A study on customers purchase decesion making green marketing products in tamil nadu with special reference to coimbatore city

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ABSTRACT: First of all, environment and environmental problems, one of the reason why the green marketing emerged. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe, To analyse the factors influencing the green marketing products in Coimbatore city.Objectives of the study, To analyse the factors influencing the green marketing products in Coimbatore city. The describptive research has used this study. Primary as well as secondary data has been used in this study. Primary data collected from structured questionnaire. Secondary data were collected from journals, magazines, news paper etc. Simple random sampling technique adopted in this study.Suggested this study, Consumer needs to be made more aware about the merits of Green products. The consumer needs to be educated and made aware of the environmental threats. It should be made sure that the consumer is aware of and concerned about the issues that your product attempts to address. Green Marketing campaign and green advertising is good step toward it. Conclude this study, an environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally responsible fashion.

KEY WORDS: paper carries bags, green marketing

INTRODUCTION

First of all, environment and environmental problems, one of the reasons why the green marketing emerged. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Green marketing refers to holistic marketing concept wherein the product, marketing consumption on disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch into green products and services. Many people believe that green marketing refers solely to the promotion and advertising of products with environmental characteristics. Generally terms like phosphate free, recyclable, refillable, ozone friendly and environment friendly are most of the things consumers often associated with green marketing. Yes, green marketing is a golden goose. As per Mr. J. Polonsky, green marketing can be defined as, "All activies designed to generate and

facilitate any exchange intended to satisfy human needs or wants such that satisfying of their needs and wants occur with minimal detrimental input on the national environment." Green marketing is also called environmental marketing/ecological marketing. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding the protection of the environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for the growing market for sustainable and socially responsible products and services. Now this has become new mantra for marketers to satisfy the needs of consumers and earn better profits.

REVIEW OF LITERATURE

Kilbourne, W.E. (1998) discussed the failure of green marketing to move beyond the limitations of the prevailing paradigm. The author identified areas that must be examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the cultural frame of reference. Prothero, A. (1998) introduced several papers discussed in the July 1998 issue of 'Journal of Marketing Management' focusing on green marketing. This included a citation of the need to review existing literature on green marketing, an empirical study of United States and Australian marketing managers, a description of what a green alliance look like in practice in Great Britain, ecotourism and definitions of green marketing. Prothero, A. & Fitchett, J.A. (2000) argued that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so. Oyewole, P. (2001) in his paper presented a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumer's awareness of environmental justice, and their willingness to bear the costs associated with it. Karna, J., Hansen, E. & Juslin, H. (2003) interpreted that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesized according to the model of environmental marketing used to guide this study.

OBJECTIVES OF THE STUDY

To analyse the factors influencing the green marketing products in Coimbatore city.
To offer the suitable suggestions to improve the green marketing products

METHODOLOGY OF THE STUDY

The describptive research has used this study. Primary as well as secondary data has been used in this study. Primary data collected from structured questionnaire. Secondary data

were collected from journals, magazines, news paper etc. Simple random sampling technique adopted in this study. Sampling unit is Coimbatore city. Two hundred respondents were selected for this study.Data collected from last three months spetember 2015 to December 2015. Descriptive statistics and multiple regression has used in this study. Factors refers to four P's of marketing i.e. Product, place**,** price, promotion.Green marketing products means not create pollution of natural resources. i.e paper carry bags, avoid chemcial content products etc., Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal

iii) MULTIPLE REGRESSION ANALYSIS

Multiple regression co-efficient measures separately the relationship between two variables in such a way that the effects of other related variables are eliminated, In other words, it measures the relation between a dependent variable and a particular independent variable by holding all other variables constant. Thus, each multiple regression co-efficient measures the effect of its independent variable on the dependent variable. Multiple regression analysis

of factors influencing towards green marketing products (Y) was performed with variables and Gender(X_1), Monthly Income(X_2), Educational Level (X_3), Marital Status(X_3), Profession(X_4) Age (X_5) and so on the following regression model is fitted for performance:

$$X = b0 + b1X1 + b2\ X2 + b3\ X3 + \ldots\ldots$$

Where b1, b2… and b9 are partial regression coefficients; bo-constant the results are presented in the following table.

TABLE : No.1

DEPENDENT VARIABLE: FACTORS INFLUENCING GREEN MARKETING PRODUCTS

	Y	Gender	Monthly Income	Education	Profession	AGEge	purchase behaviour	willing to pay	aware the positive	lifestyle	purchase products ecofriendly	
Y	1.000											Stepwise method
Gender	.224	1.000										
Monthly Income	.156	.066	1.000									
Education	-.044	-.122	.214	1.000								
Profession	.033	-.123	.162	.239	1.000							
Age	.088	.116	.116	.295	.186	1.000						
purchase behaviour	-.060	.152	.024	.128	.293	.224	1.000					
willing to pay	.293	.084	.126	.039	-.038	.010	.129	1.000				
aware the positive	.542	.224	.146	-.276	-.030	-.103	-.142	.333	1.000			
lifestyle	.445	-.244	.187	.096	.341	.198	.027	.233	.188	1.000		
purchase products ecofriendly	.323	.341	.067	.082	-.016	.225	.045	-.094	-.004	.021	1.000	

SOURCE: PRIMARY DATA **$p < 0.01$, *$p < 0.05$ S-Significant NS- Not significant

Table 4.53.1.reveals correlation analysis that has been done on all the data collected through the survey. This analysis is done to show the existing relation among the study variables, namely, purchase behaviour,willing to pay,life style,purchase products eco friendly etc., factors influencing green marketing products are significantly correlated with the Gender($r = .224$, $p < 0.01$), Monthly income, ($r = .156$, $p < 0.01$), willing to pay, ($r = 0.293$, $p < 0.01$), positive awareness ($r = 0.542$, $p < 0.01$) and life style ($r = 0.445$, $p < 0.01$). Here, all of the predictor variables were entered simultaneously as the predictor variables and the stepwise method was used.

TABLE – 2
MULTIPLE REGRESSION ANALYSIS OF THE SELECTED VARIABLES WITH FACTORS INFLUENCING TOWARDS GREEN MARKETING PRODUCTS

Model		Unstandardized Coefficients		Standardized Coefficients	t	P.value	Remarks
		B	Std. Error	Beta			
1	(Constant)	-.453	.247		-1.835	.068	NS
	Gender	.217	.097	.133	2.226	.027	S
	Monthly Income	-.017	.059	-.015	-.283	.778	NS
	Education	.030	.032	.052	.916	.361	NS
	Profession	-.040	.037	-.061	-1.063	.289	NS
	Age	-.022	.060	-.020	-.363	.717	NS
	purchase behaviour	-.033	.048	-.038	-.692	.490	NS
	willing to pay	.058	.041	.079	1.405	.162	NS
	aware the positive	.294	.042	.420	7.065	.000	S
	lifestyle	.259	.039	.398	6.673	.000	S
	purchase products ecofriendly	.186	.036	.281	5.137	.000	S
	R² **F Change** **Sig in F Change**						54.2 22.35 000**

SOURCE: PRIMARY DATA   **p <0.01, *p<0.05 S-Significant NS- Not significant

TABLE N0.3
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.489	10	7.149	22.359	.000
	Residual	60.431	189	.320		
	Total	131.920	199			

**p <0.01, *p<0.05 S-Significant

It is clear that, the Adjusted R Square value of model accounts for 54.2 per cent of variance – a good model and the Standardized Beta Coefficients give a measure of the contribution of each variable to the model. A large value indicates that a unit change in this

predictor variable has a large effect on the criterion variable. The t and Sig (p) values give a rough indication of the impact of each predictor variable namely Gender (t- 2.226, p- 0.027, p< 0.05), possitive awareness (t – -7.065 ,p – 0.000, p<0.01) and life style (t -6.673, p- 0.000, p< 0.01). It found that p value suggested that a predictor variable is having a large impact on the criterion variable. Hence, over all ANOVA results, which assesses the overall significance of this model (F-22.359, p value- 0.00, p<0.01). This model is statistically significant.

SUGGESTIONS

Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. There are some suggestion that an organizations should implement for catering challenges of green marketing and successful exploitation of green marketing. Consumer needs to be made more aware about the merits of Green products. The consumer needs to be educated and made aware of the environmental threats. It should be made sure that the consumer is aware of and concerned about the issues that your product attempts to address. Green Marketing campaign and green advertising is good step toward it. Consumers must be motivated to switch brands or even pay a premium for the greener alternative.

Make sure that consumer feel that they can make a difference. This is called ―empowerment‖ and due to this main reason consumers will buy greener products. Further steps should be taken to control false promise and claim by the marketer to maintain legitimacy and trustworthiness of green products. For effective and efficient implementation of this concept of Green Marketing the factor that plays a major role is the Government. Unless the government creates specific and stringent laws and utilizes its authority to implement them, the concept cannot be conceptualized. If the Consumer, the Organization and the Government work in unison towards the common goal of minimizing the detrimental environmental impact of their activities, then they can surely save this environment and make this world a better place to live in. It is not enough for a company to green its products, consumers expect the products at they purchase pocket friendly and also to help reduce the environmental impact in their own lives too. Green marketing is very low on the agenda of most businesses and therefore it's still an under-leveraged USP (Unique Selling Proposition). Therefore, effective green marketing targeted at the right audience will make a difference.

CONCLUSION

Green marketing is a tool for protecting the environment for future generation. It is not going to be an easy concept. The firm has to plan and then carry out research to find out how feasible it is going to be. Green marketing has to evolve since it is still at its infancy stage. Adoption of Green marketing may not be easy in the short run, but in the long run it will definitely have a positive impact on the firm. Green Marketing is still in the stage of childhood in the Indian companies. Lots of opportunities are available. Now this is the right time to select Green Marketing globally. It will come with drastic change in the world of business if all nations will make strict rules because green marketing is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to

be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy efficient lamps and other electrical goods. Indian market Customers too are ready to pay premium price for green products. One thing that is being reiterated is that the current consumption levels are too high and are unsustainable. Therefore there is a need for green marketing and a need for a shift in the consumer's behavior and attitude towards more environment friendly life styles. Ultimately green marketing requires that consumers want a cleaner environment and are willing to pay for it, possibly through higher priced goods, modified individual lifestyles, or even governmental intervention. Until this occurs it will be difficult for firms alone to lead the green marketing revolution. An environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally responsible fashion. Final consumers and industrial buyers also have the ability to pressure organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities.

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