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A STUDY ON MARKETING STRATEGIES AND CONSUMERS PERCEPTION OF SELECT GREEN PRODUCTS

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ABSTRACT

The purpose of this paper is to give an approaching on the Indian consumer dynamics on green products by assess the factors leading to consumer's perception towards green products, and its result on their purchase motive. This study has used a structured questionnaire that measures the following aspects: respondents' awareness about green products, factors influencing the formation of respondents' perception towards green products and purchase motive. The study results prove that psychological attribute and brand name surely influences the consumer perception towards green products purchase. The studies have led to a number of implications for active marketing and promotion of green brands in India. This research provides comprehensive scope for product precise studies and post purchase conduct of select green products.

KEYWORDS: T-test, Green Market, Perception, Marketing, Influence.

I.   INTRODUCTION

Green Marketing can be viewed both as a type of marketing and a marketing philosophy. As a sort of advertising it resembles mechanical or benefit showcasing, and is worried about promoting of a particular sort of item, i.e. green item (counting green merchandise, for example, eco-friendly autos or reused items and in addition green thoughts, for example, "spare oil" or "ration characteristic natural surroundings"). As a theory, green advertising runs parallel to the societal showcasing idea and embraces the view that wonderful clients isn't sufficient and advertisers should consider natural interests of the general public all in all. It is a bit of Corporate Social Responsibility (CSR).

Green displaying thought ascends out of societal promoting (Kotler, 1999).Green promoting is an endeavor to describe an item as being ecological well disposed (eco cordial). It holds the view that advertising which is a piece of business needs to fulfill clients specifically, as well as needs to consider the interests of society when all is said in done. That is, each one of the individuals who are influenced by the exercises of a business ought to be remembered when setting the targets and the approaches of an association. This has just expanded the ongoing pattern towards the "greening" of the organizations.

It is just since 1990's that the scientists have begun scholastically examining buyers and industry recognition towards green showcasing. Most of the examinations are done in made countries yet such examinations regardless, remain unmistakably missing with respect to making nations like India.

The present exploratory research inspects green advancing and its interface with buyers. It depends on the information gathered

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through a field review of shoppers to evaluate their discernment towards green showcasing.

II. LITERATURE REVIEW

Amid the most recent two decades the prospering natural development was named as the "green development"; ecologically mindful shoppers called the "green purchasers", item intended to secure the earth called the "green items" and promoting that uses the ecological cases called the "green advertising" (Peattie,1997). As shown by the makers like Ottaman, (1993) and Ken Peattie, (1993) normal promoting is out and Green Marketing is in.

Green Marketing may be a consequence of realistic approach, alluding to the progressions of inclinations of the clients and/or to pursue the standard advancement of the business. Be that as it may, there are organizations, which are extremely focused on green qualities and endeavor to understand their biological perspective in their business exercises (e.g. the Body Shop, Ben and Jerry's, Tom's of Main, Interface).

A typical green association can be depicted by using the models and experiences point by point by John Elkington, Peter Knight and Julia Hailes in their book The Green Business Guide (Elkington et al., 1992).

A green organization depends on its corporate vision that incorporates ecological worries as the organization's working. This basically implies the organization understands the requirements of the biological system with which it communicates. For instance, any organization needs "to be a decent organization, having worry for the network and nature".

According to Hawken (Ecology of Commerce, 1995) business has three issues to stand up to. These are what it takes, what it makes and what it squanders. What it takes is materials from the earth, (its biological community) through removing, mining, cutting, chasing and different means. What it makes is the results of business, merchandise and ventures that are gotten from the regular habitat through the procedure of change and change. What it squanders speaks to eco-costs emerging from refuse, contamination and demolition of normal frameworks, which are the outcomes of taking and making forms. What's more, these expenses are not disguised in a large portion of the bookkeeping frameworks up until this point.

The basic significance of modern greening, specifically, is featured by a thought of the elements that add to vast scale natural decay. Natural Impact squares with a result of populace (P), time's opulence (A), period's innovation (T) (Ehrlich and Ehrlich 1991).

$I = P \times A \times T$

P and An are socio-political marvels and are outside the ability to control of an industry or business. Be that as it may, innovation co-productive is controllable. Innovation applications reflect utilization of assets in subjective and quantitative terms, vitality utilized and the proficiency level of creation and showcasing and transfer of squanders. These are controllable innovation choices that can increment or diminish eco-costs. The objective is to lessen the utilization of unsustainable advancements and increment the utilization of clean innovations so that over the long haul T is diminished to Zero which hypothetically implies I would be Zero at any amount of P and A.

It is anticipated that the future markets would be straightforwardly connected to the advancement, exchange and execution of eco-accommodating innovations, alluded to as Environmental Technologies (ET). A wide range of ET is accessible at this point. Likewise, innovation has made accessible substitutes, which are less asset serious, for instance, Copper has been substituted by fiber optic links in media transmission industry, in this manner diminishing the interest for copper too affect on condition related with copper mining.

III. OBJCETIVES OF THE STUDY

❖ To study on marketing strategies and consumers perception of select green products

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❖ To investigate the marketing strategies and consumers perception of select green products
❖ To analyze the future preference for green products

IV. RESEARCH METHODOLOGY

The study used exploratory research design. An organized survey technique is utilized, and a five point Scale (Likert) is utilized for estimating purchaser observation towards green showcasing and green brands. Cronbach Alpha Index is utilized for examination the legitimateness and dependability of speculation. T test used analyze the study.

V. ANALYSIS AND INFERENCE

Table 1 (a): Respondents Profile

Distinctiveness (Sex)	figures	% (N= 320)
Male	202	63
Female	118	38

Age

15 – 20 Yrs	39	12
21 – 25 Yrs	144	45
26 – 35 Yrs	84	26
Above 35	55	17

Education Qualification	Numbers	% (n = 320)
Higher Education(+2)	15	4
Graduate Degree	132	41
Post Graduate Degree	161	50
Professionals courses	14	4

Monthly income family (Rs.)	Numbers	Percentage (n = 320)
No income (Std. & H. Wife)	144	45
1001 – 10000	34	10
10001 – 20000	62	19
20001 – 35000	53	16
Above 35000	27	8

Status of Marital	Numbers	Percentage (n = 320)
Married	123	39
Single	197	61

Locality	Numbers	Percentage (N= 320)
Cities	211	66
Town Area	23	7
Metro City	86	27

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The Green consumer details collected from 320 consumers has been segregate on the basis of demographic factors such as Sex, age class, education qualification and annual income. with reverence to hypothesis 1,2,3 and 4 , mean scores were found for these hypothesis and tabulate with respect to the demographic factor as in table 1 (b) shown below:

Table 1 (b): Demographic Factor of Respondents with reverence to hypotheses means scores

SEX (MEAN VALUES)

	MALE (202)	FEMALE (118)	TOTAL AVG
H1	3.86	4.02	3.92
H2	4.2	4.34	4.25
H3	4.16	4.2	4.18
H4	4.02	4.13	4.02

AGE (MEAN VALUES)

	16 - 20 (39)	21-25 (143)	26-35 (84)	35 above (55)
H1	3.96	3.69	4.07	4.25
H2	4.42	4.08	4.32	4.46
H3	4.09	4.12	4.23	4.3
H4	4.24	3.95	4.12	4.13

EDUCATION QUALIFICATIONS (MEAN VALUES)

	Higher Education (+2) (15)	Graduate Degree (131)	Post Graduate Degree (161)	Professionals Courses (14)
H1	4.16	3.94	3.85	4.2
H2	4.33	4.33	4.18	4.24
H3	4.32	4.17	4.15	4.32
H4	4.08	4.07	4.05	4.04

ANNUAL FAMILY INCOME (MEAN VALUES)

	Nil income (144)	> 10000 (34)	10001-20000 (62)	20001-35000(53)	Above 35000 (27)
H1	3.81	3.9	4.09	3.96	4.06
H2	4.19	4.21	4.39	4.2	4.42
H3	4.09	4.11	4.29	4.27	4.29
H4	4.03	4.04	4.08	4.12	4.08

1. H Denotes Hypothesis
2. Numbers in digression denotes the sample size.

T-Test Applied to Hypothesis
H1
Proposition: Presently multi day's customer inclination has moved from Non Green items to green items.
From customer reaction information, Average (mean) scores be being used and assembled into two gatherings. One with Average (mean) score of <= 3.5 and other >= 3.5 for T Test

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Group Statistics

	Green v Non Green	Number	Mean	Std. Deviation	Standard Error Mean
H1	Non-Green (NG)	75	2.88	0.54	0.062
	Green (G)	246	4.24	0.44	0.03

Inference:
        The above table show that out of 32 consumers, 246 respondents mean score is 24 on a scale of five (likert scale), which signifies that 77% of the consumer boast the Perception for green products.

Conclusion: From the consumer response data 77% of the respondents have prearranged 4.3 mean score out of 5 which obviously indicate that consumer preference and perception moved from Non-green products to green products.

Hypothesis 2
Proposition: Consumer consciousness for environment safeguard is more.
        From shopper reaction information, Average (mean) scores were being used and assembled into two gatherings. One with mean score of <= 3.5 and other >= 3.5 for T Test

Group Statistics

consciousness for Environment	N	Mean	Std. Deviation	Standard Error Mean
Low consciousness (LC)	32	3.03	0.47	0.08
High consciousness (HC)	289	4.39	0.45	0.03

        The above table show that out of 320 consumers; 289 respondents mean score is 4.4 on a size of five (likert scale), which clearly implies that 90% of the shoppers awareness for condition defend is more.

Hypothesis 3
Proposition: In expectations of future more consumers will desire green products.
From consumer response data, Average (mean) scores were taken and grouped into two groups. One with mean score of <= 3.5 and other >= 3.5 t-test.

FUTURE inclination	N	Mean	Std. Deviation	Standard Error Mean
Desire Non Green (NG)	30	3.23	0.30	0.055
Desire Green (PG)	291	4.28	0.38	0.022

        The above table demonstrate that out of 321 shoppers reaction, 291 respondents mean score is 4.27 on a size of five (likert scale); which clearly show that even buyers feel that desire in future more buyers want green items.

Conclusion: Expectation in future more consumers will desire green products since 90% of the respondents give a affirmative response with a Average (mean) score of 4.3 out of 5.

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VI.   CONCLUSION

The study has implication for marketers as well as consumers and makes a good case for start of an epoch of green marketing in India. The study since paying attention on a limited geographical area has limited similarity but provides good insight concerning perception of consumers towards green products. The Future research can center of attention on psychographic segmentation of consumers in terms of assess their green values and preferences. The study can be simulated at a larger scale to get more insight into the perception of consumers and be aware of more about the green trend.

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