between environmental awareness and the purchase of green products.
- Consumers who prioritize health and wellness are more likely to choose eco-friendly products, indicating a growing demand for sustainable goods.
- The findings suggest that consumers are willing to pay a premium for green products.

II. CONCLUSION

Environment is dynamic in nature so we have the responsibility to protect our environment. To encourage environmentally-friendly purchasing behaviour among consumers, marketers should design their promotional messages to consumers in such a way that they effectively communicate their green value propositions. Now a days consumers are becoming more ecologically conscious and desirous of purchasing environment friendly products. This study shows the effect of green marketing on consumer buying behavior. It provides guidelines for the researchers in understanding the various mode of awareness and the impact of green products among various levels of people.

III. REFERENCE

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