



IMPACT OF GREEN MARKETING ON CONSUMER BEHAVIOUR

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ABSTRACT

Green showcasing items that are dare to be earth safe. It consolidates a wide scope of exercises, including item adjustment, changes to the generation procedure, practical bundling, and in addition altering promoting. Other comparable terms utilized are natural promoting and biological showcasing. Green, natural and eco-advertising are a piece of the new promoting methodologies which don't simply refocus, change or improve existing showcasing considering and practice, yet try to test those methodologies and give a generously alternate point of view. The idea of Green Marketing was at first begun as an idea of biological promoting in the principal workshop composed by the American Marketing Association (AMA) centered towards the earth in 1975. Planet earth is confronting a noteworthy test of an Earth-wide temperature boost.

KEYWORDS: Green showcasing , American Marketing Association (AMA) , idea of Green Marketing.

INTRODUCTION

Green advertising joins an expansive scope of exercises beginning from adjustment of item and bundling. In basic terms, it alludes to the way toward offering items and administrations dependent on ecological advantages.

STATEMENT OF THE PROBLEM

The green development has been growing quickly on the planet. About this, buyers are assuming liability and doing the correct things. Customer mindfulness and inspiration keep on driving change in the commercial center strikingly through the presentation of more eco-accommodating items. Contrasted with customers in the created nations, the Indian buyer has substantially less consciousness of an Earth-wide temperature boost issues. Activities from industry and the legislature are still ice blue. Effective promoting has dependably been tied in with perceiving patterns and situating items, administrations and brand in a way that bolsters purchaser aims. Today, "Green" promoting has moved from a pattern to a method for working together. Green is gradually and consistently turning into the representative shade of eco-cognizance in India. The developing shopper mindfulness about the starting point of items and the worry over looming worldwide natural emergency are expanding chances to advertisers to persuade buyers.

OBJECTIVES OF THE STUDY

- To know the concept of green marketing.
- To analyze the attitude and behavior of consumers towards usage of green products.

STATEMENT OF THE PROBLEM

The study is conducted to know the green marketing concept adopted by the consumers. At present society has become more concerned with natural environment, people are now more conscious about eco

friendly products or green products and about their own safety & welfare, which lead to the emergence of organic product consuming practices and it, developed the concept of green marketing. This study mainly concentrates on the examination of consumer behavior towards the use of green products. This study has been undertaken from the viewpoint of influence of green products towards consumers. This study finds out the important factors, which influence the effective use of green products. The present study also identifies various problems faced by the consumer in the study area and offers suitable suggestions.

REVIEW OF LITERATURE

Deepika K N(2008), in her research study -An Empirical Study on Consumer Buying Behavior Towards the Green Marketing published in An Empirical Study on -Consumer Buying Behavior Towards the Green Marketing has narrated that To assess the concept of green marketing in Soaps and Detergents Sector. Study the challenges and prospects companies are facing in green marketing advertising. The green marketing strategies adopted by the various companies along with the success factors. Assess the impact of Green Marketing on the building the Brand and concluded that Green marketing or green products are protecting the environment as well as educating the society to how to protect the environment. -SWACHH BHARATH also made a significant impact in the mindset of the people. Green products and marketing companies are educating the people about the environment.

Syeda Shazia Bukhari (2011), in her Research study -Green Marketing and its Impact on Consumer Behaviors -Published in European Journal of Business and Management, has analyzed green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. If you think customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. And concluded that you must find an opportunity to enhance you product's performance and strengthen your customer's loyalty and command a higher price. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential.

Satish C. Sharma and Harshila Bagoria, (2012) in their Research study -Green Marketing: A Gimmick or The Real Deal? Published in International Journal of Research in Finance & Marketing, has analyzed although the government and many private companies have been making an effort to bring about a green mindset among the people and promote green products, a lot still need to be done to make green products truly viable and workable in India. The green marketers in India should carry out heavy promotional campaigns, because a majority of the Indian consumers are not sure about the quality of the green products. They are indecisive whether to pay premium for purchasing green products. They are highly suspicious regarding the real greenness of the eco-friendly products and tend to search for more information before buying and concluded that While consumer awareness can be increased by the government in association with NGOs, it would be more important to develop appropriate and affordable technologies so that green products achieve wider acceptance on a significant scale, so as to make a perceptible impact on protecting the environment. So, Green marketing is not a gimmick, it is a real deal. It can help companies stimulating their sales and profit provided it is utilizing in a proper sense considering legal regulations. Green marketing is gaining importance and the demand for eco friendly products is increasing due to increased awareness regarding environment conservation.

Supreet Kaur (2012), in his research study -Impact of Green Marketing on Consumer Buying Behavior Published in Abhinav National Monthly Refereed Journal has analyzed The main objective of the current study is to understand the concept of green marketing and to identify the relationship between various consumer attitudes and green marketing. Its main purpose is to trigger minds of marketers so that they can evolve new products that are environment friendly. Various cases have also been presented to show the steps taken by big firms to save planet and concluded that Green Marketing is a tool for protecting the environment though it is not easy to adopt it in short run but in the long run it will have a positive impact on the firm. Green marketing is in its initial stage, a lot of effort is required to gain its full acceptance. It

protects our planet from looming global warming crisis, ozone depletion, and deforestation. Green Products as the name suggests are eco friendly products and positively influence the purchasing behavior of consumer

Aysel Boztepe (2012), in her research study -Green Marketing and Its Impact on Consumer Buying Behavior published in European Journal of Economic and Political Studies has narrated First of all, environment and environmental problems and concluded that as shown also in the results, for today's consumer, price difference in environment-friendly products has disappeared to be a negative factor now and promotion has become important for consumers. And environmental-friendly product shall exhibit gradual increase. Marketing managers should pay also attention to demographic features in separation of consumers in the target mass to the segments. It is required that consumers have environmental awareness in the name of protecting the environment by non-governmental organization, governments, companies and individuals. Moreover, companies should especially pay attention to promotion activities and should increase their activities in this direction and should develop their contents. Promotion, price and product features should be directed as of demographic properties.

TOOLS USED FOR THE ANALYSIS

The data collected from the respondents were converted into readable for processing. Classification and arrangement. There was tabulated and analyzed using Statistical methods like,

1. Percentage Analysis
2. Chi-square test

TABLE: 4.1
AGE OF THE RESPONDENTS

The researcher had categorized the respondents based on the age. Age is one of the important factors which help the researcher to assess the aim of the consumer behavior of green marketing.

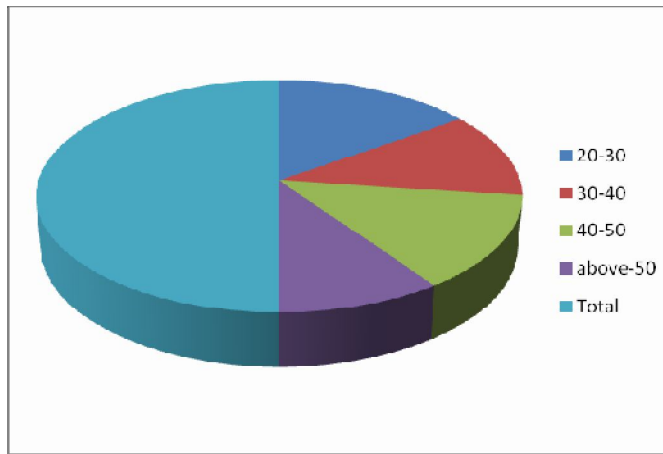
Particulars	Frequency	Percentage	Cumulative percentage
20-30	45	30	30
30-40	36	24	54
40-50	40	26.7	80.7
Above 50	29	19.3	100
Total	150	100	

Source: Primary data

Interpretation

The above table indicates that out of 150 respondents 30% of the respondents fall under the category of 20-30, 19.3 under the category of above 50. Thus a majority of the respondents fall in the 20-30.

**CHART: 4.1
AGE OF THE RESPONDENTS**



Interpretation

Here by majority of the respondents i.e., 30% belong to the age of 45. Followed by 19.3% of the respondents belong to the age of 29.

**TABLE: 4.2
GENDER OF THE RESPONDENTS**

The researcher had categorized the respondents based on the gender. Gender is one of the important factor which helps researcher to assess the aim of the Consumer behaviour of the green marketing.

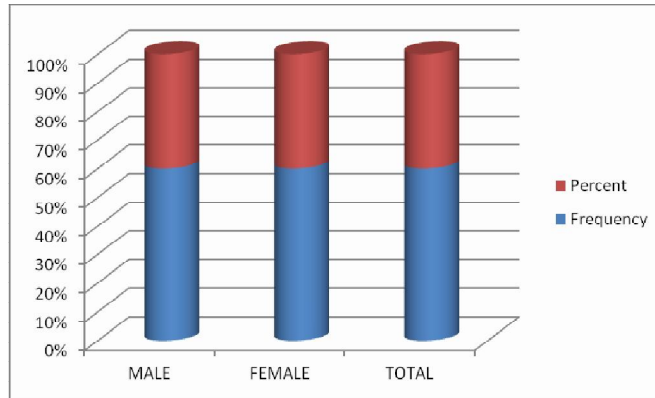
Particulars	Frequency	Percentage	Cumulative percentage
Male	76	50.7	50.7
Female	74	49.3	100
Total	150	100	

Source: Primary data

Interpretation

The above table indicates that out of 150 respondents 50.7% of the respondents fall under the category of male, 49.3% respondents is feminine gender. Thus a majority of the respondents fall in to masculine gender.

CHART: 4.2
GENDER WISE DISTRIBUTION OF THE RESPONDENTS



Interpretation

Here by majority of the respondents i.e., 50.7% belong to masculine gender 76. Followed by 49.3% of the respondents belong to feminine gender age of 74 least.

TABLE: 4.3
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

The researcher had categorized the respondents based on their educational qualification. Educational qualification is one of the factor which helps researcher to assess the aim of the consumer satisfaction of green marketing

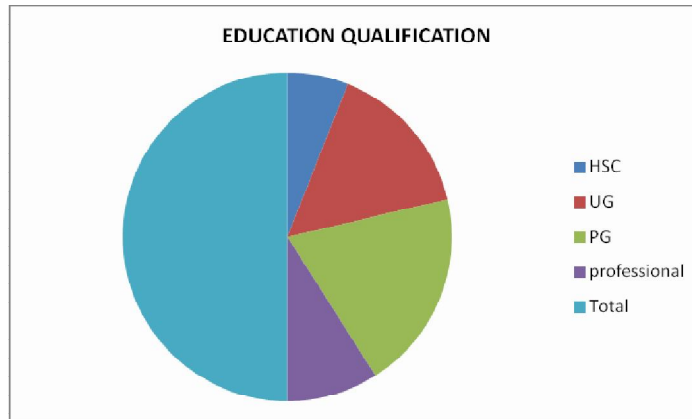
Particulars	Frequency	Percent	Cumulative Percent
HSC	18	12	12
UG	46	30.7	42
PG	59	39.3	82
Professional	27	18	100
Total	150	100	

Source: Primary data

Interpretation

The above table indicates that out of 150 respondents 39.3% of the respondents fall under the category of PG level, 12% under the category of HSC Level. Thus a majority of the respondents are at PG level.

CHART: 4.3
EDUCATION QUALIFICATION OF THE RESPONDENTS



Interpretation

Here by majority of the respondents out of 150 respondents **i.e.,39.3% have** the education qualification of 59.Followed by 12% of the respondents are belongs to the age **group** of 18 are least.

TABLE: 4.4
OCCUPATION OF THE RESPONDENTS

The researcher had categorized the respondents based on their Occupations. Occupation is one of the important factors which helps researcher to assess the aim of the consumer behaviour of green marketing

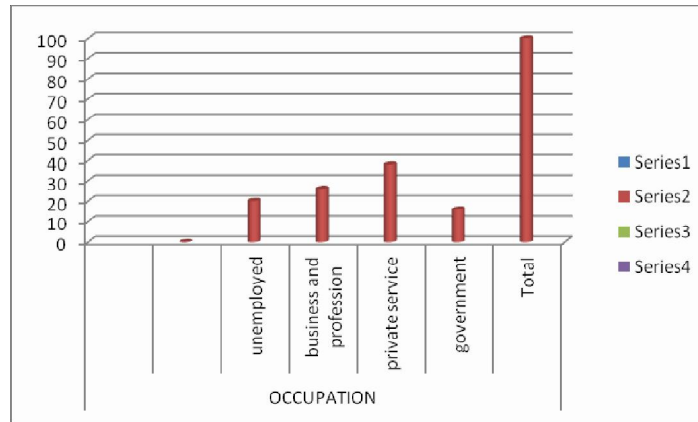
Particulars	Frequency	Percentage	Cumulative percent
Un employed	30	20	20
Business/Profession	39	26	46
Private service	57	38	84
Government	24	16	100
Total	150	100	

Source: Primary data

Interpretation

The above table indicates that out of 150 respondents 38% of the respondents are under the category of private service sector and.16 percentages of the respondents are under the category of Government service sector. Thus, a majority of the respondents are fall in the private service sector.

CHART: 4.4
OCCUPATION WISE DISTRIBUTION OF THE RESPONDENTS



Source: Primary data

Interpretation

Here by majority of the respondents i.e., 38% belong to the private service sector. Followed by 16% of the respondents are belong to the age group of 24.

TABLE: 4.5
RELATION OF MONTHLY INCOME AND PRIMARY PURPOSE OF USING THE GREEN PRODUCTS

The test is conducted to know whether the monthly income of respondents and primary purpose of using the green products. In order to analyze the relationship monthly income between and primary purpose of using the green products.

H0: There is no significant relationship between and primary purpose of using the green products.

H1: There is significant relationship between monthly income and primary purpose of using the green products.

TABLE: 4.5
RELATION BETWEEN MONTHLY INCOME PRIMARY PURPOSES OF USING THE GREEN PRODUCTS

Monthly income	Primary purpose of using the green products				Total
	Enhance a quality of life	Environmental protection responsibility	Potential increase of product value	Getting high level satisfaction	
5001-10000	10	9	7	6	32
	6.0	9.8	6.6	9.6	32.0
10001-15000	3	24	9	15	51
	9.5	15.6	10.5	15.3	51.0
15001-20000	9	13	12	12	46
	8.6	14.1	9.5	13.8	46.0
Above 20000	6	0	3	12	21
	3.9	6.4	4.3	6.3	21.0
Total	28	46	31	45	150
	28.0	46.0	31.0	45.0	150.0

A chi square test was used and the result of the test is shown in the following table

TABLE: 4.19
Chi-Square Test

Factor	culated value	Table value	Df	Sig	Hypothesis Accepted/Rejected
Pearson Chi- Squire	27.429	.001	9	5% level	Rejected

Source: Primary data

Interpretation

From the Chi-square test, it is understood that the calculated value is (27.429) and its level of significance is .001 at a degree of freedom of 9. Therefore, the calculated value is greater than the table value (.001), the significant value by which the null hypothesis has been rejected at a 5% level of significance. There is no significant association between the monthly income of the respondents and the primary purpose of using green products.

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