

A Study On Consumer Behaviour Towards Green Marketing in Trivandrum City

Anjana M J¹, Dr S. David²

¹Reg No. 21113221012003, Research Scholar, Department of Commerce, St. Johns College of Arts and Science, Ammandivilai, Kanniyakumari - 629204 (Affiliated to Manonmaniam Sudaranar University, Abishekapatti, Tirunelveli – 627 012, Tamil Nadu, India)

²Head & Assistant Professor, Research Supervisor, Department of Commerce, St. Johns College of Arts and Science, Ammandivilai, Kanniyakumari - 629204 (Affiliated to Manonmaniam Sudaranar University, Abishekapatti, Tirunelveli – 627 012, Tamil Nadu, India)

ABSTRACT

In today's environmentally conscious world the word "Green" has become a buzz word. Environmental issue is a main concern nowadays as almost every country's government and society has started to be more aware about these issues. This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment. This paper will be discussing the customer's awareness and knowledge towards green marketing and green products. The customers' attitude towards buying green products also studied. For the purpose of study convenient sampling survey will be carrying out among 100 respondents in Trivandrum city with the help of questionnaire.

Keywords: green marketing, green products, customers, environment

1. INTRODUCTION

The terms global warming, carbon credits, ozone depletion, environmental hazards, environment impact assessment have all become common and shows an indication of environmentally conscious society. Society becomes more concerned about natural environment when ill effects have leads to degradation of nature. As a result business houses have begun to modify their behaviour as an attempt to address these kind of concerns of the society. Conventional marketing involves selling products and services that satisfy consumer needs at affordable prices but green marketing has the additional challenge of defining 'what is green' and developing and selling products that the consumer will like. Green marketing also known as environmental marketing

involves a range of activities including product modification changes in production process, changes and modifications in packaging as well as modifying advertising.

It is imperative that when we talk and think about green products; to be really 'green' they should claim that they are 'less environmentally harmful' rather than environmentally friendly. Environmentally friendly products balance environmental compatibility with performance, affordability and convenience. They are typically durable, recyclable, non-toxic and should be made out of materials which are either decomposable or recyclable. We all know that the resources on this earth are limited and human wants are unlimited. Therefore it is important for the marketers to utilize resources efficiently without waste as well as to achieve the objectives of the organisation. There is a growing interest among the consumers

all over the world regarding protection of environment. Worldwide evidence indicates that people are concerned about the environment and are accordingly modifying their behaviour. Green marketing has emerged as a result of this and it speaks of a growing market for sustainable and socially responsible products and services.

2. OBJECTIVES

1. To study the awareness of consumers towards green marketing.
2. To find out awareness and knowledge towards green products.
3. To study the customers attitude towards buying green products
4. To analyse relationship between education and income with awareness of green products.

3. REVIEW OF LITERATURE

1. According to (Rahbar & Wahid, 2011) the objective of green advertisements is to influence consumers' purchase behavior by encouraging them to buy products that do not pollute the environment and to direct their interest to the positive consequences of their purchasebehavior, for themselves as well as the environment.
2. According to (Polonsky, 2011) green marketing is defined as the effort by a company to design, promote, price, and distribute products in a manner that helps environmental protection. According to him, all marketing activities should have a minimal detrimental impact on the natural environment.
3. According to (Chitra, 2007) the green marketing mix consists of product, price, place promotion, process, people, and physical distribution. The product created is to provide healthy consumption, the place is the availability of the products and its awareness, price is the value of the product or service produced, promotion refers to an eco-friendly approach in the utilization resources and awareness of pollution, the physical distribution could be involved in the storage and other logistics should temper or harm to the environment Finally, people are the employees and customers should have the eco friendless or eco mindset in the production and consumption to achieve green marketing objectives. They are very important elements of marketing to safeguard or preserve the environment due to the process of the eco-products and final consumption.

4. RESEARCH METHODOLOGY

The study was carried out to get knowledge of the customers awareness towards green marketing and green products. The data was collected using primary data and secondary data. Primary Data is collected through a well-structured questionnaire from 100 respondents of Trivandrum city using convenient sampling method. Data is presented in tables Secondary data was collected from published articles such as journals, books, internet websites.

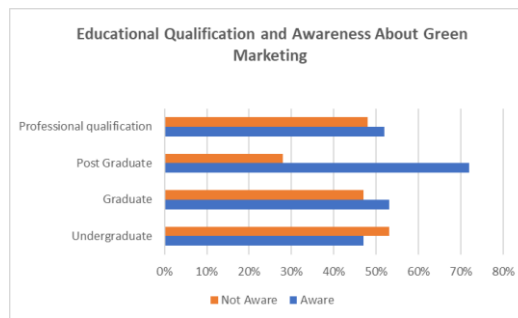
5. LIMITATIONS OF THE STUDY

1. The study is confined to 100 respondents
2. Data is collected from limited geographical area
3. The customers attitude may change in future

6. ANALYSIS AND INTERPRETATION

Cross tabulation of the variable of green marketing was done with the variables- educational qualifications, occupation and income. Similarly cross tabulation was also done for willingness to buy expensive eco-friendly products, and preference for eco-friendly. The results and interpretation is as follows:

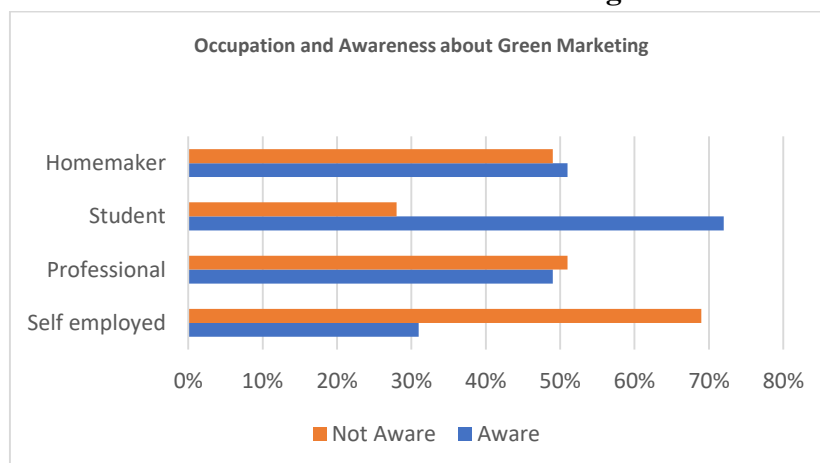
Table No. 1 Educational Qualification and Awareness About Green Marketing



Source: Primary data

It is clear from the above table that more consumers are aware about green marketing. This trend is visible across all categories of educational level. From the different categories of educational category, postgraduates and professional qualification show an awareness level. While among the under graduates and graduates the awareness is 48% and 53%.

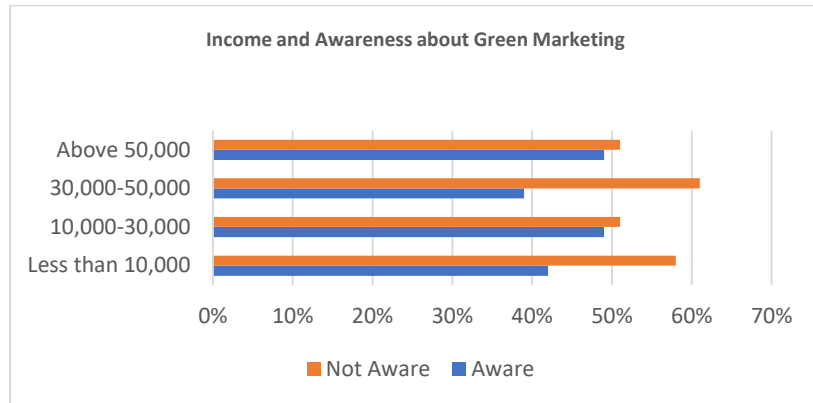
Table No. 2 Occupation and Awareness about Green Marketing



Source: Primary data

It is evident from the above table that respondents belonging to Student category show highest awareness i.e., 71% regarding awareness about green marketing. Similarly among service category the awareness levels are exceptionally high – 60%.

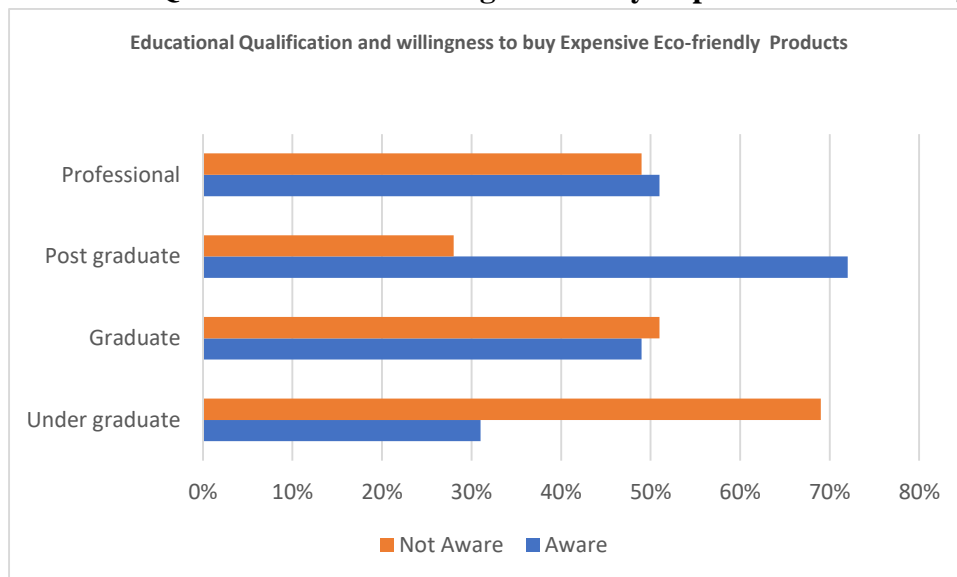
Table No. 3 Income and Awareness about Green Marketing



Source: Primary data

It is evident that in various income categories the trend shows overall awareness of green products across the class barriers. Highest levels of awareness are 58% in the category Less than 30,000 – 50,000.

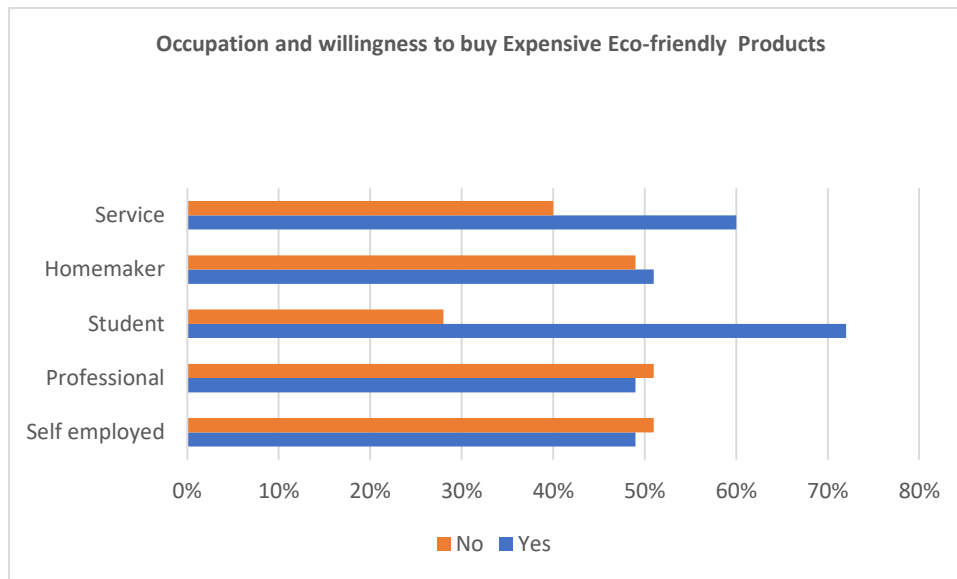
Table No. 4 Educational Qualification and willingness to buy Expensive Eco-friendly Products



Source: Primary data

Of the total respondents 53 % are willing to buy expensive eco friendly products. However in the category of Professional 81% are willing to buy such products. So the assumption that consumers who are highly educated and have money to spend might is not necessarily aware of or willing to buy expensive eco friendly products.

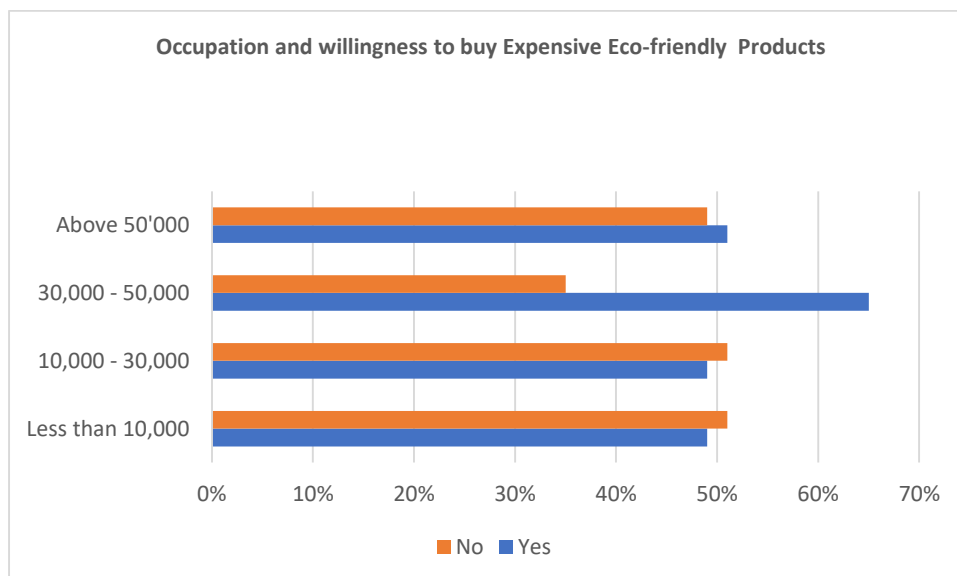
Table No. 5 Occupation and willingness to buy Expensive Eco-friendly Products



Source: Primary data

People across all occupation categories are willing to buy expensive eco-friendly products. However the percentage of willingness to buy these products varies from 31.25% for the students, 45.45% for professionals, 59.70% for service and 66.67% for the self employed. Overall willingness to buy expensive eco-friendly products is only 45%.

Table No. 6 Income and Willingness to Buy Expensive Eco-friendly Products



Source: Primary data

The above table shows the trend with respect to overall willingness to buy expensive eco friendly products. On an average 53% of the respondents expressed their willingness to buy expensive eco-friendly products. 65% of people having an income between 30,000 – 50,000 show willingness to buy expensive eco-friendly products.

Table No. 7 Awareness of Eco-Friendly Products and Preference For Eco-Friendly Products.

AWARENESS OF ECO FRIENDLY PRODUCTS	PREFERENCE FOR ECO-FRIENDLY PRODUCTS						TOTAL
	NO RESPO NSE		NO		YES		
	No	%	No	%	No	%	
YES	2	2.70	5	6.76	67	90.54	74
NO	0	0	6	25	18	75	24
TOTAL	2		11		87		87

Source: Primary data

Here we find that out of the 74 respondents who are aware of eco-friendly products 67 i.e., 90 % show preference for eco friendly products. And out of the 24 respondents who are not aware of these products 18 of them are still willing to buy eco-friendly products. On an average 87 % of the respondents shows willingness to buy eco friendly products.

Table No. 8 Awareness of Eco-Friendly Products and Willingness to Buy Expensive Eco friendly Products.

AWARENESS OF ECO FRIENDLY PRODUCTS	WILLINGNESS TO BUY EXPENSIVE ECO FRIENDLY PRODUCTS						TOTAL
	NO RESPONSE		NO		YES		
	No	%	No	%	No	%	
YES	2	2.71	43	58.11	29	39.18	74
NO	0	0	10	41.66	14	58.34	24

TOTAL	2	53	45	100
-------	---	----	----	-----

Source: Primary data

The above table shows the willingness of people to buy products that are expensive in as a result of being eco-friendly. Though people are aware of eco-friendly products the willingness to buy expensive products is low i.e., 39.18%. even among the category where awareness about eco friendly products is negative the willingness to buy expensive eco-friendly products is only 58.34%.

7. FINDINGS

1. Overall 60% of the people are aware of the concept of 'Green Marketing'.
2. No significant relationship is visible between income, educational qualification and occupation with respect to awareness about Green marketing.
3. It seems that people who belong to the service category are more aware and willing to buy eco-friendly products.
4. Consumers who are aware of eco-friendly products and have preference foreco friendly products are not willing to buy expensive eco-friendly products.

8. SUGGESTIONS

1. Proper promotion on green marketing has to be made with all the levels of age, qualification and monthly income group.
2. Manufacturers or service providers of green product should distribute their green products to the customers locality.
3. Other varieties of green products producers or service providers should make sincere effort to attract the customers.
4. Special offers to be offered by the green products producers or service providers to attract all the customers.
5. Proper steps to be taken such as by producing genuine products with expected performance and required features by the business concerns to satisfy all the requirement of the green product customers

9. CONCLUSION

Major environmental problems and depletion of natural resources forced human civilization to focus on environmentally responsible consumption. More and more organizations are producing environmental friendly products today and consumers are also showing increased willingness to purchase such products (Joshi, Y., &Rahman, Z, 2015) thus green marketing awareness on consumers, and Consumers are increasingly realizing the importance of protecting the environment through product choice while companies are increasingly considering the impact of their activities to the environment.

REFERENCES

1. Green marketing: A new marketing strategy for environmentally compatible products.
2. Jeevan, P. (2017, May 02). An Analysis of Green Products - Exploring a New Innovation Paradigm.
3. Joshi, Y., &Rahman, Z. (2015, November 28). Factors Affecting Green Purchase Behaviour and



Future Research Directions

4. <https://en.wikipedia.org>

5. <http://e-articles.info/e/a/title/Green-Marketing/>