



A Study on Consumers` Buying Behavior In Relation To Green Products

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Abstract

Environmental issue is a sizzling topic nowadays as almost every country`s government and society has started to be more aware about these issues. This paper will be discussing the green marketing and its sustainability as well as the tools and marketing mix of green marketing. Other than that, the green consumer and branding will be discussed in further in this paper as this will attract more consumers. Lastly, firm will be benefited once green marketing strategy is applied. Customer`s attitudes are changing towards the environment to encourage innovation for conservation and the benefits from this source of innovation are certain to outlive our current generation. It reports the results of a consumer product survey using a questionnaire based on the Dunlap and Van Lire Human Exemptionalism Paradigm, (HEP),- New Ecological Paradigm, (NEP), environmental survey and the Roper Starch Worldwide environmental behavior survey. The paper suggests that the Indian market for greener products could be exploited more within consumer groups that have pro environmental values.

Keywords:

Marketing, green marketing, environment, consumer product, Worldwide environmental, green marketing strategy, environmental survey Human Exemptionalism Paradigm, (HEP),- New Ecological Paradigm, (NEP).

Introduction

Green Marketing has its roots in workshop held by ‘The American Marketing Association’ (AMA) on ‘Ecological Marketing’ in 1975 which was seen as an attempt to study the detrimental impact on the natural environment. In 1994, Polanski defined green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of those needs and wants occurs, with minimal detrimental impact on the natural environment. In addition information should be disseminated enabling consumers to



study the relative importance of environmental attributes of green products over other product's properties. Product attributes should be related with satisfaction of consumer needs.

The businesses and consumers have started to challenge eco-friendly products as they become more concerned on the environment, health and wealth in order to protect the earth's resources and the environment. They are more concern on environmental issues and hence will consider purchasing products that are more environmentally friendly, even if these products environmentally friendly, even if these products friendly, even if these products environmentally friendly, even if these products are charged in higher prices. Consumer awareness and motivation continue to drive change in the marketplace, notably through the introduction of more eco-friendly products. Today, "Green" marketing has moved from a trend to a way of doing business and businesses that sell should recognise (a) the value of going green and (b) incorporating this message into their marketing program and communicating the green concept to their consumers.

What is green marketing

These product /services whose manufacturing purchase and use allows economic development while still conserving for future generations. such a product or service do not pollute the earth or whorl natural resources. Such a product /services are bio-degradable can be recycled and are eco-friendly.

Green Marketing Concept –Objectives & Benefits

- To influence of marketing efforts put by marketers with reference to Consumers .
- To Create consumer desire, greater than the market can supply.
- To Determine a definitive method that allows consumers to differentiate between the `green` and `non-green` produce.

Research Objectives

- Consumer awareness on the availability of environmentally friendly products.
- Consumer beliefs and attitudes on green products

Green marketing mix

A. Green product

The products have to be developed depending on the needs of the customers who



prefer environment friendly products. Products can be made from recycled materials or from used goods. Efficient products not only save water, energy and money, but also reduce harmful effects on the environment. Green chemistry forms the growing focus of product development. The marketer's role in product management includes providing product designers with market-driven trends and customer requests for green product attributes such as energy saving, organic, green chemicals, local sourcing, etc., For example, Nike is the first among the shoe companies to market itself as green.

B. Green price

Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and ensures efficient productivity. Value can be added to it by changing its appearance, functionality and through customization, etc. Wal-Mart unveiled its first recyclable cloth shopping bag. IKEA started charging consumers when they opted for plastic bags and encouraged people to shop using its "Big Blue Bag".

C. Green place

Green place is about managing logistics to cut down on transportation emissions, thereby in effect aiming at reducing the carbon footprint. For example, instead of marketing an imported mango juice in India it can be licensed for local production. This avoids shipping of the product from far away, thus reducing shipping cost and more importantly, the consequent carbon emission by the ships and other modes of transport.

D. Green promotion

Green promotion involves configuring the tools of promotion, such as advertising, marketing materials, signage, white papers, web sites, videos and presentations by keeping people, planet and profits in mind. British petroleum (BP) displays gas station which its sunflower motif and boasts of putting money into solar power. Green marketer can attract customers on the basis of performance, money savings, health and convenience, or just plain environmental friendliness, so as to target a wide range of green consumers. Consumer awareness can be created by spreading the message among consumers about the benefits of environmental-friendly products.

.Research Methodology



✓ *Statistical Methods*

✓ *Sampling Design*

Statistical Methods

The statistical methods used in the analysis were: Means, Coefficient of Variation - to analyze the Average level of perception of the Respondents means and standard deviations; Student's t-test - is used to explain equality of average level of perceptions; Factor analysis is used to reduce the number of variables into a few in numbers without losing the inherent qualitative information.

Sampling Design

A convenient sampling design was followed and intercept method was used for data collection. One hundred and twenty women consumers (Ottoman, 1998 reports that the consumers most receptive to environmentally-oriented marketing appeals are women; as mothers, they would be motivated to secure their children's futures.

Scope of green marketing

- ❖ Green marketing helps the company to reduce their production cost.
- ❖ Design environmental product to perfume as well as (or) better than alternatives
- ❖ Broaden mainstream appeal by bundling consumer desired value into environmental product.

Limitation of green marketing

- ❖ Green products require renewable and recyclable material ,which is costly.
- ❖ Majority of the consumers are not willing to pay a premium for green product.
- ❖ The new organic fertilizer pesticides' and chemicals are reining use.

Conclusion

The marketing is a very wider term and a vast concept to understand. green marketing is a part of the marketing which is very important from the social ,economical and ethical point of



view as it has motive of spreading awareness among people about environmental issues .this is helping to maintain the environment clean and green by producing eco-friendly products. As environmental issues continue to affect human activities, society is now regards them with much concern. Most firms have started using sustainable development framework which is known as green marketing and most of the organizations have acknowledged green products which are environmentally friendly.

The current low levels of consumer awareness about global warming, India's brands need to help raise consumer consciousness. Indian manufacturers have yet to find a market for green products, even as consumers have a low awareness of them because of the insufficient efforts made by the marketers.

Overall, it is clear that the Indian market for greener products is under-exploitation by marketers within consumer groups with pro-environmental values. This finding suggests the there is greater use of marketing brands to sell green products that are genuinely environmentally friendly.

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