

A Study on Consumer's Attitude Towards Green Marketing

Dr. M. Vidya

*Assistant Professor, Department of Commerce,
The TamilNadu Dr. Ambedkar Law University*

ABSTRACT

Last few decades have seen growing importance on the perception of green marketing. Green marketing is important impact of consumer purchasing behaviour. This research paper is an effort to study the customer purchasing performance near the green market products in Chennai city. The leading detached of this research is to study the approach and behaviour of purchasers near green goods. The information was composed from 100 respondents. Secondary data was composed from the obtainable literature bases. Therefore green marketing goals to offer high data to people and also provides customers high decisions to change over to green lifestyle.

Key Words: Green Marketing, Consumer Awareness, Consumer Purchasing Behaviour.

I. INTRODUCTION

The word "sustainability" has become the key word of this good era. As incomes are restricted and human needs are infinite, this broaden gap has augmented the interest among the customers all over the world concerning strengthening of surroundings. This escalating consciousness between the worlds regarding ecological balance has delivered high environmental realization between them. Currently there is a time of eco-friendly, non-toxic and surroundings receptive green goods. In the entire world, the customers are now conscious concerning consolidation of the surroundings in which they live. Most of them consider that eco-friendly goods are safer to use.

As a importance, there is a move backward and forward in performs of promoters and also that has assumed birth to the perception of "Think Green". It covers a extensive variety for responsibilities such as produce modification, converting the manufacture procedure, altered promotion, changes in packaging, etc., that goals at decreasing the destructive influence of goods and their consumption and removal on the atmosphere. Hence the business organisations and the dealers are attractive the indication and are going green for the improvement of the whole society.

II. REVIEW OF LITERATURE

The contributions made by various authors in the field of green marketing were presented below.

Dr. Shruti P Maheshwari (2014) identified that customers are not unprotected sufficient to green creation advertising announcement and proposes the higher usage of advertising and makes to endorse and sell goods that is biologically approachable and function competently. The author proposes that the Indian market of greener products can be abused high within customer collections that had pro ecological prices.

Joseph & Rupalikorlekar (2012) found that there is a possibility for readings on green advertising to be lead in increasing nations like India, not only on accepting customers 'awareness but also learning the full outline of such customers who had high optimistic approach among green marketing and Green Products.

III. OBJECTIVES OF THE STUDY

1. To measure the consciousness of consumers concerning Green goods
2. To assess the approach and presentation of the customers near Green Products.
3. To find difficulties that defendants observe to come in the method of accepting green existence.
4. To assess the influences impelling the 'Green Marketing'
5. To offer meaningful suggestion for the improvement of green marketing

IV. RESEARCH METHODOLOGY

Research tools to gather the information followed through the systems of assessing the information are need to give meaning to the study. The primary data was gathered by using convenience sampling method from respondents in Chennai city by a questionnaire. The questionnaire proposed for a sample of 100 defendants, samples from Chennai city signifying, each genders, various age categories, employment and monthly income. The data composed from the defendants are tabulated and examined using percentage, Karl Pearson's correlation, Friedman's rank correlation and Factor study. Secondary data were composed from the obtainable literature, journals and net search.

Analysis and Interpretation of Data

The demographic variables is attention for the analysis of consumers are age, gender, educational level, job and monthly salary.

Table No 1
Demographic Profile of the Respondents

Variables	No of respondents					Total	
Age	less than 20 = 27%	20-30 = 28%	30-40 = 16%	40-50 = 14%	50-60 = 15%	100	
Gender	Male = 31%		Female = 69%			100	
Educational Qualification	No education = 6%	Schooling = 8%	UG = 51%	PG = 27%	Diploma = 5%	Others = 3%	100
Occupation	Student = 46%	Salaried = 24%	Business = 6%	Profession = 16%	Homemaker = 8%	100	
Income	Rs.10000 – 20000 = 22%	Rs.20000 – 50000 = 21%	Rs.50000 – 100000 = 3%	More than Rs.100000 = 2%	Nil = 52%	100	

The above table reveals that among the 100 respondents demographic profile, Majority of the defendants are Female 69%. 28% of the defendants under the age category of 20-30, 51% of the defendants are Graduates, 46% of the defendants are Students, 52% of the defendants monthly Income Nil.

Correlation

Null Hypothesis (H₀) There is no important connection among age group of the defendants and awareness on green products

Alternate Hypothesis (H₁) There is a important connection among age group of the defendants and awareness on green products

Table No 2
Correlation Between age and Awareness on Green Products

Correlation Between age and Awareness on Green Products	Pearson Correlation	0.289(**)
	Sig. (2-tailed)	0.003
	N	100
Correlation is significant at the 0.01 level (2-tailed)		

It was found from the overhead table that were Positive Correlation among Age of the Defendants and the Awareness on Green Products. Correlation coefficient at 99% significant level was 0.289. Significant level at 2 tailed test was 0.003.

Table No 3
Friedman test

Factors	Mean Rank	Rank
Price	2.955	Vi
Reliability	3.875	Ii
Availability	3.895	I
Brand Awareness	3.635	Iii
Product Awareness	3.29	V
Interest	3.35	Iv

The above table showed that Availability is Ranked 1(3.895), Reliability is Ranked 2 (3.875), Brand Awareness is Ranked 3(3.635), Interest is Ranked 4(3.35), Product Awareness is Ranked 5(3.29) and Price is Ranked 6(2.995).

Factor Analysis

After reviewing the literature, the researcher identified several variables as regards with green marketing and views of the respondents on Green Products and marketing. These variables are responded by the respondents in Likert 5-point scale which ranges from strongly agree to powerfully disagree. It consists of 11 variables. These variables have to be reduced into predominant factors with variable loadings.

Table No 4
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.574	
Bartlett's Test of Sphericity	Approx. Chi-Square	271.328
	Df	55
	Sig.	.000

From the above table it was initiate that KMO portion of sampling competence is 0.574, Bartlett's test of sphericity showed a importance of 0.000. Hence it may be determined that the variables of regarding green marketing and views of the respondents on Green Products and marketing were normally distributed and they have the potentiality to form the factors. The individual variances of entirely the 11 variables are listed in the communalities table.

Table No 5
Rotated Component Matrix

Factors	Component			
	1	2	3	4
Government should play a vital role in Green Marketing concept	0.822			
Suggest company to undertake Green Marketing activities	0.774			
Concerns about environmental pollution	0.730			
Prefer to Repurchase Green products	0.619			
Abide by laws	0.592			
green marketing acts an significant part in creating price, understand your requirements and desires and resolve ecologicaldifficulties		0.765		
Preferring Green Products		0.747		
Green marketing is very much essential in the present society		0.721		
Green Products are capable to achieve your varyingrequirements and desires as per variation in social environment		0.288		
Affects purchase decisions			0.748	
Pays an extra price				0.919

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Rotation converged in 6 iterations.

The first factor consists of 5 variables as follows

1. Government should act as a important role in Green Marketing concept (0.822)
2. Suggest company to undertake Green Marketing activities (0.744)
3. Concerns about environmental pollution (0.730)
4. Prefer to Repurchase Green products (0.619)
5. Abide by laws (0.592)

And these factors can be named as **‘Consumer Awareness’**

Customer Consciousness is about creating the customer conscious of his/her rights. It is a marketing term which means those customers are conscious of products is facilities, its features and the other marketing P’s.

The second factor consists of 4 variables as follows

1. Green Marketing acts an significant role in creating value, understand your requirements and desires and resolve environmental problems (0.765)
2. Preferring Green Products (0.747)
3. Green marketing is very much essential in the present society (0.721)
4. Green Products are capable to accomplish your varying needs and requirements as per change in social environment (0.288)

And these factors are named as **‘Brand Preference’**

Brand partiality is when the consumer chooses a detailed business’s product or service when he has other, similarly priced and obtainable options. Brand preference is a consideration of purchaser constancy, effective marketing strategies, and brand strengths.

The third factor consist of the statement “Affects purchase decision (0.748)” and this factor is named as

'Purchase Decision'

Purchase decision is the assumed procedure that leads a customer from recognizing a essential, making choices and selecting a detailed product and brand.

The fourth factor contains 1 variable as follows

Pays an extra price (0.919).

And this factor is named as **'Pricing'**.

Pricing is the procedure whereby a commercial arrays the price at which it will sell its goods and facilities, and can be a role of the business's advertising strategy.

Implications of the Study

1. The study resulted that person in common have portion of fear and strong need to do rather near atmosphere but they did not recognize how they may present. Therefore the marketers and Government cannot be alone detained and verable for this issue. The environmental protection agencies and media also held responsible and it is must to create knowledge about Green goods as a mean to protect the surroundings.
2. Marketers must take advantage that customer are apprehensive and prepared while near atmosphere safety. Marketers through rewarding this urge and want of customer near surroundings by actual advertising plans to teach them about the Green products uses and subsequent influence on the surroundings defence will in long run help increase their concern and making valuable brand name in the views of customers.
3. The research point outs among the requirement for an vital part on the role for administration and numerous stakeholders in enlightening the customers among a green customer.

V. CONCLUSION

The important determination of the study was to assess the link among variables exact to ecological awareness and pro-ecological consumption and maintenance actions. The consequences specified that this sample's complete ecological consciousness has a positive impact on green buying choices. It was also observed that change decological awareness procedures to be significant instructive variables for together the common buying as well as the preservation behaviour.

The demographic study of the sample information established that, a respondent was likely to be female of young age, belonging to middle income group, having under graduate degree. One of the purposes of the research was to study the approach and behaviour of purchasers among Green Products which was satisfied through the research. Through the current study recognized that, persons were had optimistic approach among the ecology and were also behaving in eco-friendly manner, but the behavior were not potray the same concentration as it was represented for attitude. For numerous customers, engaging in pro-environmental purchasing behavior was their method of creating eco- friendly declarations and causal to the surroundings positively.

VI. REFERENCES

1. Aggrawal, Artee, Chaudhary, Richa and Dr.Gopal(2010) ,”Green Marketing in India – Way Ahead to Sustainability”, SIES National Research Marketing Conference, Vol. 1, No. 1, pp.23-29.
2. Ali, A., Khan, A.A., Ahmed, I. &Shahzad, W. (2011), “Determinants of Pakistani Consumers’ Green Purchase Behavior: Some Insights from a Developing Country”, International Journal of Business and Social Science, Vol. 2, No. 3, 217 - 226.
3. Bhattacharya, Sourabh (2011), “Consumer Attitude towards Green Marketing in India”, The IUP Journal of Marketing Management, Vol. 10, No. 4, pp. 62 – 70
4. Dahlstrom, Robert (2011), Green Marketing Theory, Practice, and Strategies, Cengage Learning, New Delhi, pp.16-17.
5. Ghoshal, Moley (2011), “Green Marketing – A changing concept in changing time”, BVIMR Management Edge, Vol. 4, No. 1, pp. 82 – 92.
6. Joseph &Korlekar, Rupali (2012), “Green Marketing Practices – An Indian Perspective”, Expressions – Unity CSR Foundation Magazine, Vol. 2, issue – 2, pp.12 – 15.
7. Joshi, S. (2011), “Green Marketing: An Overview”, International Journal of Science Technology and Management, Vol. 2, 36 – 41.
8. Khan, Altaf, M.(2011), Marketing Management, Wisdom Publications, New Delhi, pp. 296-297.
9. Khera, S. (2011), “Green Marketing: A New Initiative in the Changing Environment”, Marketing Mastermind, June 2011, 22 - 25.
10. Kotler, Philip (2011), “„Reinventing Marketing to Manage the Environmental Imperative”, Journal of Marketing, Vol. 75 No. 4, pp. 132-135.
11. Kronrod, Ann, Grinstein, Amir and Wathieu, Luc (2012), “Go Green! Should Environmental Messages Be So Assertive?” Journal of Marketing, Vol. 76 No. 1, pp. 95-102.
12. Kumar, Dileep, M. (2010), “Effect of Green Marketing on Consumer Consumption Behaviour”, ACRM Journal of Business and Management Research R, Vol. 5, No. 2, pp. 52-64.
13. Lamb, Charles W, Hair, Joseph H. and McDaniel, Carl (2004), Marketing, Thomson Asia(P) Ltd, Singapore, pp. 517 - 518.
14. Maheshwari, A. and Malhotra, G. (2011) ‘Green marketing: a study on Indian youth’, International Journal of Management and Strategy, 2(3).
15. Murugesan, J. (2008), “Green – Trust & Distrust”, Indian Journal of Marketing, Vol. 18, No. 9, pp. 23 – 24.
16. Nandhagopal, R. and Chinnaiyan P. “Brand preference on soft drinks in rural TamilNadu “, Indian Journal of Marketing, vol. 33, no 1, 2003, pp. 14 – 17.
17. Ottman, J.A. (2011), The New Rules of Green Marketing – Strategies, Tools and Inspiration for Sustainable Branding, Berrett-Koehler Publishers Inc, San Francisco.
18. Purohit, H.C. (2011), “Consumer Buying Behavior of Green Products”, International Journal of Research in Commerce, Economics and Management, Vol. 1, No. 1, 94 - 97.
19. Ramakishen, Goradia, Chirag and Shah, Jinal (2010), “Green Marketing: The Future of Marketing”, Marketing Conference, Vol. 1, No. 2, pp.55-61.
20. SaloniDiwani, Pawan, and Bodia, B.S.(2011), “Green Marketing : A New Paradigm of Marketing in the Automobile Industry, Prabandhan : Indian Journal of Management, Vol. 4, No. 5, pp. 29-35.
21. Saxena, Rajan (2010), Marketing Management, Tata McGrawHill, Education(P) Ltd, New Delhi, pp. 657 - 663.
22. Senthilnathan, C. (2011), “Marketing Strategies for Modifying Consumer Behavior towards Green Products”, Marketing Mastermind, May 2011, 47 - 52.
23. Sinha, Anup and Gilpin, Jamie (2009), “The aura of green – Commitment in an Age of Uncertainty”, Decision, Vol. 36, No. 2, pp. 51 – 72.