

**GREEN MARKETING: A STUDY OF CONSUMER PERCEPTION AND
PREFERENCES IN THANJAVUR, TAMILNADU**

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ABSTRACT

Green marketing is the procedure of creating products and benefits and elevating them to satisfy the customers who prefer toward good quality products, execution and comfort at reasonable cost, which in the meantime don't detrimentally affect the earth. It incorporates a wide scope of activities like item adjustment, changing the creation process, altered advertising, assortment in bundling, and so on., and aimed at decreasing the effect of items and their utilization and disposal on the environment. The study was conducted to concentrate on how the choice of green marketing items affecting the purchaser to choose their decision of utilization in Thanjavur, Tamilnadu. The objective of this study is to examine the level of awareness of Indian shoppers about green products and pattern, to measure the green values of the customers, to recognize the brands, consumers associate with green marketing practices, to explore the preferences of Indian consumers about green items furthermore to distinguish the components that impacts the consumers influence to purchase green products.

Keywords: Green Marketing, Consumer, preference, Green Products.

INTRODUCTION

Today, the Earth facing more ecological issues than any time in recent memory, consequently it is basic for organizations to make and market them as naturally inviting. Because of expansion in an unnatural weather change and environmental change people in general sympathy toward Green advertising is developing as a well-known special promotional strategy to expanded customer awareness and concerns is step by step expanded over the previous decades. The customers are beginning to request eco-friendly items and they give careful consideration to nature, riches and wellbeing. The organizations are begun receiving green marketing practices in their activities as a part of social obligation and they were endeavoring to accomplish the customers

with their green messages. The "Green movement" then has entered the standard position in numerous created countries, where eco- friendliness is becoming a major consumer preference among the best living in such nations. However, in India, the green pattern has taken up in the late 1990s and 2000s, it was even in the early stages.

STATEMENT OF THE PROBLEM

Green marketing has now advanced as one of the significant area of interest for marketers as it might give upper hands. However, it takes interest regarding innovation upgrade, process change, communicating advantages to customers, and so on. A large portion of the organizations in India have now begun showcasing themselves as green associations because of certain government rules and move in the essence of the consumer around the world. Indeed, even in this way, very little research with respect to green marketing has been practiced in India and there is an inquiry about the awareness of green products among consumers. The state of mind of customers towards green products and the relationship between the area and behavior is questionable. As green marketing is unique in relation to the marketing in the conventional way, dealers need to perceive the components that influence the shopper to buy green products. This subject proposes to solve the request address that what factors impact the consumer to buy the green product or not.

OBJECTIVES OF THE STUDY

- To investigate the level of awareness of Indian consumers about green products and practices.
- To identify the factors that influences the customer perspective to buy green products.

LIMITATIONS OF THE STUDY

- Some customers decline to answer and the awareness level is comparatively low
- Consumers do not want to make compromises concerning the product quality.
- There may be some limitations encountered during collection of data.

RESEARCH METHODOLOGY

Consumer's awareness towards eco-friendly products, the objective of the study and the hypothesis is studied with help of primary data that has been collected. Help of research technique

is used to identify the consumers' awareness, knowledge about the environmental issues and eco-friendly products, trust in the performance of eco-friendly products and their willingness to pay more for those products. The questionnaire also included general demographic questions such as age, gender, qualification & occupation etc.

A research design is purely and simply the framework or plan for a study that guides the collection and analysis of data. It is a blueprint that is followed in finishing a study. The research design attempted by the researcher is descriptive research design. The technique required in this study is for the most part subjective in nature.

HYPOTHESIS

- H₀1: There is no significant difference in green values on the basis of demographic of the consumer.
- H₀2: There is no significant difference in green marketing practices with respect to the demographic of the consumer.
- H₀3: There is no significant difference in buying intentions for green products with respect to demographic of the consumer.
- H₀4: There is no significant difference in purchase of green products with respect to the demographic of the consumer.

REVIEW OF LITERATURE

Posri, W. (2014) The purpose of this study to investigate what influences the consumers to purchase green product and the factors that influence and the barriers that hinder consumers' green purchase behavior in Thailand.

Kotschwar, S. A. (2014), The purpose of this study examines how the marketing of "green" products employs a discourse that suggests an inherent connection between women and nature at the same time that cultural standards of beauty position the natural process of aging as a primary problem in women's lives and the top beauty challenge facing women.

Rahman, I. (2014), The purpose of this study to identify the values and attitudes on green consumer behavioral intentions by developing a conceptual framework that seeks to understand consumers' behavioral intentions in regards to three green products

Warren, L. M. (2013), This study aims at identifying the Consumers are typically skeptical and cynical of advertising claims for products and generally disbelieve most advertised information. Consumer belief in an advertised product is nearly essential to prompt the consumer to purchase.

Donikini, R. (2013), The purpose of this study to identify Factors affecting consumers' purchases of green products and has concluded that Increasing awareness of the various environmental problems in public policy and business has led a shift in the way consumers go about their life.

Lim, K. J. (2013), this study has concluded that it provides a market-based synthesis of the possible opportunities for green within and across a firm's business model.

Naderi, I. (2013), this study has stated that the Social exclusion has garnered much attention from researchers across the social sciences, especially among social psychologists.

Martinez Flores, R. (2012), the study has stated that it reveal that social advertising creates a moderating effect in the relationship between advertising trust and purchase intention for competing brands that attempt to enhance their brand associations with consumers.

Yenipazarli, A. (2012), this study has concluded that green product strategies implemented in response to the changing rules of consumer markets, and in order to reduce a firm's environmental footprint while simultaneously increasing its profitability and market share.

Kuo, H. (2012), the study has stated that the fact that awareness of environmental problems grew within a society, consumer environmentalism became widespread and business ethics about the environment became one of the central issues.

DATA ANALYSIS& INTERPRETATION

In the present scenario preference among customer for green products is differ From one person to other person, so to understand expectation of different customer the Researcher have used various dimension such as purchase decisions, habits, and behavior, protection about environment, and customer preference after purchasing the green products.

Table 1- Frequency Analysis of Demographic Variables

Variables	Category	Frequency	Percentage frequency
Gender	Male	119	59.5
	Female	81	40.5
Age	Under 20	8	4
	21-30	138	69
	31-40	21	10.5
	41-50	13	6.5
	51-60	20	10
Educational Qualification	Schooling	6	3
	Under Graduate	63	31.5
	Post Graduate	86	43
	Professional	45	22.5
Annual Income	Less than 3 lakhs	103	51.5
	3-10 lakhs	80	40
	10-15 lakhs	16	8
	More than 15 lakhs	1	0.5

(Source: Primary Data)

Above table shows that among 200 respondents 119 (59.5%) of respondents were male and 81 (40.5%) of respondents were female. It shows that most of the male customers are aware and pursue green marketing products, through age groups, 8(4%) respondents were in the age group under 20,138 (69.0%) respondents were in the age group between 21-30, 21 (10.5%) respondents were in the age group between 31-40 years, 13 (6.5%) respondents were in the age segment of 41-50 years, 20(10%) respondents were in the age group between 51-60. And the respondents were grouped based on their educational qualification, and 6(3%) possess Schooling, 63(31.5%) respondents were Under Graduates, 83(43.5%) respondents were Post Graduates, 45(22.5%) possess Professional Degree, and 103 (51.5%) of respondents annual income falls less than 3 lakhs,

80(40%) of respondents annual income falls between 3-10 lakhs,16(8%) of respondents annual income falls between 10-15 lakhs, 1(0.5%) of respondents annual income falls More than 15 lakhs

Table 2- ANOVA test for various Factors

Variable	Based on Age	Sig Result	Based on Gender	Sig Result	Based on Education	Sig Result
Opinion on usage of Products that does not harm environment	0.136	H ₀ Accepted	0.531	H ₀ Accepted	0.119	H ₀ Accepted
Opinion on impact of actions while making purchase decisions	0.507	H ₀ Accepted	0.303	H ₀ Accepted	0.759	H ₀ Accepted
Opinion on purchasing habits are affected by environment	0.202	H ₀ Accepted	0.032	H ₀ Accepted	0.100	H ₀ Accepted
Opinion on wasting of resource of our plant	0.182	H ₀ Accepted	0.17	H ₀ Accepted	0.174	H ₀ Accepted
Opinion on consumer as environmentally responsible	0.348	H ₀ Accepted	0.656	H ₀ Accepted	0.417	H ₀ Accepted
Opinion on actions that are economically friendly	0.138	H ₀ Accepted	0.518	H ₀ Accepted	0.862	H ₀ Accepted
Opinion on Rise in Environmental Degradation	0.789	H ₀ Accepted	0.860	H ₀ Accepted	0.824	H ₀ Accepted
Opinion on State of environment in next 5 years	0.628	H ₀ Accepted	0.821	H ₀ Accepted	0.873	H ₀ Accepted
Opinion on Eco-friendly product	0.785	H ₀ Accepted	0.330	H ₀ Accepted	0.641	H ₀ Accepted
Opinion on Eco-friendly process	0.347	H ₀ Accepted	0.716	H ₀ Accepted	0.163	H ₀ Accepted
Opinion on Eco-friendly modes of communication	0.224	H ₀ Accepted	0.20	H ₀ Accepted	0.332	H ₀ Accepted

Opinion on Branding of green marketing practices	0.416	H ₀ Accepted	0.086	H ₀ Accepted	0.110	H ₀ Accepted
Opinion on products to make environmentally friendly	0.004	H ₀ Rejected	0.305	H ₀ Accepted	0.661	H ₀ Accepted
Opinion on product package Gender suit to the environment	0.000	H ₀ Rejected	0.137	H ₀ Accepted	0.602	H ₀ Accepted
Opinion on educating the customer to use environmentally friendly products	0.052	H ₀ Accepted	0.234	H ₀ Accepted	0.962	H ₀ Accepted
Opinion on using green supply chain for procurement and distribution	0.261	H ₀ Accepted	0.078	H ₀ Accepted	0.006	H ₀ Rejected
Opinion on promoting of green products that are concerned about the environment	0.563	H ₀ Accepted	0.987	H ₀ Accepted	0.523	H ₀ Accepted
Opinion on consumer consider the ill effects of consumption on the environment	0.010	H ₀ Rejected	0.076	H ₀ Accepted	0.555	H ₀ Accepted
Opinion on consumer have protection about environment	0.999	H ₀ Accepted	0.648	H ₀ Accepted	0.338	H ₀ Accepted
Opinion on green products over convectional products	0.492	H ₀ Accepted	0.831	H ₀ Accepted	0.624	H ₀ Accepted
Opinion on green products are priced higher as compared to convectional products	0.534	H ₀ Accepted	0.144	H ₀ Accepted	0.970	H ₀ Accepted
Opinion on price of green products affects consumer purchase behaviour	0.654	H ₀ Accepted	0.443	H ₀ Accepted	0.267	H ₀ Accepted

Opinion on product price	0.021	H ₀ Rejected	0.502	H ₀ Accepted	0.595	H ₀ Accepted
Opinion on awareness about green products	0.036	H ₀ Rejected	0.966	H ₀ Accepted	0.162	H ₀ Accepted
Opinion on availability of green products	0.014	H ₀ Rejected	0.443	H ₀ Accepted	0.087	H ₀ Accepted
Opinion on past experience	0.008	H ₀ Rejected	0.314	H ₀ Accepted	0.694	H ₀ Accepted
Opinion on information provided on product	0.136	H ₀ Accepted	0.083	H ₀ Accepted	0.061	H ₀ Accepted

(Source: Primary Data)

(*0.05 significant level)

The above table shows the outcome relationship between the demographic profile of the respondent and the various factors. The significant values is greater than 0.05, therefore the Null Hypothesis (H₀) is accepted. The respondents strongly agree with the statement which is not significant with the demographic profile of the respondent, and the values lesser than 0.05, therefore the Null Hypothesis (H₀) is rejected. The respondents strongly disagree with the statement which is significant with the demographic profile of the respondent.

*H₀=Rejected

*H₀=Accepted

FINDINGS, RECOMMENDATIONS & CONCLUSION

Consumers have shown positive attitude towards green products at the same time they are concerned with the availability and price of green products. This implies that Marketers should make the green products available to the consumers for their consumption as customers have shown willingness to buy green products if it is in the market. It was found that the percentage of people who buy only green products is very low and marketers need to take this as an opportunity to build their product portfolios and promote themselves as green marketers and environmental friendly. The study has implications for marketers as well as consumers and makes a good case for start of an era of green marketing in India. The study since focused on a limited geographical

area has limited generalizability but provides good insights regarding behaviour of consumers towards green products. Future research could focus on psychographic segmentation of consumers in terms of assessing their green values and preferences. The study can be replicated at a larger scale to get more insights into the behavior of consumers and understand more about green phenomenon.

All through the green marketing study, discoveries suggest there is a lot of space for green product development in the commercial place. When it comes to selecting green products, eco-labels can expand trust and confidence in green items

This leads us to another important conclusion that customer satisfaction assumes even greater importance in a competitive business environment for green products

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