



GREEN MARKETING: AN ANALYSIS ON CONSUMER BEHAVIOUR TOWARDS GREEN PRODUCTS

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Abstract

Green marketing is the marketing of products that are considered environmentally friendly. Every year the number of people turning to green products or products that protect the environment is increasing and thus exacerbating the situation. The need for sustainable business practices by companies around the world seems to be the result of increased consumer awareness of the lack of environmental protection .So businesses in almost every industry nowadays showcase the green features of the products and services of every opportunity they get. The success of any green marketing strategy is highly dependent on targeted consumers.Here an attempt is made to study consumer behaviour towards green products.

Keywords: Green marketing ,Green products ,Eco friendly products ,consumer behaviour

INTRODUCTION

Green marketing started in 1980 when the concept of green marketing came about as a result of the shift in consumer attention to green products. At that time, green marketing research focused on changing consumer consumption of green products. A study was conducted to identify consumer interest in the use and purchase of green products. Due to the increase in consumer awareness level a positive change in environmental products has been reflected in consumer behavior. A green consumer can be seen as a person who avoids any product that could cause damage to any living thing, cause environmental degradation during use, consume large amounts of non-renewable energy, and involve illegal testing in animals or human studies. The growing demand is felt to switch to green products and services by the company and consumers. Whether switching to green advertising will cost both companies and consumers will benefit both over time. The main idea of green marketing is to make people aware of environmental issues and how consumers can help the environment when switching to green products.

STATEMENT OF THE PROBLEM

In recent years, we have experienced more pollution, climate change, the effects of greenhouse gases due to carbon emissions and limited natural resources .So consumers are more aware about environmental protection. As a result, consumers are becoming more and more difficult to choose a product because they have begun to focus more on environmental safety and healthy living .So the manufacturer began to provide green products to meet consumers' needs and requirements. The purpose of this study is to identify consumer purchasing intentions for green products and to analyze how factors affect consumer behavior and behavior.

OBJECTIVES OF THE STUDY

- 1.To know the awareness of people towards green products .
- 2.To examine the factors that influence consumers buying behaviour for green products .
- 3.To analyse the level of satisfaction and buying motives of consumers towards green products

RESEARCH METHODOLOGY

SOURCES OF DATA

There are two sources for which data is collected. Primary data is collected primarily by a systematic questionnaire. The questions are structured in such a way that the respondents have no difficulty in answering them. The second data is obtained through websites, books, online magazines and journals.

SAMPLE SIZE

The sample used for the questionnaire is seventy five persons.

SAMPLING TECHNIQUE

Convenience sampling technique was used for sampling.

SAMPLING AREA : Thrissur District

TOOLS USED FOR ANALYSIS

The collected data was analysed with statistical tools like Ranking, Weighted arithmetic mean and percentage analysis.

LIMITATIONS OF THE STUDY

- 1) The study restricted to Irinjalakuda municipality only and the result may not be applicable to other places.
- 2) The result obtained is based on the respondents opinion so there is a chance of consumer bias.

REVIEW OF LITERATURE

- 1) Ottman (1992), in his analysis of “Green marketing: the opportunity to innovate” states that consumers buy raw materials because they are environmentally friendly but these products should be readily available, should be of good quality and affordable price.
- 2) Roberts (1996) “Different ways to differentiate the environment: A look at green consumer behavior in the new millennium” explains that environmentally conscious customers prefer to buy raw products because these products enhance environmental activities and reduce the negative effects of other pollutants.
- 3) Soonthorsmai (2007) in their study “Environmental and green marketing as a global competitive edge” noted that people who are more concerned with environmental issues are, in general, more likely to buy raw products and this trend is becoming stronger over time.
- 4) Chris (2008)“Research on health concerns in the use of raw foods” showed that today, consumers are more aware of health and their priorities regarding consumption depend on green products that allow the environment as well.
- 5) Meng (2011) “Intensive research on the potential of green hotel products in penang” has explored the potential niche market in Penang and the attitudes and perceptions of consumers about the eco-friendly tourism industry. This study was based on both primary and secondary

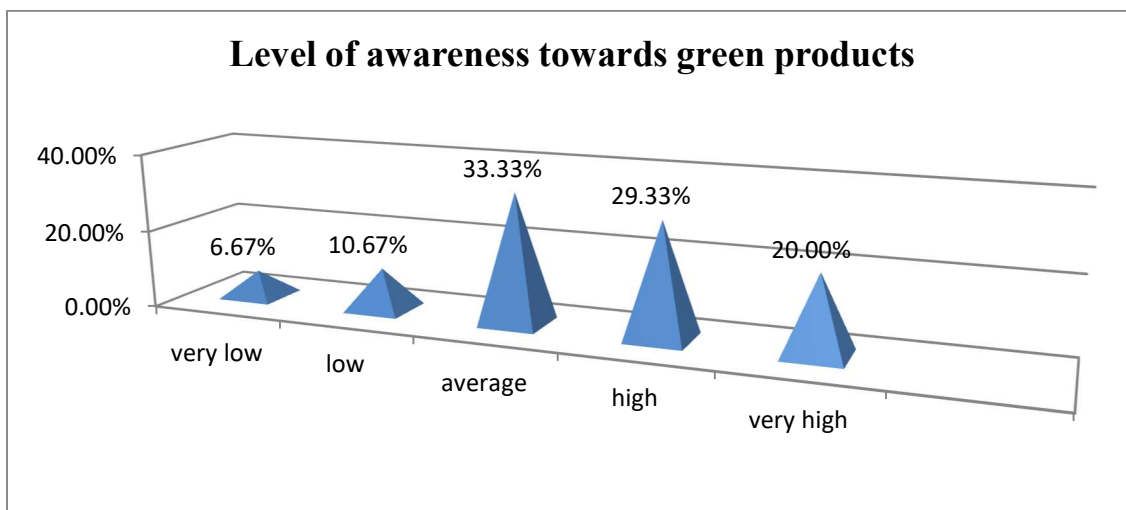
data. Research has shown that green hotel products have a potential market for home buyers. Most respondents considered themselves moderate (they would like green sometimes) green consumers and it was found that the level of green awareness has a positive relationship with the consumer education background.

6) Polonsky (2011) “Green Market Introduction Research” states that activities related to the production, use and use of resources with minimal side effects promote green marketing and produce good external products.

DATA ANALYSIS AND INTERPRETATION

Figure 1

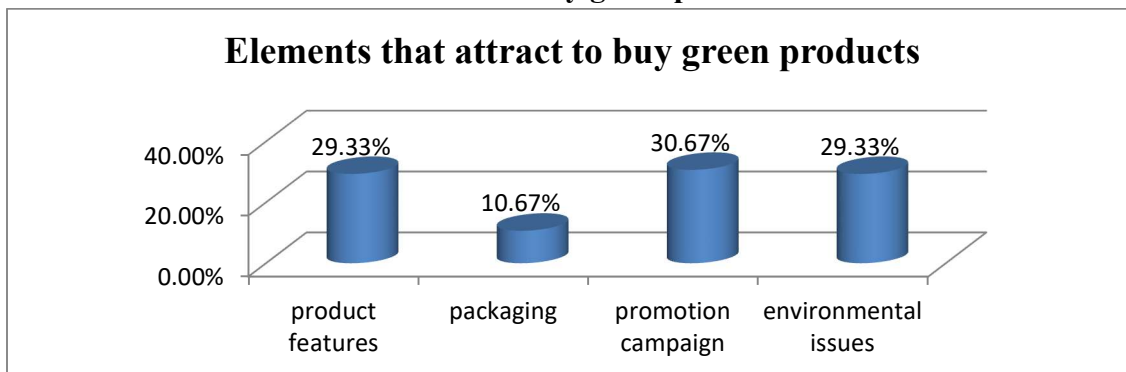
Level of awareness towards green products



From the above figure ,it can be understood that 29.33% of respondents are highly aware of the concept of green products . It is found that 6.67% of respondents are not aware of the green products,10.67% of respondents have awareness to small degree , 33.33% of respondents have awareness of average level ,20% of respondents have awareness of fully level .

Figure 2

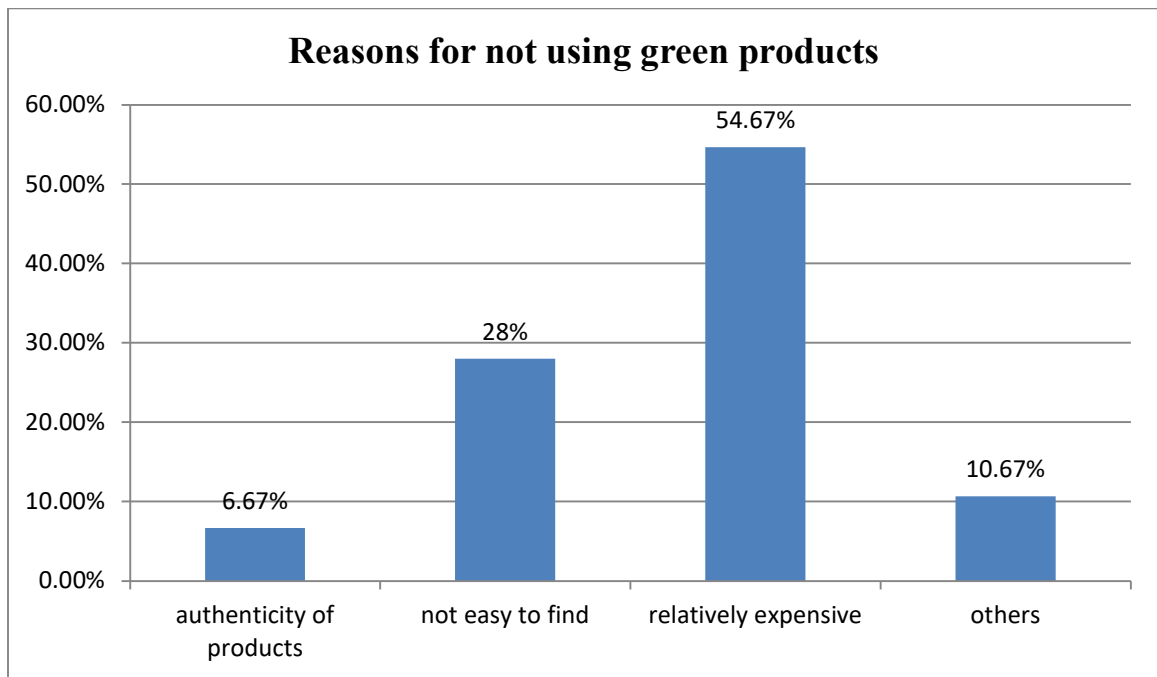
Elements that attract to buy green products



From the above figure,30.67% are attracted to the promotion campaign . 23.33% of respondents are attracted to the products features and another 29.33% of respondents give importance to environmental issues . 10.67% of respondents buy green products based on packaging .

Figure 3

Reasons for not using green products



From the above figure,54.67% of respondents think that expensive is the main reason for not buying green products . And 28% of respondents think that green products are very hard to find in the area . 6.67% of respondents are afraid of the authenticity of products .

Table 1

Source of awareness about eco friendly product

Sources	1		2		3		4		5		6		7	
	No	W	No	W	No	W	No	W	No	W	No	W	No	W
T.V	5	35	7	42	3	15	25	100	12	36	17	34	6	6
Magazine	8	56	10	60	18	90	13	52	22	66	2	4	2	2
Internet Ads	32	224	28	168	3	15	4	16	1	3	6	12	1	1
Friends& Relatives	20	140	17	102	14	70	9	36	2	6	7	14	6	6
News paper	5	35	7	42	18	90	7	28	25	75	2	4	11	11
Seminar	1	7	2	12	12	60	10	40	9	27	16	32	25	25
Super market	4	28	4	24	7	35	7	28	4	12	25	50	24	24

staff														
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sources	Total score	Mean score	Rank
T.V	268	3.57	5
Magazine	330	4.4	3
Internet	439	5.85	1
Friends &Relatives	374	4.99	2
News paper	285	3.8	4
Seminar	203	2.71	6
Super markets	201	2.68	7

From the above table it is clear that internet is the main source of information regarding eco friendly products, followed by friends & relatives,magazine,news paper, T.V, seminar and supermarkets.

Table 2

Motives of purchasing green products

Motives	1		2		3		4	
	No	weight	No	Weight	No	Weight	No	Weight
Concern for health	32	128	20	60	19	38	4	4
Concern for status	8	32	11	33	15	30	41	41
Concern for environment	13	52	15	45	22	44	25	25
To use better quality products	22	88	29	87	19	38	5	5

Motives	Total score	Mean score	Rank
Concern for health	230	3.07	1
Concern for status	136	1.81	4
Concern for environment	166	2.21	3
To use better quality products	218	2.91	2

From the above table it is clear that the main motive of buying green products is due to the concern on health.Then they give importance to quality products ,environment and status respectively.

Table 3

Point of purchase of green products

Particulars	1		2		3		4		5		6	
	No	weight	No	weight	No	Weight	No	weight	No	Weight	No	Weight
Retail malls	23	138	28	140	7	28	4	12	7	14	6	6
Local shop	32	192	14	70	4	16	6	18	10	20	9	9

Online	2	12	10	50	18	72	24	72	8	16	13	13
Teleshopping	3	18	6	30	12	48	14	42	9	18	31	31
Specialised	9	54	9	45	22	88	14	42	14	28	7	7
Factory outl	6	36	8	40	12	48	13	39	27	54	9	9

Motives	Total score	Mean score	Rank
Retail malls	338	4.51	1
Local shop	325	4.33	2
Online	235	3.13	4
Teleshopping	187	2.49	6
Specialised shop	264	3.52	3
Factory outlet	226	3.01	5

From the above table it is clear that the respondents depends more upon retail mall to get the green products ,followed by local shop,specialised shop,online,factory outlet,and teleshopping.

FINDINGS

- Out of 75 respondents only 29.33% are highly aware of the concept of green products. 6.67% of respondents are not aware of the products . 10.67% of respondents have awareness to small degree , 33.33% of respondents have awareness of average level, 20% have awareness at fully level.
- 30.67% are attracted to the promotion campaign . 23.33% of respondents are attracted to the products features and another 29.33% of respondents give importance to environmental issues . 10.67% of respondents buy green products based on packaging .
- 54.67% of respondents think that expensive is the main reason for not buying green products . And 28% of respondents think that green products are very hard to find in the area . 6.67% of respondents are afraid of the authenticity of products .
- Internet is the main source of information regarding eco friendly products.It is followed by friends & relatives,magazine,news paper, T.V, seminar and supermarkets.
- Consumers are more concern about health and this is the main motive of buying green products . Then they give importance to quality,environment and status respectively.
- This study reveals that the respondents depends more upon retail mall to get the green products ,followed by local shop,specialised shop,online,factory outlet,and teleshopping.

SUGGESTIONS

- To increase environmental marketing awareness, government should take additional initiatives such as rural awareness programs through conferences, conferences and workshops, etc.
- Businesses should focus on developing a green product that is in demand from the general public.
- Businesses should also introduce efforts in a manner that minimizes risk-related risks
- Companies should embark on a systematic and cohesive campaign to promote awareness of green marketing among customers, keeping factors such as age, region, and income among others in perspective.

- Manufacturers should develop their products and services according to the real needs of the customers because producing raw products and services is not enough to be in line with the real needs of the customers.
- Research and development costs should be increased as they will bring new and better ways of producing, communicating and delivering green products and services.
- Government must promote a green idea of products and services and ultimately move towards a more sustainable economy.
- The government should support environmental efforts, so that the retailer can access green products and services at reasonable prices.
- Organizations need to align green policies as a long-term strategy because many environmental initiatives have been costly but over time beneficial and less expensive for organizations.

CONCLUSION

There is a need for change in business ethics and attitude towards the provision of environmentally friendly products. In this study consumers expressed deep concern about the concept of green marketing and green companies. In addition, consumers are well aware of the fact that corporate productivity can be greatly improved with a green transformation. Green marketing is a tool for the next generation of environmental protection. It requires a lot of work and effort in the public sector and industry in order to properly plan and implement environmental marketing. Based on the findings and discussions, it is clear that the consumer these days knows more about green marketing. People in emerging economic sectors like India are also very concerned about the green environment and have a positive attitude towards green marketing.

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